



# International Titles Marketing & Agency

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## Selling Your Books at Frankfurt

Winter/Spring 2012

Dear Fellow Book Professional:

**The Frankfurt Book Fair is the most important international book event of the year. It is everything that BookExpo America and U.S. library conferences are not: business-focused and truly worldwide in scope.**

Frankfurt is where you **publicize and promote** your book and author to the world, **sell rights** to translate it into other languages and **obtain distribution contracts** for sales of your English language editions outside the United States. This year's fair will be held October 10<sup>th</sup> through 14<sup>th</sup>.

Many of you who have worked with us since we began international book sales in the 1980s will already know about these and other aspects of Frankfurt.

**The Nuts and Bolts of Frankfurt** (following the registration form below) will tell those less familiar with Frankfurt about the fair, what happens when you register with us to sell for you at Frankfurt, how we work at Frankfurt, and our follow-up. We've also included a brief history of the fair.

Let me summarize and add to some of the things you'll read about in that section.

**The 2012 International Titles Frankfurt Marketing Package features:**

- **Our Frankfurt Catalogue**

International Titles' fair catalogues contain the most extensive title descriptions of any combined marketing service.

Once we receive your registration, we'll send you a catalogue listing form that asks you for a 100-word description of your book. We want to know **what you think** is important about your book. We also ask you to send us a set of your own marketing materials, reviews and a bio statement for your author.

Beginning with the information you supply, we edit and write catalogue descriptions drawing on more than two decades of our foreign sales experience. We highlight those elements most appealing to foreign buyers and maximize the appeal of each book with which we work. Our descriptions far exceed the usual 25- to 50-word entries used by other marketers.

This greatly improves your chances for successful sales to foreign buyers.

Extensive and precise title descriptions in international fair catalogues are crucial. With the number of participants rising again, editors, publishers and distributors have less time to spend with each person they wish to visit.

Having your book fully and professionally described in a catalogue they can take with them or receive after a fair can make the difference in receiving a profitable contract—even after editors have seen your book at a fair.

#### • **Our Web Site**

We suggest strongly that you explore our web site [www.internationaltitles.com](http://www.internationaltitles.com) in order to get an even better idea of how we work.

#### **Our web site is an important complement to our fair catalogues.**

As soon as possible after receiving your materials for Frankfurt, we'll prepare a full 8.5 x 11 page for your book and post it on our web site, complete with a full-color scan of your cover.

If you wish, your page can contain a link to your own web site to direct potential buyers to additional information about you and your title.

Your information will remain on our web site into the following year in order to give you as much exposure to potential buyers as we can.

We know from previous book fairs that buyers **do** download these pages and bring them along to appointments. They are an enormous help in generating buyer interest for your books.

#### • **Our Stand**

We offer full face-out display on a stand centrally located in the English language hall at Frankfurt.

- **Your Book Will Be Seen. It Will Not Be Lost among a Host of Other Books**

Registration for our 2012 Frankfurt Book Marketing Package is limited to the first 300 titles received.

In three decades of work, we've learned that a smaller collection of titles is not optimal for sales.

The time buyers have for appointments at a large fair is limited. No one can visit all the stands because of the fair's size.

In deciding to sit down and talk about purchasing rights, a buyer must know that he has the opportunity to find new titles in addition to those he planned on seeing before the fair. Practically, it's just a better use of limited time.

Our fair offerings are small enough so that each title can be given individual attention. At the same time, having 300 titles means buyers have diversity from which to choose.

Because of this diversity, we see more and more buyers each year as our old buyers remain loyal and we increase the number of new buyers who discover us.

As a visual inducement for new buyers to stop and discuss books with us, a large multi-color card listing title, author, publisher and available rights accompanies each book on our shelves at Frankfurt. Enhanced visibility is yet another way we've learned to insure that buyers see every title that we have.

- **Heavily Booked Appointment Schedule:** No matter how attractive, a passive display alone is not enough to sell your title(s). We offer a proactive approach to locating buyers for your title(s), contacting many before the fair. A heavily booked appointment schedule insures buyers will have your titles(s) presented to them in sales meetings we arrange before and during a fair. These buyers represent hundreds of contacts that we've built up carefully worldwide since the 1980s. They know us. They trust us. They buy from us.

We also call at stands we do not know to see if there's a basis for new business. We do know a lot of buyers, but the international book world changes constantly.

- **Our Staff:** Appointments are conducted by a professional, multi-lingual staff with three decades of experience in rights and book sales.

- **Our Follow-Up:** We send our catalogues after each fair to major long-standing buyers who were unable to attend. Their companies may be there. But knowing the individuals who can buy your titles and getting your information to them can make all the difference—the difference between mere interest in your book and a successful sale. We also offer complete, analytical post-fair follow-up for each publisher we represent. And you'll receive a copy of each fair's catalogue as well, of course.

A few points in closing:

- **The registration fee for our 2012 Frankfurt Marketing Package is \$237 (in U.S. funds) per title.**

This fee covers all services described in this letter.

Mailed registrations may be made by check or money order using the form on the next page.

**To register for the 2012 Frankfurt International Book Fair by credit card, go to our web page [www.internationaltitles.com](http://www.internationaltitles.com) and click the link 'Register for a Fair by Credit Card.' Once you've submitted your credit card information, Google sends us your registration information. There is no need to return the registration form.**

- **The deadline for registering for our 2012 Frankfurt International Book Fair Marketing Package is September 3<sup>rd</sup>.**
- **Registration for our 2012 International Titles Frankfurt Marketing Package is limited to the first 300 titles registered.**

Our Frankfurt stand has filled each year since we began marketing there in the 1980s. We urge you to register quickly so that you do not miss the many opportunities Frankfurt offers.

You'll also benefit from having an individual, full-page title listing on our web page where potential buyers can see it in advance of the Frankfurt Fair itself. We'll begin making October appointments not long after you receive this information. The editors and publishers we contact invariably consult our web listings to draw up their short lists of titles to receive prime consideration at the fair itself.

Upon receipt of your registration information and payment, we'll send you a catalogue listing form for each title that you've registered and instructions for completing the form(s) and submitting display copies and your own sales information for Frankfurt.

These instructions will help you tell us what we may not know about your book once we read your sales materials. Remember, we'll greatly expand your own listing to add those elements that are best designed to sell to foreign buyers.

We look forward to working with you at Frankfurt—the most important book event in the world.

*Loris Essary*

Loris Essary

# **International Titles 2012 Frankfurt Book Fair Registration Form**

Your Name:

Press/Publishing House:

Address:

Email:

Fax:

Telephone(s):

We are registering \_\_\_\_\_ title(s) for the **2012 Frankfurt Book Fair** at \$237 per title.

Our total registration fee enclosed is \$ \_\_\_\_\_.

Checks and money orders should be made payable to 'International Titles'.

To register by credit card for the 2012 Frankfurt Book Fair, go to our web page [www.internationaltitles.com](http://www.internationaltitles.com) and click the link 'Register for a Fair by Credit Card.'

Once you've submitted your credit card information, Google sends us your registration information that we've asked for here. **If you register by credit card, there is no need to send us a completed paper copy of this form.**

Upon receipt of your registration payment, we'll send you a catalogue listing form(s) and simple but complete instructions for completing the form(s) and for submitting copies for the Frankfurt Fair.

I prefer to receive my Frankfurt Fair materials by:  email  U.S. mail.

This completed form and registration payment must be sent no later than **September 3<sup>rd</sup>** in order to insure your inclusion in our 2012 Frankfurt Fair Marketing Package.

Please return your completed form and payment to:

**International Titles  
931 East 56<sup>th</sup> Street  
Austin, TX 78751-1724  
USA**

Telephone: (512) 909-2447  
Email: [loris@internationaltitles.com](mailto:loris@internationaltitles.com)

# The Nuts and Bolts of Frankfurt

## What is the Frankfurt Book Fair?

Frankfurt is without question the largest and greatest book event in the world.

This year, 7,500 companies from more than 110 countries will meet at the Frankfurt Fair in order to buy and sell translation and distribution rights to books and information in all publishing genres for all areas of the world.

You and every other publisher serious about your work should have representation at Frankfurt.

The Frankfurt Book Fair is also integral to the history of western civilization.

The first Frankfurt book fair was held in 1480. The fair grew into a major financial and cultural event with few interruptions until the First World War. The need for published materials in the economic, philosophical and social expansion of the western democracies following the Second World War led to the reinstatement of the fair in 1949. The 2012 fair is the 64<sup>th</sup> in the modern era.

In addition to the financial returns from having your title(s) at Frankfurt, you are participating in a major, vital piece of history. We know that many of you publish for reasons that transcend the financial. **The Frankfurt Fair is the place to have the work and ideas of your author seen on the widest world stage for books.**

Because of Frankfurt's importance, large numbers of journalists, educators, librarians, government administrators, media celebrities and news syndicates also attend the fair. All of them will have the opportunity to see your book(s) just as editors and publishers do.

## What happens when I work with International Titles at the 2012 Frankfurt Book Fair?

As soon as possible after receiving your registration, we'll send you an information packet that contains a catalogue form for each title that you've registered for the fair, suggestions for completing it, and a request for two copies of each registered title and two complete sets of your own promotional materials for the registered titles.

We ask you to complete the catalogue form in order to have accurate contact information and in order to have your own sales take on your title(s).

We'll ask you for a 100-word title description for each title registered. In practice, your entry in our Frankfurt Fair Catalogue will be longer.

From your sales information and the cover of a display copy (where appropriate), we take information to create an extended, effective listing for international markets. We have learned in nearly 30 years of international sales what works (and what does not work) with buyers worldwide.

As soon as possible after receiving your book and catalogue information for Frankfurt, we'll prepare a full page (8.5 x 11) for your book and post it, complete with a full-color scan of your cover on our web page. If you wish, your page can contain a link to your own web site to direct potential buyers to additional information about you and your title.

Your information will remain on our web site into next year in order to give you as much exposure to potential buyers as we can.

There are two other reasons for quickly returning your registration form and payment:

- (1) we will limit our Frankfurt marketing package to 300 titles and our stand always fills;
- (2) when we actually see a book or a prospectus, we're able to schedule additional appointments for those books, especially if a title falls into an unusual genre where we have useful contacts with special buying interests.

## What happens after the fair?

A few weeks following the fair, we'll send you a packet that will include our fair catalogue, an analytical list of any buyers interested in your titles, and instructions for submitting reading copies to those individuals interesting in buying the rights to your book.

Publishing companies willing to invest thousands of dollars in the right to publish your

book in another language will want to analyze your book thoroughly in-house before they make an offer. They'll ask you to send them a reading copy so one or more of their editors may evaluate it and the actual book can be presented in an editorial sales meeting.

This is why our services matter a great deal. We are a conduit to the people who need to see your title(s).

English language publishers too often bombard publishers in other countries with sample copies. Unless requested by a specific editor for a specific reason, however, these books often go home with the mailroom staff or an administrative assistant and never reach an editor with decision-making authority over buying rights.

Our catalogues also stay in circulation long after they're distributed at a fair. It's a not uncommon experience for a publisher we see at London or Frankfurt to buy rights to a title from our catalogue from an earlier fair.

We don't forget who you are if you only go with us to one international fair. On numerous occasions, we've helped sell a book we had listed a year or two before.

There will be some individuals to whom we sell who will not be at Frankfurt this October. In these cases, we send our fair catalogue to them so no sales leads are lost because of unforeseen circumstances. We work very hard not to overlook a single sales lead for you.

### **Will my book(s) be visually "lost" on a large stand at the Frankfurt Fair?**

Absolutely not. But a small stand is not optimal for sales either. The time buyers have for appointments at Frankfurt is limited. Our fair offerings are small enough so that each title can be given individual attention. At the same time, having 300 titles means buyers have diversity from which to choose.

In deciding to visit a stand, a buyer must know that he has the opportunity to find alternative titles to those he planned on seeing before the fair. Because our usual appointment is 30 minutes in length, the diversity of books we can offer is crucial.

In practice, this diversity has meant that we see more and more buyers each year as our old

buyers remain loyal and we increase the number of new buyers who discover us from the aisles.

Seniority is also rewarded. Our long tenure at Frankfurt has meant for some years now that we receive a favorable stand location near a major hall intersection and close to a food service location that draws editors and publishers into our area throughout the day.

### **How does the Frankfurt Book Fair compare to BookExpo America?**

There's really little comparison.

The number of publishers from Germany alone at Frankfurt is almost 50% greater than the total number of exhibitors from all countries (including the U.S.) at BookExpo.

Frankfurt is far more cosmopolitan and inclusive than is BEA. Fewer and fewer international publishers come to BEA each year. Because many of the larger U.S. houses now send only sales staff and not editors with buying authority, there are few of their U.S. counterparts with whom to meet.

### **I have sent titles to international fairs before without attracting buyer interest. Why should I send titles to Frankfurt this year?**

Even when buyers do find a title of interest to them, they may need to see it more than once. Editors within houses also change, as do the publishing programs of their houses. An editor may like a particular book very strongly but be unable to sell it to his house immediately. Often, that editor will come back for the book in a second (or sometimes third or fourth year) in order to present it again. We've seen this sort of commitment by an editor make a real difference over the years. New contacts, of course, are seeing all our books for the first time.

### **I'm already sending my title(s) to Frankfurt with a different company. Why should I also send my books to Frankfurt with you?**

Honestly, we think that we're the best at what we do. And we know that we do many things to promote your title(s) at Frankfurt that other combined marketing efforts do not do.

There are many other fine marketing groups, however. And all have a place in the enormous scale of Frankfurt.

Whatever the reason that you are sending your title(s) to Frankfurt, you owe it to yourself to maximize your marketing potential and take advantage of the tremendous opportunities available there.

**What's the last thing on Frankfurt you want to say to us?**

Frankfurt's 'The Show,' the major league of world publishing. There are no minor players at Frankfurt.

You can cash your checks from Frankfurt. You can read your letters of praise from editors around the world. You can know that many, many people in the book world stopped, opened your cover and read your book for a few minutes.

You and your book can be part of history. And there are other results that can be taken to the bank.

**A book is very much like a child you love. Sending your book to Frankfurt is the best opportunity you can give it.**