



# FREE Marketing & Promotion for *Holiday Books* Catalog Advertisers!

## Send two copies of each catalog title for FREE display and promotion

—Send one copy for production fact-checking and potential media review. We will facilitate media requests throughout our Pacific Northwest member region. Feel free to include press kits.

—Send another copy for display at the PNBA Fall Tradeshow. Catalog books are showcased on the exhibit floor to 600+ tradeshow attendees. Titles must be received by Sept. 10 for the Oct. 7-9, 2010 show in Portland, OR.

## Get your marketing materials to participating bookstores for FREE

Each year PNBA puts together a Holiday Catalog Store Promo Kit containing posters and bookmarks that feature the year's theme-art, as well as promotional material for your books. Send 100 items—flyers, bookmarks, postcards, posters—just about anything that fits in the box and helps your catalog titles stand out. Deadline to receive your materials in the PNBA office for inclusion in the Promo Kit is Sept. 10.

These are great “extras” to enhance the reach of your PNBA *Holiday Books* campaign, so don't forget about them! When a bookseller at the tradeshow can finally put his or her hands on your book, previously seen only on a spreadsheet or catalog page, it's amazing what happens to the enthusiasm level—and the orders. The Promo Kit gives you a chance to send the fun little goodies that bring attention to your book in a sea of holiday inventory. You can also use this opportunity to convince booksellers to order-up, and order direct. Insert a sales flyer offering a can't-miss deal on orders through the sales rep. Your gesture might just convince them of your book's stackability for the holiday season and, hopefully, beyond.

Please contact me if you have any questions about a promotional item you'd like to display at the show or send to booksellers. If you can think it up, chances are, we'll find a way to make it work.

*Brian*

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