

Display YOUR Product

with the Florida Publishers Association, Inc.,

at the Florida Association for Media in Education

2008 Annual Conference

September 24-26, 2008 • Gaylord Palms Resort, Orlando



“This is an excellent display opportunity for publishers of childrens and young adult products,” says show manager MyLinda Butterworth, “Over eleven hundred FAME members are expected to attend. These folks are dedicated to the improvement of education through the effective use of books, media, technology and learning resources — elementary through post-secondary. These are the school librarians, kindergarten through college.

“The FAME annual exhibit provides a forum for media specialists and other educators to be introduced to new and existing products and services,” MyLinda adds. “The goal of FAME is to ‘promote and publicize the library media specialist’s role in Florida. . . .FAME is an efficient, effective, and influential organization that cooperates and collaborates with related professional groups.’”

This year’s FAME theme is “Intellectual fREADom .”

The FPA booth at FAME will feature a great selection of books (always face out) and other products (digital media, videos, audio tapes, and sidelines such as plush toys, apparel and other logo or character items), drawings for a door prize, and free giveaways, as recommended by FAME organizers. FPA also prepares a packet of flyers on displayed titles to hand out to show attendees.

To have your book or catalog shown in the FPA booth at FAME, simply follow the directions below and supply your materials in a timely manner. Don’t wait until the last minute, and don’t depend on delivery services to make your deadlines overnight — many have been disappointed in the past when their carrier missed the delivery.

More information on the Florida Association for Media in Education can be found at <http://www.floridamedia.org/> for those who would like to reserve their own booth.

What to Send (a checklist for your convenience)

- **One (1) sample of each product (book, etc.) to be shown** (bound galleys are acceptable if your book will not be ready by the show date, but please include cover mock-ups when possible). *With no exceptions, samples will NOT be returned.*
- **A completed Product Information Sheet** (attached) for each product (book, etc.). This information is kept in a binder for use by the display workers.
- **150 FLAT (NOT folded) flyers** done on a full page, 8.5-by-11-inch layout. MyLinda will collate all flyers into informative packets that the attendees will peruse at home. Please review the sales flyer checklist found on page 3 of this PDF. Remember, you can use both sides of the flyer.
- **Any giveaways you’d like to send** (bookmarks, pins, stamps, stickers, posters, sideline items, etc.).
- **A check, money order or online PayPal payment (<http://www.paypal.com>, pay to FPAbooks@aol.com)**
The cost to current FPA members is \$50 per title; the cost to nonmembers is \$60 per title (make your check or money order payable to FPA). Our PayPal pay-to email address is FPAbooks@aol.com. See www.paypal.com.

Deadline for receipt of FAME display materials is Wednesday, September 18.

Questions can be sent to MyLinda Butterworth at books@daytodayenterprises.com (phone/fax 407-359-9356).

Send all of the above in one package as follows (do not require signature):

FPA/FAME
c/o MyLinda Butterworth
Day to Day Enterprises
1721 Canoe Creek Rd.
Oviedo, FL 32766-8533

Product Sales Sheet

(Please make copies of this sheet before you complete it, and please print legibly or type. This must accompany your product.)

— PRODUCT INFORMATION —

Title: _____

Subtitle: _____

Product Type (circle one): BOOK AUDIO VIDEO CD-ROM OTHER: _____

Description: _____

ISBN: _____ Price: _____ Page Count: _____ Binding: _____

— DISTRIBUTION INFORMATION —

Bulk Purchase Discount Schedule: _____

Wholesalers/Distributors: _____

— PUBLISHER INFORMATION —

Publisher: _____

Address: _____ City, State, Zip: _____

Contact Person: _____

Publisher's Phone/Fax/Email: _____

Publisher's Website: _____

— AUTHOR INFORMATION —

Author(s): _____

Author Phone: _____ Author Fax: _____ Author Email: _____

Author Website: _____

Sales Flyer Checklist

by Betsy Lampe



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FPAbooks@aol.com • www.FLbookPub.org

Below please find a list of the information that should be included on a flyer for a book. Remember that the flyer speaks for your book, especially when the person reading the flyer does not have the book in hand, which is the case when your book is displayed at a tradeshow. Look into using a good graphic design company to put your flyer together for you.

Checklist

- _____ Does the flyer provide a clear graphic of the book's cover? Please, no poorly done scans. If the interior of the book features something more than straight text, a sample page might be helpful, especially for kid's books. A boring sales flyer is like a book with a boring cover — it rarely gets read.
- _____ Is there a comprehensive book description that is professionally written and includes features and benefits? Does it point out how the book differs from its competition? For fiction, is a healthy synopsis included?
- _____ Do you list book/author awards and nominations?
- _____ Is the target audience described? Never say that the book is for "everyone." Be very specific. Don't make the reader (a buyer) guess.
- _____ Is the book information listed? Does it include
 - ISBN (mandatory)
 - binding (perfect, sewn, wire-o, comb, etc.)
 - cover (softcover, hardcover) and is there a jacket for hardcovers?
 - dimensions (across the top in inches by down the length in inches)
 - page count
 - photos/illustrations? (Color or B&W)
 - retail price (Canadian too, if applicable)
 - ___ back matter (appendixes, glossary, references, suggested reading, index, etc.)
 - ___ special features (CD-ROM sleeve, etc.)
 - ___ grade reading level intended
- _____ Are reviews and/or endorsements included? Do not list anonymous reviews or reviews from one-named readers at Amazon.com or friends/relations. Listing these make you look unprofessional.
- _____ Is an abbreviated author bio included? Does it position you as an expert, or does it discuss your hobbies and children? Position yourself as an expert. Don't hide your light under a bushel basket!
- _____ If heavily illustrated, is artist information included? Don't forget that your artist is a powerful marketing tool. Is he/she an award winner (even if not for your book)? Graduate of a special art school? Brag!
- _____ Does your flyer include complete distribution information? POD authors can have a small quantity of books printed, at their expense, and place them with a distributor for returnable sales. (please note that the standard press release for XLibris or iUniverse is not the same as a sales flyer.)
- _____ Does your flyer include complete publisher information? Author contact information?
- _____ Did you use both sides of the paper? Do!
- _____ Did you provide speaker presentation details?