

SOMOS Guidelines for Readings/Book Signings/Free events

Authors/Presenters:

- Will be a current member of SOMOS (otherwise rental fee is \$20/hour)
- Will provide current contact information (email, website, and cell phone #)
- Will submit a **one**-page (8 ½ by 11) flyer (saved as a word document or pdf) at least one month prior to the event (**more helpful:** 6-8 weeks); the event will be penciled on the calendar until flyer is received. If the flyer is not received at least one month prior to the event the date will be made available to other presenters
- The flyer will include a high resolution (72 dpi or higher) jpeg photo, bio, a description of the event and that it's FREE, SOMOS address: 108 Civic Plaza Drive, Taos, NM, call 575-758-0081 for further information (do not list as "SOMOS Presents" but title with names of authors/poets).
- Will forward photo and bio/description in a separate word document so it can be copied/pasted for use on website
- Will post their own flyers around town, i.e.: Cid's, Public Library, coffee shops, etc.
- Will either host the event themselves or secure a host to welcome attendees, introduce the speaker, etc.
- Will arrange to receive lockbox code prior to the event and learn about lights, doors, mic, etc.
- Will assist in promoting event by using social media: email list, facebook, linkedin, twitter, etc.
- Will solicit donations for SOMOS at the event
- Will bring own cash envelope for change for book sales
- Will be responsible for leaving the space as they found it (placing trash in receptacles, locking building, stacking chairs, etc.)
- Will sign & return rental space agreement prior to the event
- Will send out press releases and PSA's(public service announcements) to help promote attendance at reading (in Taos - Tempo: tempo@taosnews.com; radio stations: KCEI, KNCE, KTAO, KKIT)
- Suggested: send calendar announcements to LiveTaos, Chamber of Commerce and Taos News (Tempo)

SOMOS:

- Will promote event on weeklies (1700 plus subscribers) and SOMOS website under "Events"

- Will print flyers for distribution at SOMOS, our bulletin boards and at SOMOS events
- Will set up chairs, sound system, and lectern
- Will provide space for book sales; SOMOS does not take a percentage of sales
- Will provide copies of handouts as needed - if presenter delivers original(s) to SOMOS at least one week prior to event
- Will provide writing paper, pens, pencils, and markers, if needed

Contact SOMOS, 575-758-0081, or somos@somostaos.org