

Book Fairs and Events Policy

Policy #00007

The Book Fairs and Events Policy by Ink & Fable Publishing Ltd. outlines the requirements and expectations of book fairs attended by Ink & Fable as a company and by the authors themselves.

1. Ink & Fable Book Fairs and Events

Ink & Fable aim to attend book fairs and other events as a company to market and sell the book published by the company. Due to the company working remotely as well as the founders offices being in different locations, book fairs and other events will mostly be attended by at least one founder acting on behalf of the company, multiple team members will attend only where practical and possible.

A member of the Ink & Fable Team will promote and aim to sell all books published by the company during these events, with copies of all books available to buy as well as promotional material such as banners, bookmarks and pens to hand out to potential readers to encourage sales. Authors will still receive their agreed royalty share of all sales that occur during these scheduled events.

2. Author Book Fairs and Events

Due to the fact that authors will require copies of their book to sell at book fairs and events, Ink & Fable agree to provide authors with two options to proceed with these events if they so wish.

- Option 1: Ink & Fable will cover the print cost of the books and shipping and authors will be required to share their sales receipts with Ink & Fable to ensure authors retain their royalty fees and the company receives their share of the profits.
- Option 2: The author covers the cost of the books they take to these events, at a discounted rate of 30% (an author's royalty share). The author is then free to keep all payment from the sales of the books at the event.

Ink & Fable provides two options as they are aware that not all authors could afford to pay for the print cost upfront, or perhaps, would rather pay upfront so that the author is not required to keep records and paperwork of the sales at events they attend.