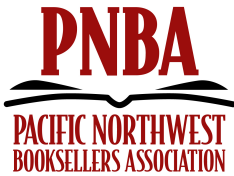


The Buzz Starts Here

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BRIAN JUENEMANN
EXECUTIVE DIRECTOR

LARRY WEST
EXECUTIVE ASSISTANT

GREG HOLMES
TRADESHOW DIRECTOR

520 West 13th Ave.
EUGENE, OR 97401-3461

TEL (541) 683-4363
FAX (541) 683-3910

EMAIL: infor@pnba.org
www.pnba.org



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BuzzBooks basics: PNBA displays BuzzBooks prominently on Education and Exhibit Day One at the show. Booksellers visit participating publishers on the Exhibit floor and vote for the book they think most buzzworthy, and we announce the winners all over the place.

The details: As incentive to vote, participating booksellers will be entered in a drawing to win cash prizes. And, to ensure a thoughtful and informed vote, booksellers must talk to a rep for each BuzzBook. That rep will verify the contact by punching the bookseller's card. Thus, a BuzzBooks rep must be available at the show. Booksellers will be required only to talk with the sales rep about the BuzzBook, but if you have galleys or sell sheets, it won't hurt.

Each BuzzBook package costs \$300 and gets you:

- a chance to win Biggest BuzzBook of the show
- a prominent show display
- tradeshow BuzzBooks feature at PNBA.org
- BuzzBooks feature in the show program
- booksellers required to visit your table or booth and talk to rep
- promotion in pre and post-show newsletters
- one free show floor book bag Stuff-It flyer (\$125 value)
- winner announced at The Signature Dish
- post-show press release to regional and national book media

Send a copy (galleys/pre-pubs okay) of your book, any promo materials you'd like included in the display, this form and your \$300 payment by **Friday, August 14, 2020**. Then, e-mail the title, author, publisher, isbn, price, pub date, a 40-word blurb, and a jpeg of the book's jacket to Brian@pnba.org for promotion on our website, our newsletter and in the tradeshow program.

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