



# **The book tour is dead.**

# **Long live the book tour.**

Covid crushed the book tour model, which was already prohibitively expensive and difficult to measure. Zoom was a good stop gap, but not conducive to selling books. Gathr's got the solution.



# About Gathr

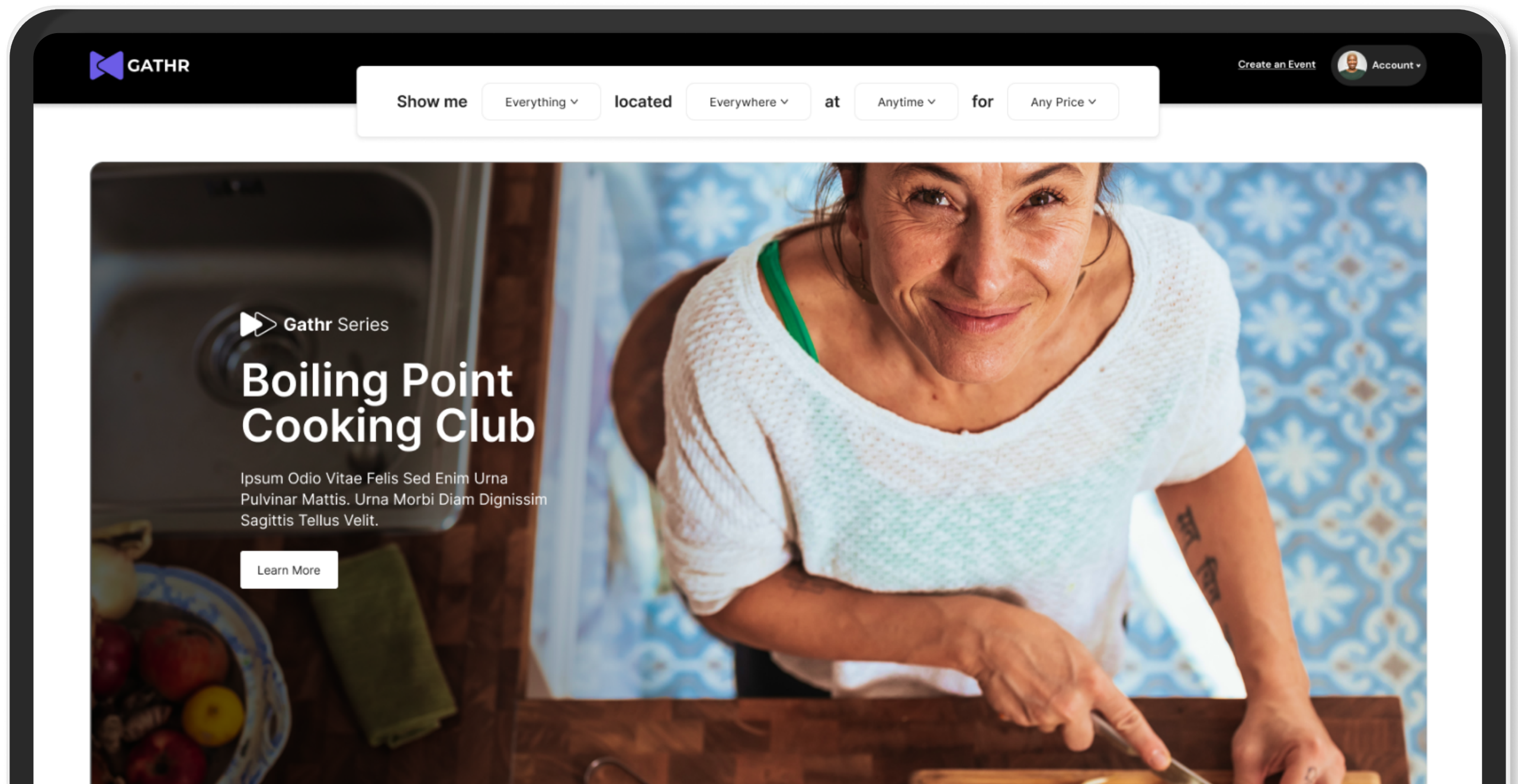


# Our Mission

Gathr's mission is to bring the world together through shared experiences, and we are creating an end-to-end talent booking, event management and virtual exhibition platform to handle every aspect of an event.

# Our Platform

Gathr is a marketplace for learning, engagement, and fun —a place where talent, hosts, venues, and audiences come together to create and support great experiences.





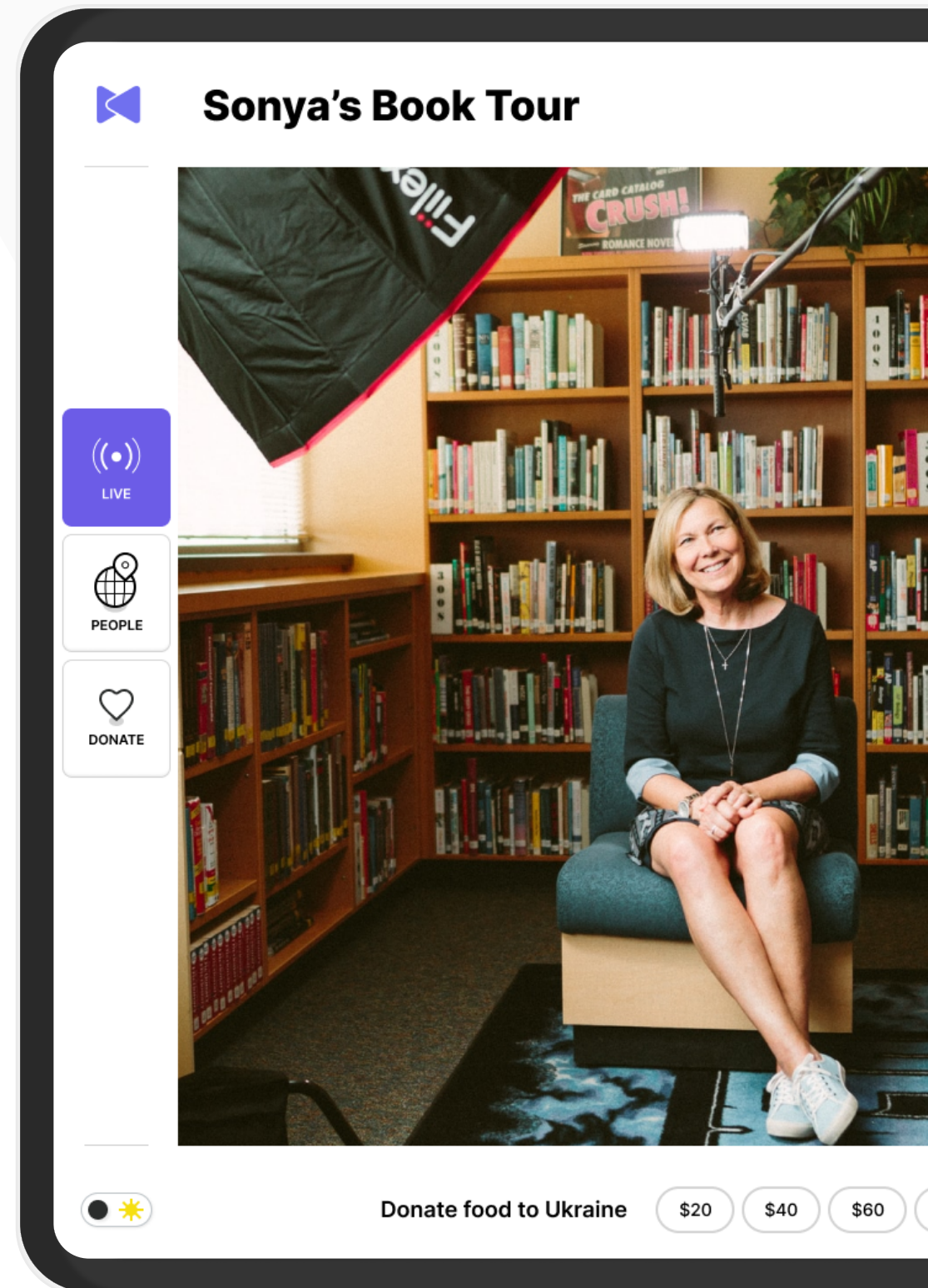
# Launch Your Book On Gathr



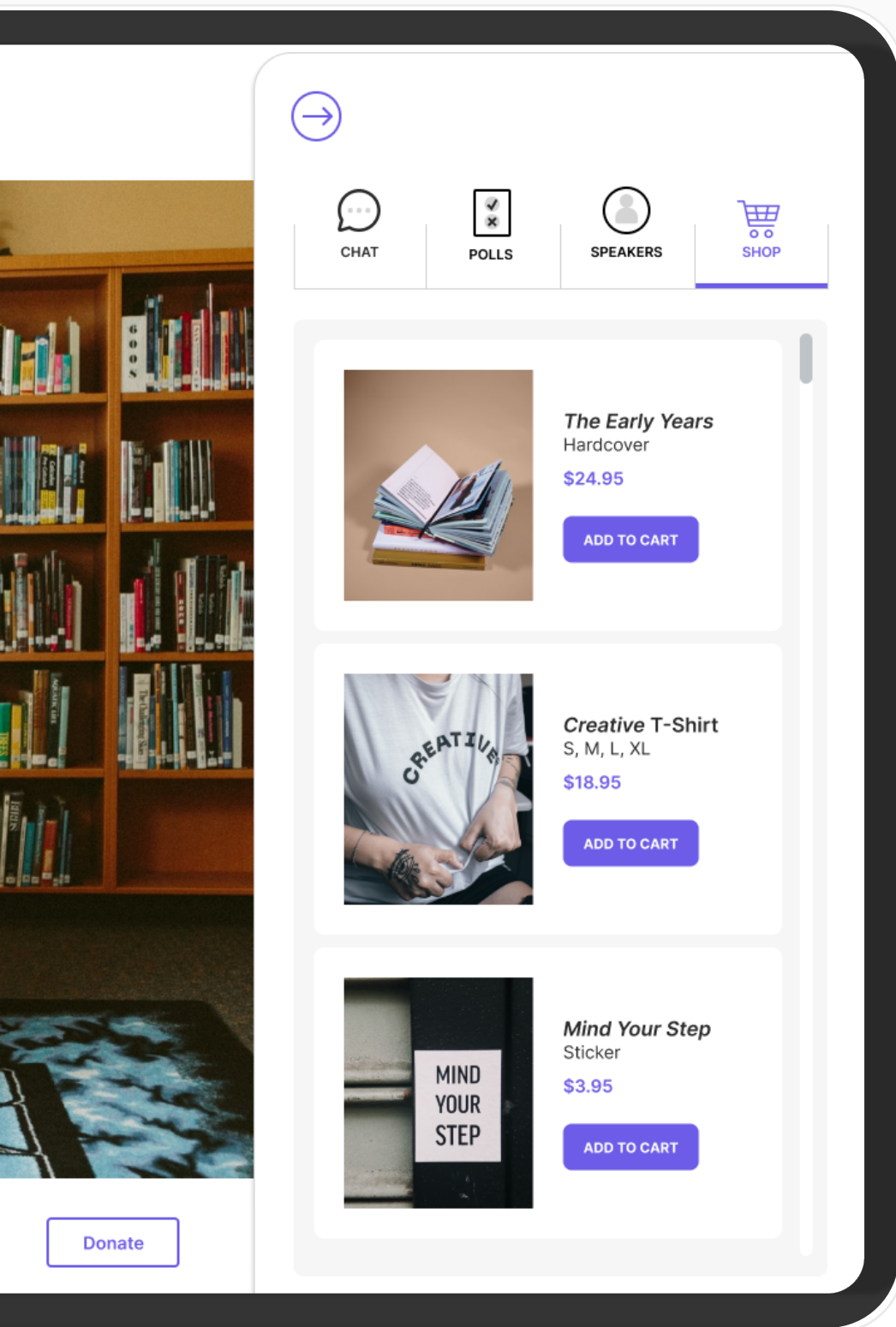
# Let Us Host Your Book Launch...

Gathr will produce your book launch virtually and/or in-person

- We'll exhibit the event on our proprietary platform
- Create a landing page and feature the event on gathr.com
- Handle ticketing, as well as all technical and customer support







# ...and Delight Your Writers and Their Fans.

Our virtual platform was built to provide an easy and engaging experience for everyone.

- One-click event registration
- Chat, polls, and a global map of the audience
- Support for donations and merchandise sales
- Allow attendees to book your writers for future speaking engagements during the event

# Everyone Receives a Book...

The price of admission is an autographed book. Gathr's is the new independent virtual bookstore model.

- Gathr collects the orders and makes a wholesale purchase from the publisher
- Gathr collects book plate signatures from the author
- Either the publisher, an intermediary, or Gathr can perform the fulfillment (TBD)
- Gathr captures the event and continues to offer the book for sale along with access to the 'Live Recorded' content
- Gathr is a Provisional Member of the American Booksellers Association

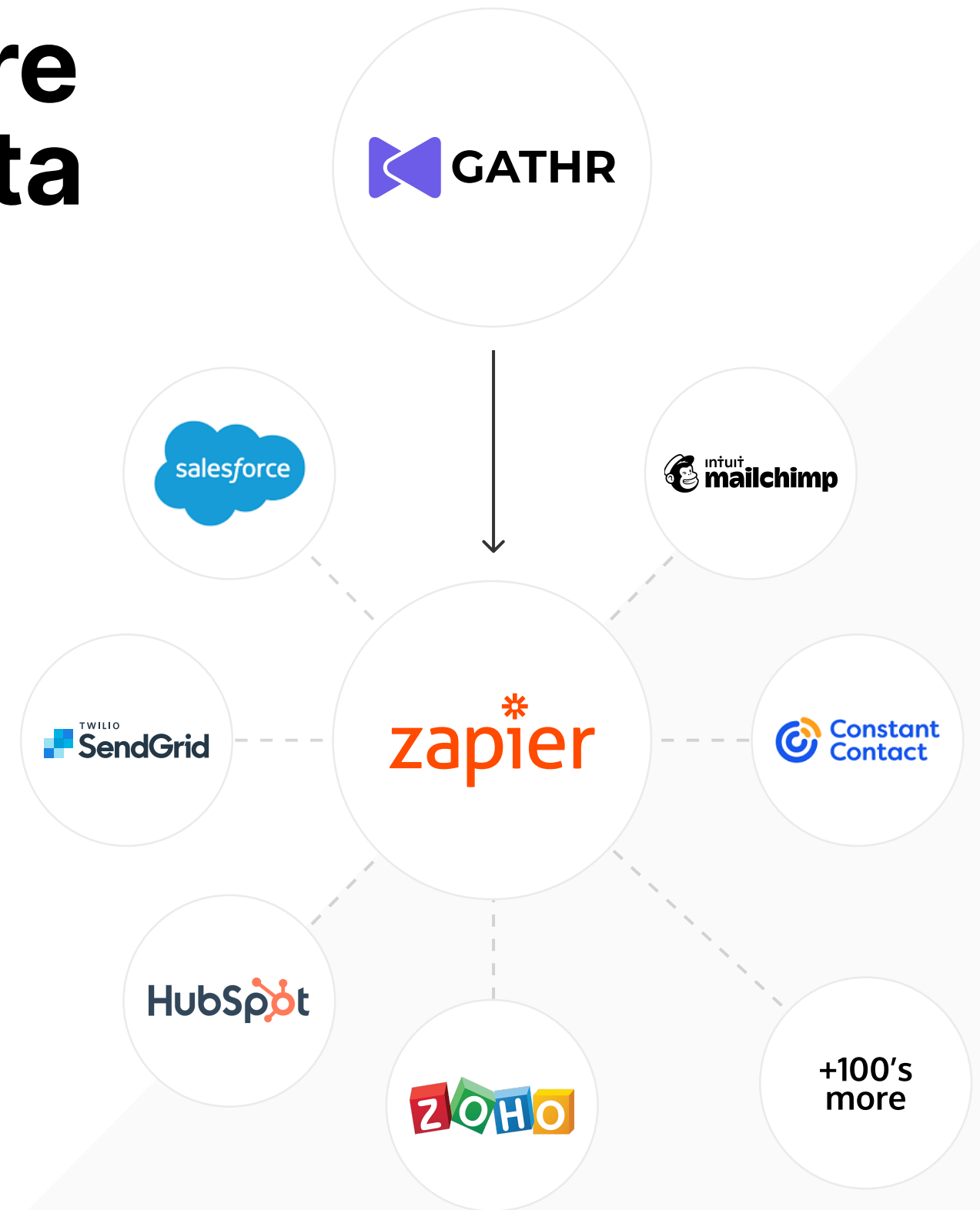




# ...and You Capture the Audience Data

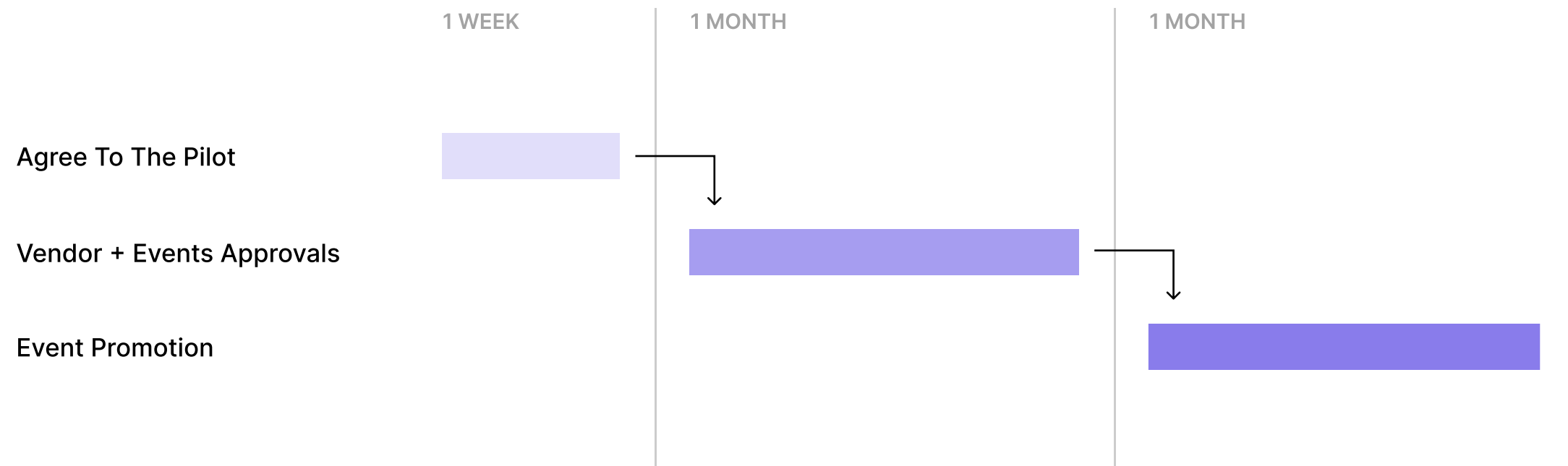
Our Zapier app makes it simple to link Gathr with your marketing CRM.

- Book launch registrations automatically sent to your Marketing CRM
- Automatic emails with registration reports sent to your point of contact
- Downloadable Attendee CSVs



# Let's try a Pilot

An estimate of the timeline to producing our first book launch event for you.





# Next Steps

- Schedule a call with Gathr to discuss your needs/objectives
- Determine event content
- Finalize timeline

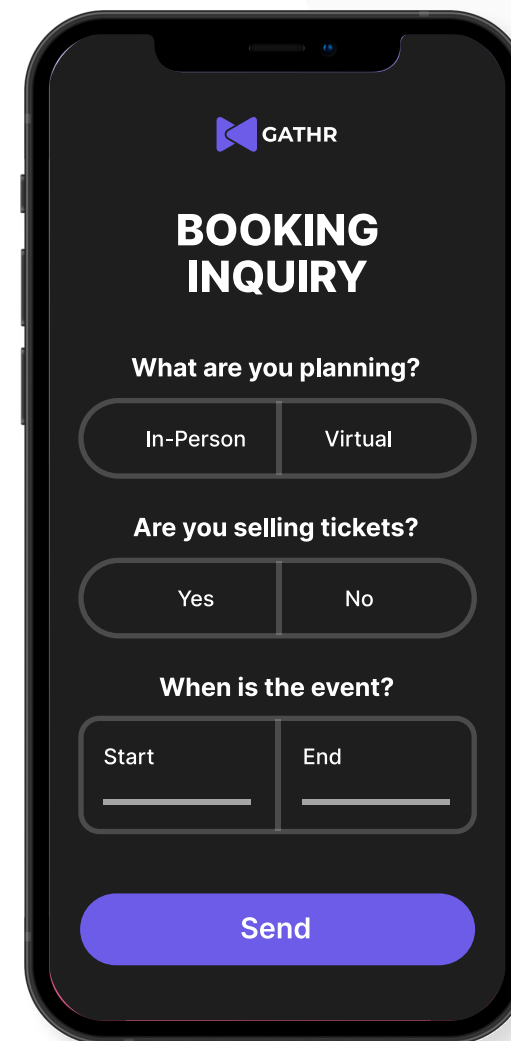
# Do More With Gathr



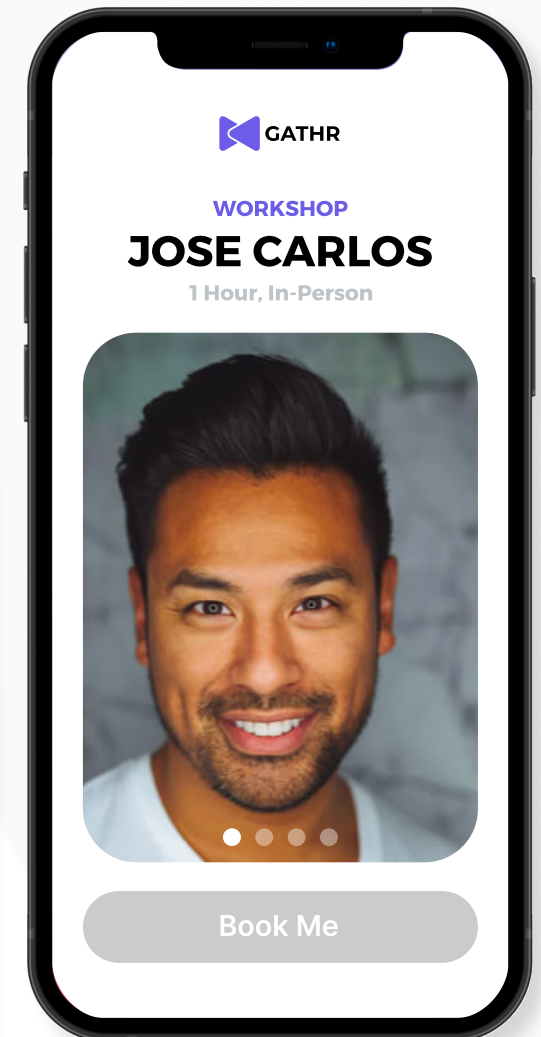
# Talent booking

Field booking requests and inquiries for discussions, book clubs, and so much more...

- Field requests through your Gathr profile or our inquiry widget
- Set calendar availability and booking fee types including minimums, % of ticket sales, hourly rate, per person
- Package and promote unique offerings like film screenings plus Q&A's
- Provide multiple payment options including ACH transfers, wires, CC, and PayPal/Venmo



A smartphone displaying the Gathr 'BOOKING INQUIRY' form. The form is titled 'BOOKING INQUIRY' and includes the Gathr logo at the top. It contains three sections: 'What are you planning?' with 'In-Person' and 'Virtual' buttons; 'Are you selling tickets?' with 'Yes' and 'No' buttons; and 'When is the event?' with 'Start' and 'End' input fields. A large blue 'Send' button is at the bottom.

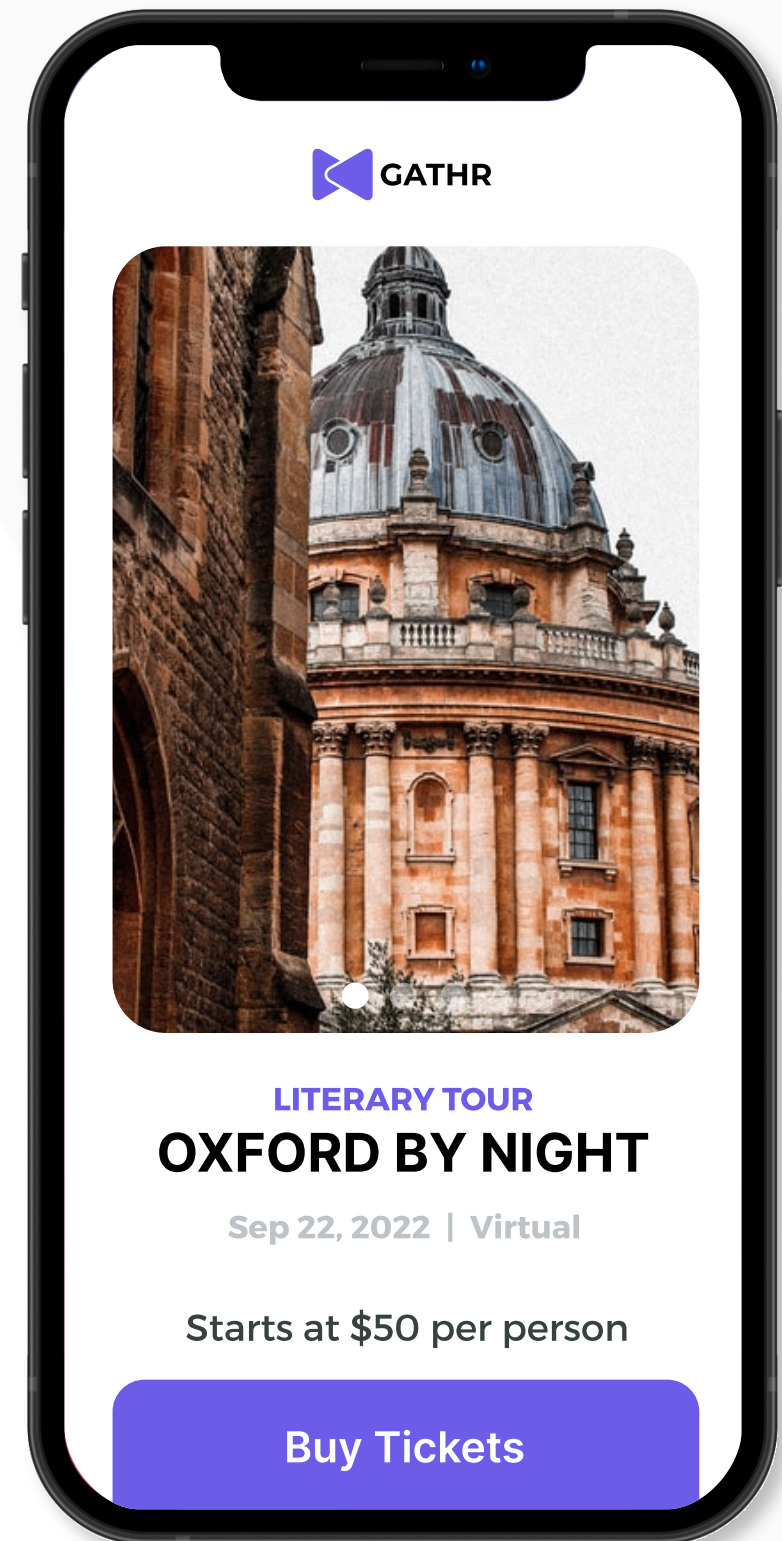




# Event Management

Create virtual or in-person events -- or both. Sell tickets. Fundraise.

- Elevated event invitation pages
- Support for multiple ticket tiers, types, and on-sale dates
- Easy attendee communication
- Quick and automatic payout settlement and reconciliation
- Detailed analytics



# Host Single, Recurring, and Crowdfunded Events



**Classes**



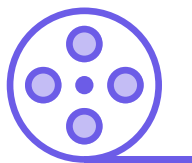
**Workshops**



**Fundraisers**



**Panels**



**Screenings**



**Celebrations**



**Interviews**



**Performances**



# Business Integrations

Do more with Gathr's custom integrations and business relationships.

ActBlue



gofundme



Google Maps

INDIEGOGO

KICKSTARTER



shopify

SITIX  
By SPORTS ILLUSTRATED™

SurveyMonkey

vimeo



YouTube

zapier

zoom

The background of the slide features a stylized illustration of two hands, one on the left and one on the right, with fingers curled to form a heart shape. The hands are rendered in a dark purple color, while the heart-shaped opening in the center is a lighter shade of purple. The text is centered within this heart shape.

# Thank you

Scott Glosserman  
and Team Gathr