

Authors Area Guidelines

Who should autograph in the Authors Area?

Children's/YA authors from medium to large publishing houses and/or authors who will speak at the Conference. These popular authors usually generate more traffic than what the sponsoring exhibitor's space allows. Lines forming in the aisle potentially blocking other exhibitors and/or the aisle are show violations. The Authors Area is designed to accommodate the longer lines. **Please contact us about adult authors.**

- All popular authors or those that are also conference speakers need to autograph in the Authors Area. The exception is if the exhibitor has a 20x20 or larger island exhibit space and can control the line in or on the perimeter of their space. Approval by the Authors Area Chairs is still required regardless of exhibit space size.
- All medium to large publishers, especially those with visiting authors handing out free signed copies or those who are popular conference speakers, **MUST** schedule their authors in the Authors Area.
- **Action for onsite non-compliance:** If the author's signing line grows in a way that blocks other exhibitors or aisles, the line will be moved to an open aisle in the Authors Area. No extra time will be added to the signing time. If no aisle is available in the Authors Area, the exhibitor representative will be required to end the line at the point where it blocks traffic in the aisles.

What are the rules for autographing in the exhibit space?

With approval from the Authors Area Chairs, Authors will be allowed to autograph in their sponsoring exhibitor's exhibit space in addition to the Authors Area, but only if the lines are confined within the exhibit space. Any business conducted outside the exhibit space is a direct violation of TLA and the industry show rules. This includes author signing, demonstrations, or give-aways that would create crowds in the aisles and block neighboring exhibitors.

Can I sell books in the Authors Area?

Yes, you are encouraged to sell books. You must provide your own cash box or credit card machine. Electricity is provided. You must also have your exhibit space staffed during your signing times in the Authors Area. Staff/Volunteers are prohibited from handling money in the Authors Area. You may consider hiring a temporary staff to work the exhibit space or accompany the author during autographing.

Is there a limit on the number of books that author can sign per person?

Yes, we let attendees know on the conference FAQ that the limit is 3 items per person. If you want to change this number for your author, please make that known in your exhibit space before the signing or in your ad in the Conference Program, etc.

How do I get my books to the Authors Area from the exhibit space?

To assist you with selling your books during your authors' time in the Authors Area, TLA offers a complimentary book delivery service from your exhibit space to the Authors Area and return. Please contact Exhibit staff to use this service. To request this onsite, see the Authors Area volunteers, staff at Exhibitor Registration, or staff at Conference Managements.

When can I obtain a list of authors registered for the TLA conference?

Authors and speakers scheduled to appear at the conference will be listed here as their information is confirmed. Printable lists of author signing times will be added around mid-March and updated as possible until one week before staff is onsite. The conference app will also have the most updated information about author signings times. It will be updated as possible onsite.