

EAST WEST

B O O K S T O R E

Presenter Agreement as of February, 2010

1. **TICKETS:** All event ticket reservations and any payments taken will be performed by East West. To maximize attendance, most events are free. For paid events, the split with East West is 50/50 for local presenters and 60/40 for travelling presenters.
2. **PRODUCT:** ALL product highlighted in the course of your event – including but not limited to books, CD's and DVD's - shall be available for sale through our front desk at a share of 40% to the store. Please supply ordering information [title(s), ISBN number(s) and distributor(s)] to Rasamayi (Rasamayi@EastWest.com). If your product is self published, print on demand or otherwise not available through our distributors at a standard wholesale discount, or if you wish to bring additional copies, contact Lee for music CDs (Lee@EastWest.com) or Diane for all other product (Diane312@EastWest.com) to make arrangements to bring items for sale at the store. We require all unsold products to be returnable so that we may have a liberal amount of product on hand. Please contact Diane immediately if you have any questions regarding this process.
3. We encourage you to create **POSTERS and FLYERS** for your event. Materials specific to your East West event will be posted by us for our customers. Posters must be 8 ½ X 11" (or may be 11 X 14" for musical events) and same or half page size for flyers (50 to 150, at your discretion). Send an electronic version to Rasamayi@EastWest.com before printing for proofreading, to confirm information and for suggestions on maximizing the magnetism of the materials. Please send them to arrive at least two weeks prior to your event date for posting in the store window and in our "upcoming event" flier area. Snail mail to: **324 Castro Street, Mountain View CA 94041, c/o Rasamayi.**
4. Email Rasamayi@EastWest.com with specific **ROOM SETUP** requests. Options include: wireless lavalier (lapel) microphone, up to 4 wired mics, music stand, easel, dry erase board, screen, projector for use with your PC laptop, CD player, DVD player and slide projector. For musical performances, a 6 input Mackie DFX-12 mixer is also available.
5. **TIMING:** Please arrive at East West 1 hour before your program is scheduled to begin. Events start at 7:30 pm unless otherwise discussed, last a minimum of 45 minutes, and end promptly by 9 pm including lecture time, any question and answer period, and any announcements (except musical events, which will end by 10), to be followed by a product signing in front of our fountain when applicable.
6. Feel free to bring promotional literature to hand out and/or a mailing list for participants to add their names to if they are interested in keeping in contact. You are responsible for creating originals and copies of all materials distributed during the course of your event.
7. We may create a recording of your event and post a **YouTube** clip. Please email JD@EastWest.com if you prefer not to participate, or would like a copy of the recording.
8. **CANCELLATIONS:** Please note that it is rare that East West presenters cancel appearances at our store. Cancellations negatively affect our relationships with our patrons and customers. Cancellation of your event after magazine printing will incur a \$300 fee to cover the advertising costs of your event in our magazine. Exceptions to this policy are: cancellation due to radical weather conditions, medical emergency and/or agreement between you and East West due to exceptional circumstances.

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How to Have a Successful Event

Over the years, East West has held many successful in-store and outside events for out-of-town and local authors, speakers, healers and musicians. Recently, marketing has become a greater priority for the success of events at our store. Our events are a partnership between the presenters and East West Bookstore, and we want to encourage you to participate in marketing your event. Here are some marketing tips that will help you to promote your event at our store:

- 1. Send out email and/or snail-mail reminders of your East West event to your own list of contacts and encourage others to circulate the information as well.**
- 2. Snail-mail 8 ½ x 11 posters and same or half-page flyers to Rasamayi for in-store promotion.** If you live in - or have contacts in - the area, post posters and flyers in your/their favorite neighborhoods and shops around town.
- 3. Write an article, place an ad or get an interview in a local newspaper, magazine or radio program.** Don't forget to mention your event in the course of the article or interview! Sending out press kits and product demos and following up with the times you are available for interviews makes this a viable likelihood. Interviews should be conducted one to two weeks before your appearance at East West. You may also place a classified with East West's magazine/website by contacting Martha at ads@EastWest.com.
- 4. If you are a seasoned public speaker with an interesting topic and have a recording of a previous presentation or interview, consider promoting your event on a local television show.** Submitting your video will assure them that you can hold an audience's interest in an interview situation. Please ask for our "authors media sheet" for contact information. And remember to mention your event at East West!
- 5. If you are a healer or energy worker, take advantage of our interactive aura video recording capacities.** For more information, please contact Colleen (SplendAura@gmail.com).

In addition to your efforts, East West will publicize your event in local print and online calendars as appropriate, our quarterly newsletter (which is distributed to 1200 local, loyal and enthusiastic customers via snail mail and 2,700 in electronic format), post the event on our website, and include your event description in another email blast the week of your event. Our combined efforts are sure to make your event at our store a success!

In Joy,
Rasamayi
Events Manager, East West Bookstore
Rasamayi@EastWest.com
(650) 988-9800 x314