

2015 Independent Bookstore Day Hut Landon @ Northern California on Book Bag Sales

Hi Everyone,

With the exception of Wanda and Eileen, I am writing today to ask all of your help in promoting the Independent Bookstore Day tote bag at your upcoming shows. NCIBA is handling the project, and we'll ship and invoice all your members – all I need from y'all (sorry, I was at SIBA Friday/Saturday) is some visibility at your shows and some help making copies.

We are busting this week to try to get the shows coming up next a sample bag, with the Chast cartoon printed on it, to you. We are still awaiting Roz's final approval, but the sample will be the actual bag and almost exactly what the image will look like. We have an order sheet and an IBD FAQ – both attached – and I'm hoping you'll make copies of each and find a prominent place to put them out with the sample bag. As you'll see on the order form, the bags are \$7.50 apiece for stores with a minimum order of 20 and free freight. We were working with a \$15 retail price tag goal, although stores can charge what they like.

At Wanda's show [SIBA, Sept 19–21], all I had was a poster-sized mock-up of the bags (see below), and I still brought home a bunch of orders. I think the bag will be very popular if booksellers see it and understand it's primary purpose – to introduce and promote IDB – and I'm going to ask you all to send your members a follow-up email (that we'll write) about ordering. We have to receive all orders by October 25 in order to have them printed and shipped in November, so your help in getting the word out is crucial.

Can you help launch this piece of the celebration at your shows? I gave away more than 30 FAQ copies at SIBA, so having them available is really important, and it save you halving to answer a lot of questions!

I also need to know from Steve, Thom. and Carrie or Deb where I can overnight samples if we have them before week's end – I don't want to ship to your offices if nobody's home.

Any questions, I'm here – phone # below. I appreciate all of your help with this – please don't stick the sample in a corner somewhere!

Hut

P.S. The bags are made out of the country, but the production and printing is being done in San Francisco. I spent a week talking to Enviro-Tote and was unable to get a price that seemed workable. Feedback from stores was that while a USA bag would be good, price was also important, and since this is a promotional piece, we wanted the cost to be as low as possible. I know some will be unhappy, but I wanted you to know I tried hard to make it work with Enviro-Tote – it's why we're so late in getting the bag samples made.