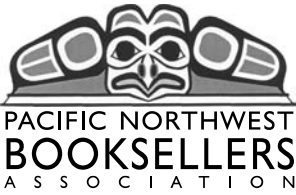


# The Buzz Starts Here

Participate in BuzzBooks and create a giant Buzz for your book.



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*I'm telling you, buy  
three cases of this book,  
immediately!*

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 \$400 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 talk to you or your rep about your book
- promotion in pre and post-show newsletters
- one free Stuff-it insert (a \$125 value, inserted in the canvas bags distributed to booksellers on Exhibit Day One)
- winner announced at the Author Feast
- post-show press release with announcement of winner to *PW*, *Shelf Awareness*, *Bookselling This Week*, *NW Booklovers* and other 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 \$400 payment by **Friday, September 3, 2010**. 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](mailto:Brian@pnba.org) for promotion on our website, our newsletter and in the tradeshow program.

Company \_\_\_\_\_

Book \_\_\_\_\_

Author \_\_\_\_\_

Pub Date \_\_\_\_\_

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