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## Inviting your group to participate in the 2021 SWFL Reading Festival Virtual Vendor Marketplace

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Hi everyone,

The 2021 SWFL Reading Festival will offer a new, completely online opportunity for local authors to showcase their work in our Virtual Vendor Marketplace. The online festival will feature virtual components throughout March 2021, with the heart of the digital programming and author presentations taking place from March 1 – 13. The event website will have a soft launch the week of February 22 to familiarize vendors/attendees with the new, online platform.

The link to submit an application as a virtual marketplace vendor is below, and no fees will apply until the application is approved. **Application does not guarantee acceptance.** Deadline to submit an application for early acceptance is December 15, and a booth fee of \$25 is due no later than January 15. Virtual Booth set up must be complete by February 15. Feel free to include pre-recorded author video presentations, biography, titles, link to your webpage, etc. You can even sell books and merchandise directly through our event website using a Shopify account. The more you put into the set up process, the more attractive your virtual booth will be to the public, leading to more interaction and book sales.

Local authors and vendors will have the opportunity to participate in a live interactive “Author Hour” Meet & Greet offered from 1-3 p.m. the first two Saturdays of March. This will allow customers to video and text chat with you to ask you more about your work and writing process. Accepted applicants who choose to participate in the interactive “Author Hour” chats are encouraged to participate in an online dress rehearsal scheduled for February 18 at 1:00 p.m. Eastern Time.

Virtual marketplace vendor registration is now open. Moving forward, we will be using [eventhub.net](https://eventhub.net) for our registration and communication platform. This will make signing up for our events easier and keeps all your information stored in one place. After creating an account help is available on Event Hub, if needed.

To register for our event this year, follow these steps:

1. Click this link to go to our Showcase Page on Event Hub: [https://eventhub.net/events/Southwest-Florida-Reading-Festival-\\_2158](https://eventhub.net/events/Southwest-Florida-Reading-Festival-_2158)
2. Click “Book Event Space” under the Opportunities Box and add the “Local Author Marketplace” booth type to your cart. Proceed to checkout.
3. You will be prompted to create an account. Then, you can continue through checkout.
4. Submit your application! **Note:** *Your payment will not be processed until after we approve your request.*

Click this link for a tutorial to help you through submitting your application: <https://help.eventhub.net/hc/en-us/articles/360022195374-How-to-Find-an-Event-in-Our-Marketplace-and-Submit-an-Application>

Once your request is approved, you can access your invoice, send us messages, and view your logistics info/booth assignment all from your Order Summary. This tutorial will show you the possibilities: <https://help.eventhub.net/hc/en-us/articles/360022197154-Manage-Your-Orders>

If you get stuck or have questions, don't panic! The Customer Success Team at Event Hub is available to you to answer your questions and help you get started on their platform. If you need help, don't hesitate to reach out to them at [help@eventhub.net](mailto:help@eventhub.net).

*Colleen*

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