Phictly Global Digital Book Festival

Winter 2027 Author Onboarding

Saturday, February 20, 2027 | 10 AM - 4 PM EST | All-Digital, Mobile-First, Global

What Is It?

The Phictly Global Digital Book Festival is a one-day, all-digital literary event designed to bridge the gap between creators and their readers. Through our mobile-first virtual platform, authors connect personally with fans through live, private, 1-on-1 video signing sessions.

Our Audience

Readers, authors, and book enthusiasts can browse virtual booths, join digital queues, and engage in dedicated 2-minute video calls. Unlike standard broadcasts, Phictly focuses on real, direct, private conversations, bringing the excitement of an international book tour straight to your personal desk.

Sponsorship

We are thrilled to announce Shelf Awareness will once again be sponsoring the event. Their involvement allows Phictly to reach a wide audience of authors, publishers, booksellers, and most importantly, readers.

Author Services

To accommodate different levels of marketing, support, and interactive needs, Phictly provides two tiers of author participation. Authors can opt for our comprehensive, premium-value VIP tier, or participate in the festival for free using our self-managed, standard services.

Free Tier

Free

- Customizable Virtual Booth
- Featured Book Spotlight
- Live Video Meet + Greets
- Live Q&A Portal
- Visitor Analytics

VIP Author Services

$125 Flat Fee

- All Free Services, plus:
- Premium Festival Placement
- Exclusive Interactive Booth Video Feature
- Physical Signed Bookplate Kits
- Flexible Signing Integration
- Guaranteed Promotional Campaigns
- Premium Author Promotional Toolkit
- Priority Consideration for Large Group Sessions
- Dedicated Coordinator Support
- Priority Technical Training
- Sponsorship & Partner Special Offers

Sessions & Giveaways

- Workshops, Panels, and Industry Deep Dives
- Hosted by participating authors and sponsors
- Author-centric topics with insider glimpses of publishing for the reader audience
- Digital swag bag for VIP Ticket Attendees with offers, exclusive content, and more

How It Works

Logistics & Timeline

From onboarding to festival day, February 2027

Timeline

Participant Onboarding
October - December

- > Author outreach, selection, and session planning
- > Sponsorship and partner onboarding

Booth Setup & Technical Support
January - February

- > Beginning in January, authors will have access to the Phictly Vendor Console to set up and configure their virtual booth with their featured book, bio, and catalog using our platform guide.
- > VIP Authors will receive Bookplate Signing Kits and can pre-record an introduction or live reading from their featured book.
- > Phictly will host two Demo Days for any authors wanting a platform walkthrough, answers to questions, and help troubleshooting technical issues.
- > A third Demo Day will be hosted for Session participants.
- > Phictly staff will respond to and address any concerns or issues in a timely manner to ensure authors are all set for the event.

Festival Day for Authors

1. On festival day, authors log into their Phictly desktop Vendor Console.
2. Authors can conduct almost all of the event's activities from this console. This is where booth setup takes place, where participants can chat and message each other and the Phictly team, and where audience Meet + Greets take place.
3. Meet + Greet queue management and the ability to stop and start Meet + Greet time are available.
4. Meet + Greets connect authors with readers directly to answer questions and sign a personal bookplate (if VIP) before the session automatically moves to the next reader in the queue. Meet + Greets are set to a 5-minute maximum, but authors can end one earlier or stop one immediately if necessary. Readers can rejoin an author queue if they want to revisit and keep chatting.
5. Authors should also have their mobile devices on hand and log into their Phictly accounts. To visit another author's booth, browse the festival, or attend a Session, use the mobile app.

About Festival Attendees

Festival attendees have two participation options. All attendees will need a Phictly app account to access the festival.

General Attendee

Free

- > Browse festival booths
- > Submit Q&A questions
- > Attend Sessions
- > Purchase books via each author's selected purchase platforms (Bookshop.org appreciated)

VIP Ticket

$10

- > Everything in General, plus:
- > Access to Meet + Greet queues
- > Signed or personalized bookplates, shipped post-event by Phictly
- > Digital swag bag

Platform Showcase

One console for authors, one app for readers

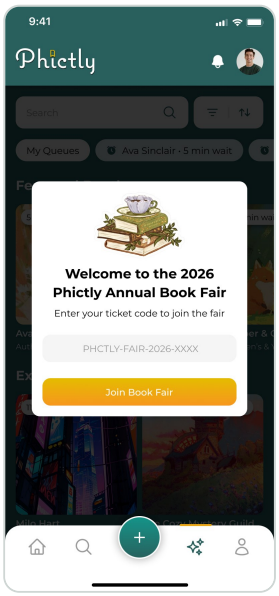
Desktop Vendor Console | Phictly mobile app

Festival Authors, Sponsors, and Partners

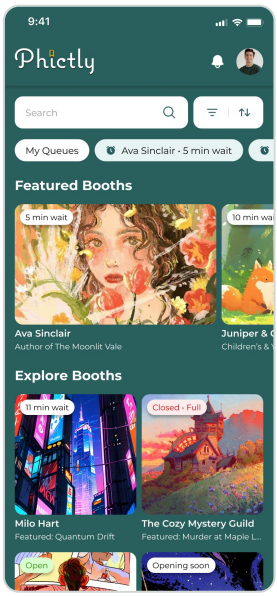
> Phictly's browser-based Vendor Console lets all participants run their booths, Meet + Greets, and session involvement from one spot.
> Authors are encouraged to use the console chat to interact and hang out during the event.
> Phictly teammates will be on hand and monitoring for technical, logistical, or other assistance as needed.

The Reader Experience

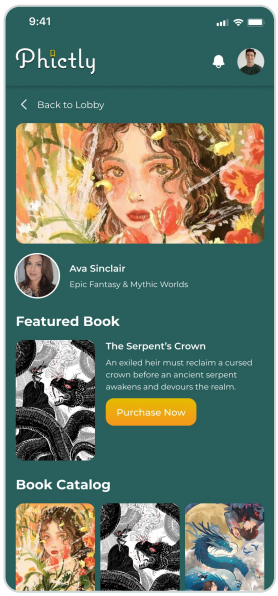
Whether attending for free or as a VIP Ticket Holder, readers access every festival activity from the Phictly app.



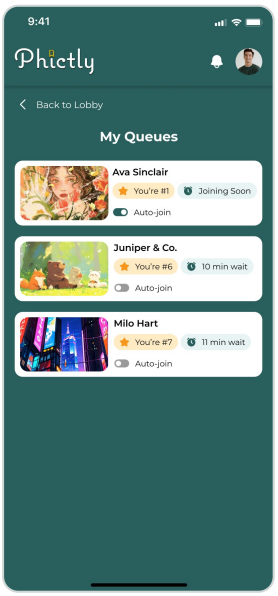
1. Enter
Ticket code to join



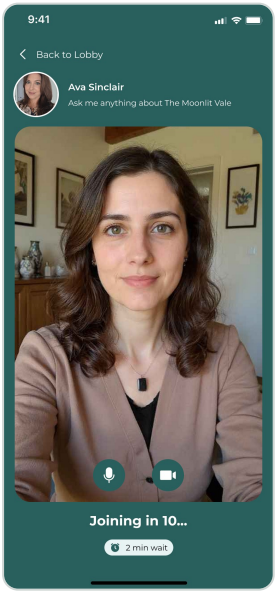
2. Lobby
Browse booths



3. Booth
Books, Q&A, queue



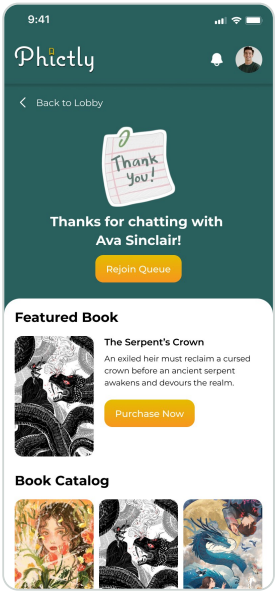
4. My Queues
Track your spot



5. Pre-Call
Get ready to join



6. Live Call
Private 1-on-1 chat



7. Post-Call
Rejoin or buy books