



**International Titles
Marketing & Agency**

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Selling Your Books Internationally in 2012— The London and Frankfurt Book Fairs

January 1, 2012

Dear Fellow Book Professional:

The London Book Fair (April 16-18) and the Frankfurt Book Fair (October 10-14) are THE annual venues where the international book trade buys and sells.

We'd like to offer you a special opportunity to have your book take advantage of these events.

London and Frankfurt are 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.

Sending your books to London and Frankfurt with International Titles should be part of your marketing plans for successful international sales in 2012.

“**The London Book Fair** has come of age as a truly international event ... More and more overseas booksellers and publishers are seeing it as an essential part of their calendar, attracted both by the location and by the timing, which divides the year between the Frankfurt fair very conveniently.”—Simon Littlewood, Director for Random House Group International.

Anthony Forbes Watson, Managing Director of Pan Macmillan, noted at a recent German fair that there are a significant number of people who now do **all** their deals at London rather than at Frankfurt.

Certainly, the London International Book Fair is now the world's most vital spring/summer event for selling rights and obtaining distribution contracts for English

language books. Last year, more than 24,500 book professionals participated in the 3-day event.

Far more than a book exhibit, **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. Fair organizers estimate that the 2012 fair will host 7,500 exhibitors from 110 countries.

We strongly recommend that you look at our web site www.internationaltitles.com to understand what we do and for specific information on our London and Frankfurt Marketing Packages.

Included with our London information are discussions of **the importance of the International Rights Centre** at the fair and why the fact that **the 2012 Fair will be the last held at Earls Court Exhibition Centre** is important and to your advantage.

The information about both **our 2012 London and Frankfurt Marketing Packages** includes discussions of: • **the International Titles fair catalogues** • **how our web page promotes your book and your web page** • **our fair locations** • **International Titles' appointment schedules** • **our staff** • **and our follow up to each fair.**

If you prefer, we'll be happy to email you copies of the two sets of information for the fairs or send this information to you by post.

• **Registering with International Titles for the London and Frankfurt Fairs**

Through January 31st, the per title registration fee inclusive of both the London and Frankfurt fairs is \$380.

Early registration for both fairs is an enormous benefit to us.

January is the month with the least demands on our marketing. Work that can be moved to this month helps us significantly later in the year. Having books for London and Frankfurt on hand well in advance of those events also allows us to ship a substantial part of our stand early by lower sea rates instead of using last-minute air delivery at considerably higher costs.

Beginning with our February marketing information, registrations for London and Frankfurt will be offered only on a separate fair basis with a per title fee of \$237 per event.

By registering now, you can take advantage of the large number of sales and promotional opportunities at both London and Frankfurt, save money on accessing those opportunities and help us as well.

Mailed registrations may be made by check or money order using the enclosed form.

To register by credit card for the 2012 London and Frankfurt book fairs, go to our web page www.internationaltitles.com and click the link 'Register for a Fair by Credit Card.'

Once you've submitted your credit card information, Google will ask you by return email to confirm the payment. Once you confirm, Google gives us your registration information. There is no need to return a paper registration form.

Upon receipt of your registration information and payment (or when we receive notice of your card charge), 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 London & Frankfurt.

These instructions will help you tell us what we may not know about your book once we read your sales materials. We'll greatly expand your own listing by adding those elements from your own support materials that will make your book more attractive to foreign buyers.

• **Why send a book to both fairs?**

While there is some overlap in attendance between the fairs, there are a significant number of buyers who come to one of the fairs but not the other.

We have found also over the years that potential buyers see a book at the first fair, think about it in the interval between the fairs, then request an examination copy at the second fair so that their editorial staff can consider it for purchase in their home country.

• **I'm already sending my title(s) to London & Frankfurt with a different company. Why should I also send my books to these fairs 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 London and Frankfurt that other combined marketing efforts do not do. There are many other fine marketing groups, however. And all have a place in the scale of these fairs.

After a few years of recession, international interest in buying rights to English language books rebounded strongly at Frankfurt this past October. The worldwide book business is in full recovery mode. We see no reason why the 2012 London Fair should not also be the best in recent years as well, and Frankfurt even better than in 2011.

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

We look forward to working with you at London and Frankfurt—the most important book events in the world—and want to wish you all the best for this promising new year.

Loris Essary

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International Titles

2012 International Book Fairs Registration Form

Your Name:

Your Press Name or Organization (if appropriate):

Address:

Email:

Fax:

Telephone(s):

We are registering _____ title(s) for the 2012 London and 2012 Frankfurt Book Fairs at \$380 (in U.S. funds) per title.

This rate includes both the London and Frankfurt Fairs and is applicable only through January 31, 2012.

Our total registration fee enclosed is \$ _____.

Checks should be made payable to 'International Titles'.

(Note: Institutions and universities issuing checks through a bursar's office may pay by such a check within 30 days of mailing this form.)

To register by credit card for the 2012 London and Frankfurt Book Fair, go to our web page www.internationaltitles.com and click the link 'Register for a Fair by Credit Card.'

Once you've submitted your credit card information, Google will ask you by return email to confirm the payment. Google gives us your registration information that we've asked for here. There is no need to send us a completed paper copy of this form.

Upon receipt of your registration, we'll send you our catalogue information for the 2012 fairs with simple but complete instructions for completing it and for submitting all other materials for the two fairs.

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

If registering by mail, please return your completed form and payment to:

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(For Office Use Only) Date Received _____