



1663 Liberty Drive, Suite 200  
Bloomington, IN 47403  
Toll Free : 1-888-795-4274  
Phone : (610) 915-5214  
Fax : (610) 915-1294

**ORDER  
FORM**

## Book Exhibition Marketing

Physically display your book to the right audience

**Combined Book Exhibit.** Enables authors to display their work at over 20 shows, and is a great way to gain extra market exposure, to exactly the right people.

**Press Release.** Create media awareness and gain media exposure with an informative article written by our publicity writers.

**Newsire.** Announce the release of your book to over 6400 targets online — accessible from all over the world.

Thank you for choosing to purchase the Xlibris Book Exhibition Marketing service. Finalizing your order is easy. Simply complete this form in its entirety and return it to Xlibris through fax, mail or email.

If you would like to discuss the services further, feel free to contact the Marketing Services Department at **1-888-795-4274** or by email at **marketingservices@xlibris.com**.

### 5 Easy Steps to Complete this Order Form

\*Please write legibly if you are accomplishing this form by hand.

You may use an extra sheet of paper whenever necessary.

1. Provide your personal information. Although Xlibris may have your contact information on file, we track this service separately from the original publication of your book. Rest assured that your privacy is protected.
2. Provide your book information. Please indicate which Xlibris title and Book ID these services are for.
3. Complete the author questionnaire. The answers that you provide here will be used by our researchers, copywriters, and designers to create and provide a professional Marketing Campaign. Of course, anything we create for your campaign will be subject to your approval.
4. Select your preferred service level & preferred show.
5. Provide payment information. Choose which payment method you prefer. You may send a check or money order, or provide credit card information. Or you may skip this portion if you have paid prior to receiving this form.

**1 Personal Information**

Full name:

Street Address:

Apartment/Suite:

City:

State/Province:

Zip/Postal:

Daytime Phone:

Evening Phone:

Email Address:

**2 Your Book Information**

Please indicate which book title will be used for marketing.

Book Title:

Book ID:

Author Name:

**3 Author Questionnaire**

The information here will be used to create your campaigns and target your market.

**A. Which genres apply to your book?**

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Fiction             | <input type="checkbox"/> Health & Fitness      | <input type="checkbox"/> Religion                |
| <input type="checkbox"/> Non-fiction         | <input type="checkbox"/> Juvenile              | <input type="checkbox"/> Body, Mind, & Spirit    |
| <input type="checkbox"/> History             | <input type="checkbox"/> Business & Economics  | <input type="checkbox"/> Travel                  |
| <input type="checkbox"/> Adult               | <input type="checkbox"/> Technology            | <input type="checkbox"/> Pet                     |
| <input type="checkbox"/> Humor               | <input type="checkbox"/> Self-help             | <input type="checkbox"/> Philosophy              |
| <input type="checkbox"/> Horror              | <input type="checkbox"/> Auto-biography        | <input type="checkbox"/> Education               |
| <input type="checkbox"/> Romance             | <input type="checkbox"/> Technology            | <input type="checkbox"/> Current Events          |
| <input type="checkbox"/> Science Fiction     | <input type="checkbox"/> Mystery               | <input type="checkbox"/> Social Sciences         |
| <input type="checkbox"/> Suspense/Thriller   | <input type="checkbox"/> Sports                | <input type="checkbox"/> True Crime              |
| <input type="checkbox"/> Biography           | <input type="checkbox"/> Photography           | <input type="checkbox"/> Performing Arts         |
| <input type="checkbox"/> Music               | <input type="checkbox"/> Family & Relationship | <input type="checkbox"/> Language                |
| <input type="checkbox"/> Literary Collection | <input type="checkbox"/> Medical               | <input type="checkbox"/> Games                   |
| <input type="checkbox"/> Nature              | <input type="checkbox"/> Reference             | <input type="checkbox"/> Transportation          |
| <input type="checkbox"/> Political Science   | <input type="checkbox"/> Drama                 | <input type="checkbox"/> Crafts & Hobbies        |
| <input type="checkbox"/> Cooking             | <input type="checkbox"/> House & Home          | <input type="checkbox"/> Art                     |
| <input type="checkbox"/> Architecture        | <input type="checkbox"/> Poetry                | <input type="checkbox"/> Others, please specify: |

**B. Please describe your book in 25 words or less:**

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C. What are five words that you feel best describe the message of your book?

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D. What is the central topic of your book? What are the main themes and/or ideas?

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E. (If a fiction book) What inspired you to write the book?  
(If a non-fiction book) What makes you a credible authority on the book's subject?

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F. Is there anything about the book that is unprecedented, trailblazing or surprising? Can the premise of your book be tied into any stories currently being covered in the news? Please explain.

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G. What are other selling points of your book?

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H. List 5 subjects related to your book in order of importance.

*Sample: Catcher in the Rye*

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|----|-----------------------|
| a. | <i>a. juvenile</i>    |
| b. | <i>b. 1940's</i>      |
| c. | <i>c. memories</i>    |
| d. | <i>d. prep school</i> |
| e. | <i>e. narration</i>   |

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I. Who will be most interested in your book & why? How will your book affect people's lives?

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**J.** Please provide any additional comments, suggestions or materials you feel would be helpful in the writing process (previous press releases, reviews, recommendations, biographical information, etc.).

**K.** Names and addresses of media targets (optional):

If you would like your press release sent to specific media outlets, please indicate them below or place it in a separate sheet. If you have specific contact information, please include that as well. If you do not provide or Xlibris cannot locate the correct contact information for the media outlet you identify, Xlibris will select an alternative. Needless to say, all media targets are subject to your approval.

Topics to target:

Media name:

City:

State:

**4**

**Service Package.** Please select your preferred Book Exhibition Marketing service.

**Regional / State Exhibit**

**\$999**

- Choice of Regional / State Exhibit (1 paperback book)
- Newswire
- Press Release Campaign – 100 media outlets

**National Exhibit**

**\$1,599**

- Choice of National Exhibit (1 paperback book)
- Full page Black & White in Exhibit Catalog
- Newswire
- Press Release Campaign – 100 media outlets

**International Exhibit**

**\$1,799**

- Choice of International Exhibit (1 paperback book)
- Full page Black & White in Exhibit Catalog
- Newswire
- Press Release Campaign – 500 media outlets

**New Title Showcase Exhibit**

**\$1,699**

- Choice of NTS Exhibit (1 paperback book)
- Newswire
- Press Release Campaign – 500 media outlets

**Exhibit Schedule.** Please select your preferred Exhibition.

Show Name	Registration Deadline	Classification	Check
2010 Illinois Library Association	Sept. 6, 2010	Regional	
2010 New England Library Association	Oct. 9, 2010	Regional	
2010 Pennsylvania Library Association	Oct. 9, 2010	Regional	
2010 New York Library Association	Oct. 16, 2010	Regional	
2010 Michigan Library Association	Oct. 16, 2010	Regional	
2010 California Library Association	Oct. 16, 2010	Regional	
2011 American Library Association Midwinter	December 1, 2010	National	
2011 Bologna Book Fair	January 31, 2011	International	
2011 Michigan Reading Association	February 9, 2011	Regional	
2011 London Book Fair	February 25, 2011	NTS	
2011 Texas Library Association	March 2, 2011	Regional	
2011 Association of College & Research Libraries	March 8, 2011	National	
2011 New York State Reading Association	March 11, 2011	Regional	
2011 Florida Library Association	March 28, 2011	Regional	
2011 Pennsylvania School Library Association	April 5, 2011	Regional	
2011 Connecticut Library Association	April 8, 2011	Regional	
2011 New Jersey Library Association	April 8, 2011	Regional	
2011 Bookexpo America	April 15, 2011	NTS	
2011 American Library Association Annual	May 24, 2011	National	
2011 National Education Association	May 24, 2011	National	
2011 Beijing International Book Fair	July 29, 2011	International	
2011 Frankfurt International Book Fair	July 29, 2011	International	
2011 Illinois Library Association	September 7, 2011	Regional	
2011 New England Library Association	September 7, 2011	Regional	
2011 Pennsylvania Library Association	September 7, 2011	Regional	
2011 American Association of School Librarians	September 16, 2011	National	
2011 Michigan Library Association	September 26, 2011	Regional	
2011 California Library Association	September 30, 2011	Regional	
2011 New York Library Association	October 7, 2011	Regional	

5

## Payment Information

**Congratulations!**

You are well under way to getting your Book Exhibition Marketing service

Please indicate how you would like to pay for your service and include payment with this order form. You may skip this portion if you have paid prior to accomplishing this form.

Check / Money Order

Please make checks or money orders payable to:

**Marketing Service Department**  
**1663 Liberty Drive**  
**Suite 200**  
**Bloomington, IN 47403**

Credit Card

*To ensure the complete security and confidentiality of your credit card information, Xlibris does not keep a written record of your card details. Please call 1-888-795-4274 and speak directly with one of our Finance Representatives.*

I have already paid for my exhibition marketing service

By marking the "**I Agree**" checkbox and affixing my **signature** below, I authorize Xlibris to charge my credit card for the total amount listed above.  
*Only sign this portion if you would like to pay by credit card.*

SIGNATURE OVER PRINTED NAME

**I Agree.**

Date / /

**Thank you for choosing Xlibris' Book Exhibition Marketing service.**

- Did you remember to fill out your contact and book information?
- Did you select the package of your choice?
- Did you supply your payment information?
- Did you fill out and sign the attached agreement?

**Please send your completed form and payment to:**

**Xlibris Corporation**  
**Attn: Marketing Services Dept.**  
1663 Liberty Drive  
Suite 200  
Bloomington, IN 47403  
Phone: 1-888-795-4274  
Fax: (610) 915-0294

**Disclaimer**

- Xlibris will not be responsible for meeting registration deadlines if this service is purchased before publication is completed. The responsibility of adhering to submission deadlines for specific shows will be the sole responsibility of the author.
- Contract withdrawal and/or refund requests will no longer be entertained once the author has signed and submitted the approval form for the marketing services product(s). Moreover, the prerogative to revise product content shall no longer apply.
- Any orders paid via check and returned to the company for insufficient funds will be assessed a fee, payable prior to order fulfillment.
- Although it is the primary goal of Xlibris Marketing Services, we cannot guarantee immediate results in the increase of book sales through these campaigns.

By affixing my signature below, I agree to the terms set forth to this agreement.

SIGNATURE OVER PRINTED NAME

Date / /