



The Purple Chair
a children's bookstore
2302 Gruene Lake Dr., Ste C
New Braunfels, TX 78130
830.387.4837
info@thepurplechairnb.com

Event Offerings at The Purple Chair

Are you launching your book and would like The Purple Chair to be the location of your first signing? Awesome! We'd love that! If your book has been out for a while and you'd like to have a signing and/or reading, we can do that too!

If we do not have an account with your publisher, we require that we sell your books on consignment where you provide the books and we pay you 50% of the retail value for each book sold. The Purple Chair will keep any additional books on the shelves for 90 days or three months. At that time the author/illustrator will be required to pick up any remaining books or renegotiate this agreement. Unless arrangements are made, The Purple Chair reserves the right to remove the books from inventory with no further obligation to the author/illustrator to do with as is necessary. At the end of 90 days, a check will be made for the amount owed based on book sales.

Author/Illustrator Signings

We would love to have authors/illustrators come in to our store for opportunities sign their works. People will need to purchase the books from us and then take them to the author/illustrator to sign.

A Reading with Signing

Who knows their book better than the author/illustrator? If you would like to read an excerpt or the whole book in your voice we would enjoy it. Questions may be asked by our smallest patrons so be prepared for the unexpected. Afterward, people will need to purchase the books from us and then take them to the author/illustrator to sign.

When Are Signings?

Signings are available on Saturday afternoons beginning at 1:00 pm in two-hour allotments. Please make sure to schedule with us a month in advance. We will provide a space, table and chair for the signing.

Marketing

You've scheduled a signing, now what? Marketing your book is extremely important to your success. Since you are the primary marketer, the most important thing is to get the word out. A really successful and fun event is getting family, friends, and colleagues out to see you. Invite them all by social media, email or snail mail. Personal author/illustrator contacts are the most impressionable; people love knowing that the author/illustrator wants them at the signing.

As soon as we receive the book cover graphic, a brief bio and summary or description of the book, we will post it on our website and social media sites.



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Signing Request Procedures

Self-published or published by a major publisher, we love to support local authors. If you would like to have a signing at The Purple Chair, you will need to do the following:

1. Send us an email with as much information as you have about your book. Please include:
 - a. a high-resolution picture of the cover of the book,
 - b. your brief biography,
 - c. a description or summary of the book
2. Please bring or mail a copy of your book to us. We will be happy to return it to you if need be.
3. We schedule signings one month in advance. This gives us time to read your book as well as post it on our web and social media sites two weeks before your signing. Sometimes books, particularly self-published books, are filled with mistakes and we have to reject them. We want to make sure that we are putting high quality books on our shelves. Because we are a children's bookstore, sometimes a book is just not a good fit for us.

We look forward to working with you and getting your book into more people's hands.

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Policy and Receipt for Books on Consignment

- ❖ The Purple Chair agrees to pay the owner 50% of the retail list price for the quantity of books sold.
- ❖ The Purple Chair will keep any additional book/s on the shelves for 90 days or three months. At that time the owner will be required to pick up any remaining books or renegotiate this agreement. Unless arrangements are made, The Purple Chair reserves the right to remove the books from inventory with no further obligation to the owner to do with as is seen necessary.
- ❖ At the end of 90 days, a check will be made for the amount owed based on book sales.

Date: _____

Author: _____

Book Title: _____

ISBN: _____ Publisher: _____

Retail Price: _____ 50% _____ 50% _____

Number Received: _____

Number Remaining: _____

Number Sold: _____

Office: Amount Due to Owner: _____ (cost x 0.50)

Owner Signature: _____

Address: _____

Phone: _____ Cell: _____

Email: _____

The Purple Chair Representative: _____ Date: _____