

Display YOUR Product

with the Florida Publishers Association, Inc.,

at the Florida Library Association

2008 Annual Conference & Exhibition

April 22-24 • Trade Winds Island Resort



Who will attend the show? More than 600 library professionals are expected to attend educational events and/ or visit the trade show floor, which features vendor booths. FPA will display products in a “premium” vendor booth in a high visibility location.

For what types of products are attendees looking?

Librarians are looking for books, CDs, ebooks, videotapes, audiotapes and other information formats. Librarians look for all types of subject matter, not just Florida-specific titles; however, if your product offers a Florida hook (author, publisher, topic), please call it to our attention at the bottom of the information sheet. Librarians are also always on the lookout for authors who are prepared to give presentations to library patron. We welcome your giveaways (pens, magnets, posters, buttons, stickers, etc.) to draw visitors into the booth.

How will my product be displayed? Face out! FPA never displays titles spine-out like some commercial display companies do. Our goal is to get your book seen by the librarians. We do everything humanly possible to attract buyers to the booth, including offering gift drawings and giveaways. We collect leads, hand out your flyers—which have been placed in an attractive packet—and more.

May I display only my catalog of products? Yes. For the cost of displaying one single product, you may display your catalog and have it placed in the attendee packets.

Who works the booth? MyLinda Butterworth, FPA’s Vice President, will be this year’s booth manager. She is skilled in showing books, and selling your books is her priority.

Do you have authors in the booth? Unfortunately, we do not have room in the booth for author signings.

Do you offer free passes to the show? FPA is unable to provide attendance passes for the show. If you are interested in securing your own booth with passes, contact FLA through its website at www.FLALib.org

- **One (1) sample of each product (book, etc.) to be shown** (bound galley 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.
- **200 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 FLA display materials is
Friday, April 18, 2008**

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):

FLA Display
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?