



ADELAIDE INDIE AUTHOR Book Festival



BEFORE THE DAY

- » **In advance of the Festival please make sure you start spreading the word on your own socials and please “tag in” the event** <https://www.facebook.com/share/ICBUumeqGh/> (If you don't know how to do that there will be a video on the Facebook group – please also join that if you haven't already <https://www.facebook.com/groups/617519536879961>)

TO BRING

- » Your own books and other merchandise.
- » You **MUST** bring a tablecloth that covers the top of the table and down to floor level on the front. This is to block any boxes or other storage you may have under the table. All walkways and access routes must be kept clear.
- » You need a method of taking payments. Most authors use a Square device or a similar e-card reader, as well as having a cash box.
- » A pen to sign books for your readers. Rollerball or sharpies are good options. Hard biros and fountain pens, not so good. And yes, the reader will want their books signed.
- » A plastic (or wooden) book stand for book display purposes and whatever else that you think will comfortably fit on your table.
- » Please also bring a sense of humour and a collegiate attitude. This Festival is for us, by us, so we should try to make it a good, fun experience. It is also the first one, so despite all our planning and preparation, some things may have a little hiccup. That is okay. We will overcome.

STALL SET-UP

You have been assigned a table with 2 chairs, so you may bring someone along with you to help you on your stall.

TABLE DIMENSIONS: 1.2M BY 0.8M

There may be space behind you to have a pull-up banner or other display, which will be confirmed at the time of your booking. Please note, a banner must be no wider than your table, so you don't encroach on another author's area.

FOOD AND DRINK

The internal vendors of Plant4 will be open all day, so there are plenty of places to grab breakfast, coffee and lunch from around and about.

The difficulty is of course that you must “be on your stall”, but we can all take a break and also “cover for our neighbours” when they are off.

Please, limit your time away to 5–10-minute, loo breaks and a 20-minute lunch if needed.

DETAILS

DATE

24th October 2026

AUTHOR ARRIVAL TIME

7:30am – 8:30am

AUTHOR DEPARTURE TIME

4pm – 5pm

Festival Start

9am

Festival End

3:30pm

GETTING THERE

LOCATION

Plant 4 Bowden, 5 Third Street, Adelaide, SA 5007

PARKING

Between Second & Third Street (a short walk from the venue)

PUBLIC TRANSPORT

The closest rail line is North Adelaide, a six-minute walk away





ADELAIDE INDIE AUTHOR Book Festival



TO REMEMBER

- » Public Liability Insurance is included for this event.
- » The **Indie Author Book Festival** have run several Festivals now, and we find that authors who sell a higher number of books had interesting display areas that showcased what their books are about as well as attendant, relevant book merchandise (such as bookmarks, or the like). Therefore, we encourage you to get creative with your space.
- » Think about stands to display your books, and methods to show the prices of the books. Try to not make a rod for your own back – \$19.95 means lots of 5 cents in change. If you have more than one book, consider “package deals” and discounts if you sell two or more together.
- » When it is all over (and even if you completely sell out at midday) the tables must remain in place until the end, which will be at 3:30pm. **The ‘tidy up and take down’ will run until 4.45pm, so no rush.**
- » If this is your first face-to-face event don't be afraid to let people know. You can order flyers in lots of 25 or 50 by emailing support@greenhillpublishing.com.au and providing your postal details or pick up at 75-77 Dale Street, Port Adelaide.
- » If signing books, ALWAYS get them to spell their name. Even if it's Sue or Mark – as you have no idea if they spell it Soo or Marc. Also, again if your fist face-to-face event, practise your author signature – don't sign a book with your actual legal signature, have an “autograph” version.
- » We will have a photographer on hand throughout the day and will use the images on social media during and after the event. We encourage you to do the same – lots of posts and lots of reels etc. Use the hashtag **#IndieAuthorBookFestival**.
- » If you have any questions, comments or concerns then you can reach the project team at events@indieauthorbookfestival.com, or in the Facebook group.

HOW MANY BOOKS

- » Bring to the Festival / Event only as many books as you can:
 1. **Afford to buy:** do not spend more than you have, hoping to recoup it all in one go.
 2. **Storage:** you must be able to store the books before (and any you don't sell after) the event in your house without it being inconvenient.
 3. **Carry:** be able to comfortably transport to and from the venue.
 4. **Display:** you need enough space to show (and manage) your stock at the event.
 5. **Expectations :** If you are JK Rowling and you are going to a signing / book Festival, bring lots. If you have a recognised name, brand, following, fans then bring enough to satisfy the expected hoards. If you aren't, maybe bring a modest amount.
 6. **A good rule of thumb is 20 of each title.**
 7. Also, have a way of capturing names, addresses and emails of any readers who might miss out and figure out roughly how much it would cost to ship it to them. (Go to the post office before the Festival with your heaviest book and ask them how much to send it to a distant postcode).