

EVENTS OVERVIEW

Submitting Event Requests

HarperCollins publishes in three seasons: Fall (September through December), Winter (January through April), and Summer (May through August). Each season we upload our event grids featuring touring authors into Edelweiss. Grids are inclusive of tour markets, attendance requirements, and other key details for booksellers to offer tour scope. Event requests will be sent to publicity teams.

Crafting an Exceptional Event Request

We recommend being as detailed as possible. Standout event requests including the following details:

- Expected attendance
- Estimated book sales
- Proposed event format
- Detailed promotional plans including newsletter and social media reach, influencer strategy, and paid advertising initiatives
- Prior Author event success, including sales.
- Offsite venue connections

Offsite Events Opportunities

We are always eager to work with you for offsite event opportunities. If you desire to be a partner for offsite events or have existing connections to local venues, please let us know and include in your requests.

Event Grids Overview

You can submit event requests through our HarperCollins Events Grids in Edelweiss. Events grids are live for 4-6 weeks - once closed all requests will be circulated to publicists for review. Publicists will contact the store directly if an event is accepted only.

PLACING EVENT ORDERS

All event orders **must be placed by emailing AuthorEventOrders@HarperCollins.com**. Placing event orders through any other method means we cannot guarantee fast entry, order tracking support, or delivery in time for your event

Event orders must be placed 15 business days ahead of the event date, to ensure timely delivery. Please provide a delivery window of up to three business days when submitting your order.



FREQUENTLY ASKED QUESTIONS

How do I request an event with a Harper author?

You can upload requests on our seasonal event grids in Edelweiss, or reach out to our Events Manager Kristen Milford kristen.milford@harpercollins.com

Is there a specific timeframe for our store to request an event?

Ideally, you should submit requests 4-6 months before a title goes on-sale for frontlist titles. Requests for backlist titles can be made at any time. Though there is no guarantee that an author will be available, it's always worth asking!

How many copies should I order for an author event?

We leave this up to you, though we are always available to help make quantity recommendations. Unless specified upfront, all author event orders are returnable. We offer higher terms for ticketed events bundled with the book at a non-returnable rate.

EVENT QUESTIONS NOT ANSWERED HERE?

Email our Events Manager:

Kristen Milford
kristen.milford@harpercollins.com

