

# Book Marketeer

Book Marketing and Promotion for  
Authors, Bookstores, and Publishers



A handwritten signature in black ink, which appears to be 'Judy Ness', is written in a cursive style.

## Contract for Representation

Organization:	So. California Booksellers Association
Event:	SCBA Annual Show and Author's Feast
Venue:	Los Angeles Milenium Biltmore Hotel
Exhibit Date:	Oct 21, 2006
Exhibit Hours:	12:00pm-5:00pm
Cost:	\$475
Deadline for payment:	June 20, 2006

Publisher:

Contact:

Address:

City:

State:

Zip:

Telephone:

Email:

Wholesaled by (list all):

Title(s):

Author:

ISBN:

Price:

Category:

Author Bio:

Blurb (50 words):

# *Book Marketeer*

Book Marketing and Promotion for  
Authors, Bookstores, and Publishers

---

The fine print:

Book Marketeer is offering to rep your book at the Southern California Booksellers Annual Show and Book Award Feast, Oct 21, 2006. I can accommodate up to 6 titles on a 6 foot table from Northwest authors and publishers who would like to introduce themselves to the bookstores in the Los Angeles and Orange County area. The book exhibit part of the show is from 12pm-5pm, preceded by educational sessions (which I will attend to connect with booksellers). The venue is the Millennium Biltmore Hotel, Los Angeles, CA. The cost to you is \$475, plus one case or 20 copies of your book, signed and shipped (shipping details provided). Single copies of prior titles accompanying new title will be accepted.

This is the contract for representation at the SCBA annual tradeshow, Oct 21, 2006, Los Angeles, CA. If sufficient interest is not forthcoming by June 20th, payments will be returned. After that date, no refunds will be made. There will be a maximum of 6 participants to insure adequate coverage.

Book Marketeer deadline for confirmation and payment is June 20th, 2006. Press kits, promotional material, posters (11x17 or smaller), distribution info, specific information on the content, and promotional plans will be helpful. 8.5x11 show cards will be created for each title. All books will be read by the rep prior to the event and promoted with enthusiasm. Author events will be suggested if requested by the author, to bookstore attendees and discussed. Follow-up reports with a list of contact opportunities for each title will be forthcoming post-show.

BONUS: The September Book Marketeer E-Rep Catalog listing will be 1/2 price (\$50) for SCBA participants. Deadline for application and payment Sept 15, posting Oct 4, 2006. Please visit [Bookmarketeer.com](http://Bookmarketeer.com) for more information.