

October 2021 Race and Read!

Race and Read... Indie Authors Share Their Stories! Come For The Books, Stay to Race!

Don't miss this once in a lifetime opportunity! Race your friends and family, and perhaps your favorite Indie Authors to see who is first to the finish line! Between your races, take time to enjoy games, enter exclusive contests with prizes, take in Readings and Writing Workshops, and mingle with some of the best Indie Authors. Like all establishments, Full Throttle does have a building capacity, so be sure to secure your

spot early to set your pole position and you will be off to the races!



Accelerate around a track of filled with High Octane Creativity, crafted by Indie Authors. Books will be available for sale, and our "Indie Imagination Drivers" will even sign them for you. Shift into your next great read, meet spectacular Indie Authors, and feel like a winner knowing that a portion of the proceeds from the event will go to support the work of The World Literacy Foundation!

Games, Contests, and Prizes will all be part of the day's excitement, as you discover new books and race over the finish line, literally.

Pages Promotions Presents: An October Book Festival 2021... Race and Read! Full Throttle Adrenaline Park Indoor Go Kart Racing

Location: 44225 West Twelve Mile Road Novi, MI 48377

North of 696, West of 12 Mile Road, just west of Twelve Oaks Mall.

Phone: 248-773-8777

Date: Sunday, October 24, 2021

Time: 1:00pm – 5:00pm EST

*Attending the Book Festival is free to the public, however, all race fees, virtual reality game fees, food & beverages, are paid separately to Full Throttle.

A Hybrid Book Festival with Virtual and In-Person Connections to Indie Authors and Their Books

October will be a fun month filled with Author Readings, Panel Discussions, and Writing Workshops featuring and supporting Indie Authors, the high-point of which is in an In-Person Book Festival with Indoor Go-Kart Racing and Virtual Reality Experiences.

GTX Electric Karts:

"The state-of-the-art SODI go-kart features an electric motor to power you around the track at speeds up to 40 mph! Safety comes standard; our go-karts meet all safety guidelines for indoor karting and offer outstanding shock stability and impact resistance. Additionally, these karts offer seat and pedal adjustments to ensure a proper and comfortable fit for drivers age 7+ and at least 55" tall. We offer a seat insert to ensure smaller drivers fit snugly in the seat. Ask trackside and our crew will gladly help you get the fit you need to race your best!"

- Ages 7-13 race in Junior sessions where karts are limited to approximately 20 mph.
- Ages 14+ race in Pro sessions where karts are capable of up to 40 mph.

Virtual & In-Person Author Readings: Mixed Genre readings featuring Indie Authors from all around the world. Free and Family-Friendly, these events are accessible on Zoom, and Replays can be viewed on our YouTube Channel. We'll be featuring authors from nearly every genre imaginable... Fantasy, Suspense, Thriller, Romance, Children's, Non-Fiction, Poetry, Short Stories... and More! Come to hear the stories you love AND discover new stories you might otherwise have missed.

Virtual In-Person Author Panel Discussions: Join us for interesting "behind the scenes" conversations with Indie Authors... learn about their influences, processes, tips, and tricks. Up to five Indie Authors of varying genres will be in the room to share and answer YOUR questions! Virtual spectators will be on Chat only, with microphones and cameras turned off. If you're shy, but still want to learn how we do it... these are the sessions for you! Free and Family-Friendly, these sessions will also be available as replays on our YouTube channel. In-Person discussions will be fully accessible and primed to help rev up your writing career!

Virtual & In-Person Writing & Publishing Workshops: Are you an aspiring writer, eager to know how we do what we do? Are you an author looking for ways to improve your craft and business? These workshops will guide you and give you the confidence you need to become a working Indie Author. Topics we'll cover may include Character Creation; Plot Development; Genre-Specific World Building; Working with an Editor; The Business of Writing; Marketing, and More. These Virtual sessions will have a small registration fee to participate live, with camera and microphone access, as well as a download of the video replay and PDF transcript. If you can't participate live, replays

will also be available after the festival concludes, for a slightly higher rate (video replay and PDF transcript included). In-Person Workshops will offer the interactive agility that will add momentum to your best poll position.

Schedules: All event schedules will be listed on our website and on our Facebook page. Pre-Registration for Virtual events closes one hour prior to the start of the event. Pre-Registration for In-Person Author events is not required. Free Books (E-books or Print) will be given away at both In-Person and Virtual events.

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2021 October Race and Read Book Festival

Author Participation Fees

- 1. Digital Interactive Catalogue Listing Fees: \$10 per title**, billed annually. In an effort to cut through the noise of Trad authors with bigger bullhorns, this interactive, digital catalogue lists only Indie Authors, their “buy links” and contact information, along with cover art, and synopsis. Only Indie Authors may participate in this catalogue. We define an Indie Author as a “self-published” author, or an author who publishes with a small press imprint, not affiliated with a Traditional Publishing House, and publishing fewer than 50 titles per year. The Catalogue is a new, permanent feature of the Pages Promotions website, and Authors may be included in the Catalogue, whether or not they are able to participate in the Book Festival. **For those authors on a tight budget, who are looking for another marketing opportunity, this option, alone, will help to build your platform.**
- 2. Virtual Event Author Registration Fees: \$35** per author for the Virtual portion of the festival, **plus one E-Book or Print title as a giveaway book**. Links to free E-Books must be submitted with your registration. These links will **only** be shared with your specific event's attendees, in an email, after the event has concluded. Authors are responsible for shipping free Print books, at their own expense, to winners as determined by our “Spinny Wheel of Happiness”. This registration includes a Pages Promotions Catalogue listing of a **single** title for a full calendar year (expires October 30, 2022), and promotion on our Facebook page, website, and newsletter in the time from an author's confirmed registration leading up to the festival, as well as for the full month of October. All fees are non-refundable. **Virtual Event registrations are limited to 50 Authors, and author selection is curated.** There is a possibility that you may not be selected to participate in the event. If you are not selected, your registration fees will be refunded in full by October 1, 2021. All decisions regarding author selection are made by the event organizer(s), are final, and are not open to negotiation. The Virtual Event includes 18 days of scheduled events, and are free and open to the public, at either 3:00pm or 7:00pm (or perhaps both) on designated days, each session lasting approximately 60 minutes.
- 3. In-Person Event Author Registration Fees: \$75** per author for a half table (18"x 3.5'), full tables are not available, **plus at least one print copy of a giveaway book**. This registration includes a Pages Promotions Virtual Catalogue listing of **all** the titles in your backlist (as you provide them to us) for a full calendar year (expires October 30, 2022), and promotion on our Facebook page during the time from an author's confirmed reservation, leading up to the festival, as well as for the full month of October. All fees are non-refundable. Due to space limitations, **In-Person event registrations are limited to 25 authors, and author selection is curated.** The table and one chair are included in your registration fee. You must supply book displays, tablecloths, and inventory. Floor banners may be used as part of your display, as long as they do not block walkways or

are affixed to the walls. There is a possibility that you may not be selected to participate in the event, depending on the number of interested authors and overlapping genres. If you are not selected, your registration fees will be refunded in full by October 1, 2021. All decisions regarding author selection are made by the event organizer(s), are final, and are not open to negotiation. The In-Person event has one (1) day of scheduled events on **Sunday, October 24, 2021**, and will be open to the public from **1:00pm – 5:00pm**. An entrance fee to the In-Person Book Festival event is not charged to the attending public, other attractions at the venue will require a separate admission fee. Participating in attractions is not required to attend the Race and Read Book Festival. Participating Author Registration DOES NOT Include Race Time, or VR Games. Authors must reserve for those attractions separately.

- a. **2-Hour Unlimited access to Indoor Go-Kart Racing & VR games: \$55 in advance, reserved via the Pages Promotions website.** (see details below).
 - b. **2-Hour Unlimited access to Indoor Go-Kart Racing & VR games: \$60 at the door.** (see details below).
 - c. **Go-Kart Racing Only (no VR Games):** 2 Races, approximately six minutes each (12-14 laps): **\$42 at the door.** “Our 6-minute race sessions give you plenty of time to get the tires hot and throw down some fast laps. In our standard format, we place up to 8 karts on the track as you compete for the fastest lap. After your race, we’ll provide you with a detailed results sheet comparing your times to the competition. Ages 7-13 (minimum 55" tall) race in our Junior sessions, which travel up to 20 mph. Ages 14+ (minimum 55" tall) race in our 40 mph Pro sessions. Adults may race against younger drivers in Junior sessions. We do not offer double-seater karts. We highly recommend age-appropriate sessions for the best experience. Karts feature adjustable seats and pedals, and seat inserts are available for smaller racers. We can accommodate most shapes and sizes up to 325 pounds. To learn more about rules, restrictions, insurance, and waivers visit www.gofullthrottle.com.”
 - d. **VR Games Only: \$10 per person/per game, at the door.** “Choose from multiple adrenaline pumping, fully immersive games on our new Hologate system! Between races, get lost in virtual reality dancing, cooking, shooting, and throwing! Our 5-minute VR sessions provide a truly-immersive experience! Four guests can participate at one time. Minimum age 7 years old.”
 - e. **Micro Karts: \$10 at the door.** “These electric karts are for our youngest racers. Ages 3+ drive these hand-controlled karts in their own race. These karts reach speeds up to 8 mph.”
4. **Dual Event Registration Fees: \$85** per author for **both** In-Person and Virtual event participation; which includes all the details and guidelines for both the In-person **AND** Virtual portions of the Race and Read Book Festival listed above. **Please read the details carefully to know what is included and expected.**

2021 October Race and Read Book Festival Author Participation Rules of Engagement, Terms, and Conditions

1. **Registration Deadline:** All fees and information for both the Virtual and In-Person events are due by **September 5, 2021, at 5:00pm EST.**
2. All decisions regarding author selection and event schedules are made by the event organizer(s), are final, and are not open to negotiation.
3. The event schedules will be posted on our Website and Facebook page by September 7, 2021.
4. Participating Authors are expected to advertise and market the festival frequently, and be reciprocally involved and supportive. If you want people to promote and attend your event, be sure to promote and attend their events.
5. **In-Person and Virtual Author Readings and Panel Discussions:** Mixed Genres at each event with a maximum of five authors per event. All content must be family-friendly. Authors must provide **one title in either E-Book or Print copy** format to be given away at the conclusion of their session. If Authors choose to give away an E-book, copies must be provided to **ALL** attendees to their session. If Authors choose to give away a Print book, only **one** copy is required to be given away. **Best practices for maximum marketing reach** is to give away an E-book to all attendees, plus one Print copy to a randomly selected winner. Winners are determined by the "Spinny Wheel of Happiness" to avoid bias in prize distribution. These sessions are Free for the public to attend.
6. **In-Person and Virtual Writing & Publishing Workshops:** We will offer a variety of workshop topics, with a maximum of two instructors per workshop. Authors who volunteer and **are accepted** to teach a workshop will be compensated with **free registration** to the February 2022 Book Festival. All workshop instructor volunteers may not be accepted to teach. All decisions regarding workshop topics and instructors are made by the event organizer(s) and will not be negotiated. Workshop instructors must provide at least **one title in either E-Book or Print copy** format to be given away at the conclusion of their session. Winners are determined by the "Spinny Wheel of Happiness" to avoid bias in prize distribution. Workshops are free to attend at the In-Person event. Live Virtual Workshops are available for a **pre-registration fee of \$10.** Workshop video replays are offered to the public for a **\$15 replay fee.** Each workshop registration includes a video replay and PDF transcript. A registration form with attendee information will be collected at the In-Person event, so that video replays and PDF transcripts can be delivered via email after the Race and Read Book Festival has concluded.
7. Authors must provide headshots and book cover images, links to the author's website, preferred social media page, "buy link" (which may be Amazon or another Distributor), Genre, and Reading Rating for all titles featured in the digital Catalogue.

8. **Family-Friendly Content:** All genres welcome. All event content must be family-friendly. Books displayed during the Festival (whether Virtually or In-Person) must have family-friendly cover art and table displays. All Author Readings, Panel Discussions, and Workshop content must be family-friendly. Content that is rated PG-13 must receive clearance from the event organizer(s) before it is made public.
9. **In-Person Event Sales:** Authors are responsible for all book sales (in either cash or card), making change, and book sales taxes at the In-Person event. 100% of revenue collected from book sales are retained by the author. Change will not be available from the festival organizer(s) or the venue. Please plan ahead for every possible sales contingency.
10. **In-Person Event Schedules – Set Up:** Access to the event space is at **12:30pm**. Authors participating at the In-Person event must have their table set up and ready to receive customers by **1:00pm**. Authors who are late will not be permitted to set up their tables and will forfeit their table space and all registration fees. If you have an emergency the day of the event, it is your responsibility to contact the event organizer(s), or else your table will be forfeit. Traffic delays are **NOT** classified as emergencies. Please plan ahead for travel and construction delays. Forfeit table fees are non-refundable. If an emergency arises and you cannot participate, your reservation fees will be held over and applied to your participation in the 2022 February Book Festival program.
 - a. **Included Equipment:** One half-table (18" x 3.5'), one chair, public WIFI, and access to electricity for powering and charging electronic devices will be provided. A best practice is to bring a short (3' – 6') extension cord for easier access, as outlets will be shared between authors in the nearby area to the outlets.
11. **In-Person Event Schedules – Break Down:** Authors participating at the In-Person event must have their table available to customers for the duration of the event, no matter how slow the foot traffic. Break down time is **5:00pm**. Authors who break down and/or leave before 5:00pm will not be invited to future events hosted by Pages Promotions, of any kind, in perpetuity, and refunds, whether prorated or in full, will not be issued.
12. **In-Person Event Table Assignments & Buddies:** Authors will be assigned specific tables for the In-Person event. Much care and consideration has gone into the floor plan, and we appreciate your cooperation. Due to space limitations, additional "table buddies" are not permitted to sit with you at your book sales table. If you need to step away for any period of time, ask a fellow author to watch sales for you, and either sell books while you are away, or help customers to know when you will return. Remember, if you help others, they will help you.
13. **In-Person Event Food and Beverages:** The venue hosts a snack bar with a selection of general snacks and soft drinks. Authors are permitted to bring snacks with them to their table, however, full meals are discouraged due to the limitation of trash removal. Remember... if you pack it in, pack it out. Authors

who leave trash behind or are irresponsible with trash disposal, may face clean up fines assessed by the venue.

14. **In-Person Event Schedules:** Break down time is from **5pm – 5:30pm**. The venue must be clear by 5:30pm. Our event may not be the only one to use the venue that day. Lingering authors will be charged the regular rate assigned by the venue, payable by the author directly to the venue, before exiting the building on the day of the event. Authors who “skip out” on this requirement will be billed by the venue, and legal action for recovery may be taken by the venue to collect. Author contact information will be shared with the venue on the day of the event, to be sure that the venue can recoup all late fees incurred by the authors for late breakdown.
15. **Virtual Event Schedules:** Author Readings, Panel Discussions, and Workshops will be held at either **3:00pm or 7:00pm** (or both if there is enough author interest) on the following days, only: **October 1, 2, 3, 4, 6, 7, 8, 15, 16, 17, 18, 21, 22, 23, 27, 29, 29, 30**. Specific authors, panel discussion topics, and workshop topics will be curated and announced no later than September 12, 2021, and then posted on the Pages Promotions website and Facebook group page.
16. **Event Recordings:** Both In-Person and Virtual event sessions may be recorded and posted to the Pages Promotions YouTube channel and Website. All recorded content remains the property of Pages Promotions. Participating authors will be provided recorded content links to share as a part of their marketing platform. Embedding or uploading of content recorded by Pages Promotions is not permitted.

Below are examples of Author and Book Promotional graphics provided to Participating Authors for use in their marketing platforms. Additional graphics will be added and distributed as they are created.

