

2018 DEMA Show “Author’s Corner” Participation Rules

To enhance the experience of DEMA Show attendees, an “Author’s Corner” is provided so that ADDITIONAL book signings (outside of the author’s booth) and author’s commentary can take place, in a central and consistent location on the Show floor. The concept is to make the Show more appealing to the many authors of diving-related books who may not otherwise exhibit, bringing more of them to the Show, and enhance the “experience” of DEMA Show attendees who can meet, speak with, and hear commentary from authors.

Of course, each must be connected to an exhibitor, or have their own DEMA Show exhibit space.

Fees: \$100.00 per 30-minute time block in Author’s Corner (NOTE: Fees waived in 2018 for authors reserving prior to 4:00 PM Pacific Time, November 1, 2018).

Rules for the Author’s Corner –

1. Definition of “Author.” For the purposes of this program, an “author” is the actual, recognized and publicized writer for a published work related to recreational diving. While “ghost writers” or publishers may join the author at the Author’s Corner during the event, they may not be the sole representative of the book in question in that space, unless the book is self-published and distributed by the author whose name appears with the publication.

In part the goal is to help the author of the book become more approachable for the benefit of DEMA Show attendees, and generally speaking the publisher is unable to be the personification of the book.

2. Exhibit Space – In order to participate, authors must be a DEMA Show exhibitor or must “partner” with a current DEMA Show exhibitor. To be considered a “partner” the author’s books must be sold through the DEMA Show exhibitor of record, with all payments received for the book and sales taxes paid going through the exhibitor-of-record (and not directly through the partnered, non-exhibiting author). Author’s without this connection to a 2018 DEMA Show exhibitor may not participate in the Author’s Corner and may not sell books at DEMA Show.
3. Times and days in the Author’s Corner may be reserved prior to DEMA Show, on a first come, first served basis. Once filled, no additional time slots may be available. IMPORTANT NOTE: For DEMA Show 2018, the normal \$100 per 30-minute fee will be waived for authors reserving space in the Author’s Corner prior to 4:00 PM Pacific time, November 1, 2018.
4. Advertising – Most sources indicate that book signings are more productive when using advertising. Utilizing presentations that help the potential buyer connect with the author is helpful.

There are several opportunities for advertising connected with the Author's Corner; a) advertising for appearances at the DEMA Show exhibitor-of-record exhibit space, and b) advertising to help draw attendees to the Author's Corner.

Advertising to draw attention while the author is signing or selling books through the exhibitor-of-record: In this instance, any advertising through DEMA Show used to publicize the book being sold at the exhibitor's space must be reserved and paid for by the exhibitor of record. Advertising is sold through DEMA Show at standard rates.

Advertising to draw attention while the author is signing or selling at the Author's Corner: In this instance advertising purchased through DEMA Show to draw attention to the times and dates when the author is signing at the Author's Corner may be purchased directly by the author OR by the DEMA Show exhibitor-of-record. Advertising is sold through DEMA Show at standard rates.

Within the Author's Corner each presenting author may supply their own display marketing materials such as [pull-up displays](#) (must fit maximum dimensions), or easel-mounted posters of their book covers (see maximum dimensions). Author may bring their own already-made posters and stands (maximum 3 feet wide x 10 feet tall) or can purchase a poster print of their cover or other signage from DEMA Show's vendors on site.

[See the advertising prospectus on DEMAShow.com for more information on getting better visibility.](#)

5. Authors may schedule up to three SEPARATE 30-minute blocks during DEMA Show. Blocks may not be scheduled concomitantly (one immediately after the other) but may be scheduled on the same day with at least a one-hour time block between sessions.
6. Availability of Physical Books - The author must provide a sufficient number of physical books for sale during their time in the Author's Corner. For each 30-minute block, the author must ensure that they begin each session with a minimum of four physical books in their on-site inventory. Books in pre-release may be considered; consult with DEMA Staff for more information*.
7. Authors are responsible for their own shipping to and from DEMA Show, drayage costs and other costs.
8. Included in the Author's Corner, DEMA will provide presentation technology to include: monitor for presentation purposes, hand-held microphone and speakers for presentations, seating for up to 15 attendees, and signing table.
9. Authors may sell books during their signing times at the Author's Corner but must provide their own means of taking payments for books sold at the Author's Corner. Authors must ensure they comply with local/state/federal tax laws for all sales.

*Books in pre-release can be discussed in the Author's Corner if sufficient advertising materials are available for display in the Author's Corner (e.g.: poster sized print of cover, other appropriate advertising materials), along with information from publisher on publisher letterhead verifying release date, retail price of book, and ISBN number.