

The Process for Selecting Authors to Be Featured at the PNBA Show

- 1) In late March or early April each year, PNBA will post a Call for Authors, inviting publicists to submit their proposals for which authors, with which new books, they would like to feature at the up-coming fall show. Proposals should be sent via email to the PNBA office, and should include the author's name as it appears on the book and a link to that author's personal website (or page on the pub's site, if the author does not have her own site), the full title and subtitle of the book proposed for consideration and a link to that book's page on the publisher's site; the name of the imprint and publisher of the finished book; the due date of the release of the book for sale; an indication of the genre or subject category of the book; and any reviews or blurbs (especially from NW authors, booksellers or librarians) about the new book. All proposals must be received in the PNBA office by the deadline, which is usually soon after the annual Book Expo America.
- 2) PNBA staff compiles all of the proposals for author appearances by name, title, imprint/pub, and due date, with links as provided by the publisher. On the day after the deadline for submissions, usually in early June, PNBA staff emails that list to the members of our Selection Committee. Within one week, the Selection Committee will send the staff their priorities for which of the authors the Committee would most like to see at the show.
- 3) On the following Monday, PNBA staff sends to the publicists for the top eight (8) authors on the Committee's list an invitation for those authors to speak at one of our two Book & Author Breakfasts at the show. The publicists are asked to confirm or decline the invitation on behalf of their author within one week. If any of the authors decline our invitation, staff then invites the next author on the priority list to fill that spot, until all of the eight speaking spots at the Breakfast are confirmed.
- 4) As soon as the Breakfast authors are confirmed, staff invites the next twenty authors on the Committee's list to be featured at our Feast of Authors. If any of those authors are unable to accept our invitation, staff invites the next authors down on the Committee's list to fill those spots. That usually takes at least one more week.
- 5) When the Feast is fully confirmed, staff moves down the Committee's list and invites authors to the Celebration of Authors, the Nightcapper, the Sweet & Greet, the First Night Buffet event, and the final day Hold On, I'm Coming event, until all of the opportunities for authors to be featured at the show are filled. Most invitations will have been sent, and the authors confirmed, by the end of July.
- 6) Sometimes, after an author has been confirmed, we receive a cancellation, for whatever reason. When that happens, we invite the next author on the Committee's list of priorities to fill that spot.
- 7) PNBA has between 115 – 120 spots in which to feature authors each year, and we have received proposals the last four years to feature more than 160 authors at the show. If your author is not chosen, you will not hear from PNBA. Sometimes, however, we receive an author's late cancellation, sometimes even at the show itself, and if we have an author ready to take advantage of an opening, we will jump at it.

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Therefore, we encourage one or two authors each year to attend the show and be on our "back-up list," to fill-in wherever the need might arise.

- 8) Many events require a careful selection of the right variety of authors in order for the event to garner the best possible bookseller and librarian attendance. Therefore, publishers may request that their author be considered for a specific event; but, in order to assure the best turnout at all of our events, PNBA staff may invite that author to be featured at another event. For example, we try to place at least one novelist, one author of a non-fiction book, and one author of a children's book at each of the Breakfasts. (The fourth spot at each can be an author with a book from any genre.) In the last few years, the Committee has ranked their choices such that the top eight authors fit those needs perfectly, and staff made no changes to the top eight authors selected by the Committee.
- 9) In late July, PNBA staff will send to each publicist a list of exactly what materials we need in the office to promote the author's appearance on our website, in the printed show program, and on the signs that we produce for display at each event during the show. Those include
 - (a) a color (if available) **author photo** (head shot, preferably), as a 300+ dpi, 2" tif or jpeg image, and a jpg of the **book's front cover**, both sent via email;
 - (b) any reviews or promo reports about your author and/or his/her new book, also via email, especially any containing blurbs by Northwest authors, booksellers, or librarians;
 - (c) an email copy or a link to an online posting of the publicity packet about the author and the book;
 - (d) at least ONE ARC or finished copy of the book, if not already sent, for our use writing the blurbs for the show program, and to send a copy to the emcee who will be introducing the authors at the event.
- 10) After the invitations for each author's appearance have been confirmed, PNBA staff will send each publicist an email with the details (or links to the details posted on our website) for that particular author's event, including the shipping info for the books that will be needed for the event (for the publicist's to use), and (for the author) the exact schedule, room(s) where the event will be held, name and contact info for the on-site coordinator of that event, and the general expectations of what the author will need to prepare for the event. It is each publicist's responsibility to forward those appropriate details to the author in plenty of time for the author to learn what will be expected of her at the show and to prepare herself for her presentation.
- 11) After the show, PNBA staff will email to each publicist an invoice for our fee for their author(s) appearance(s) and for any drayage (shipments to the show) that were sent to our warehouse or to the host hotel. It is the publicist's responsibility to forward those invoices to whomever in the company is in charge of payments, and to make sure that the invoices are paid in a timely fashion.