



**International Titles
Marketing & Agency**

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What Does Random House in Germany Know about The London Book Fair that You Should Know, Too?

Winter/Spring 2012

Dear Fellow Book Professional:

The London Book Fair (April 16th–18th) is the most important spring book event in the world. Sending your books to London with International Titles should be part of your marketing plans for successful international sales.

“The London Book Fair is becoming just as important for foreign sales as Frankfurt.”—Eckhard Graf, editor, Random House, Germany.

We have enormous respect for Eckhard—not only because of his long years of excellent work as a senior editor for German Random House but also because of the good sense he’s shown in buying a number of books from us.

Nor did he overestimate the value of London.

“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 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.

The Fair will be even more important in 2012. Please note especially what we say about the Earls Court venue later in this letter.

The importance of the 2012 London Fair also reflects the changing role of the US fair—BookExpo America. Increasingly, BookExpo America serves only the US market, with decreasing emphasis on foreign rights and distribution sales. European buyers are a very small part of that audience and fewer attend each year as London replaces BEA as the decisive spring venue. Having to choose between London and BEA because of the short interval between them, most everyone now goes to London.

No matter what you decide about marketing at BEA, we hope that you'll take advantage of the significant and unique opportunities offered by the 2012 London Book Fair (April 16-18) and send your books with us to Europe.

Let me tell you now how we can help you take advantage of the opportunities London offers.

Our 2012 LIBF Marketing Package is based on years of successful experience gained from selling at the London Fair beginning in the 1980s. The package includes our catalogue, our web page, creative use of the Fair's International Rights Centre for marketing, and extensive post-fair follow-up.

Our 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. As the number of participants increases annually at fairs like London, 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 and publishers have seen your book at a fair.

Also, in preparing the various elements for your book, we learn a lot about it and can discuss it intelligently at London with these editors and publishers. We don't think other combined marketing programs can say this and mean it.

Our Web Site

We suggest strongly that you fully explore our web site 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 books and information for the fairs, 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.

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.

These full-color single page listings have proven important in linking our publishers with buyers, especially for those editors who miss a fair and cannot see your book in person.

Your information will remain on our web site until late summer in order to give you as much exposure to potential buyers as we can.

Our Marketing

No matter how attractive, a passive location alone is not enough to sell your title(s). We offer a proactive approach to locating buyers for your titles as a much more effective approach.

- A heavily booked appointment schedule insures buyers will have your title(s) presented to them in sales meetings we arrange with our contacts before the fair.

Knowing that we have a substantial cross-section of titles, buyers are happy to meet with us in London. These buyers represent hundreds of contacts that we've carefully built up worldwide since the 1980s. They know us. They trust us. They buy from us.

- Appointments are conducted by a professional staff. For some of us, this will be our 23rd London fair.

Our marketing at the 2012 London Book Fair does not end when the exhibit hall closes for another year.

Our work on your behalf includes far more than a routine post-fair report.

You'll receive one, of course. That report will include our past experience with buyers interested in your title(s) and an evaluation of the terms they offer. Where applicable, you'll receive leads from recent fairs to buyers not at London who we think might buy your title. We'll have contacted these potential buyers again after the fair about your book before you receive the report so the buyers will be expecting to hear from you.

The report comes with a copy of our London catalogue with your listing. It also comes with a discussion of general issues that arose at the fair. Depending on what and how you publish, these can be invaluable. Topics from recent reports include electronic publishing, legal issues for compilers of anthologies of public domain materials, and where co-editions appear headed in the next few years.

We also do a number of things you might not expect.

- A worldwide mailing of your title information shortly after the fair.

We'll send catalogues to our major, long-standing buying contacts that were unable to be at London this year. As late as Frankfurt in October, a number of publishers were still requesting reading copies of titles from our post-fair London mailing six months earlier.

In practice, this can mean up to one hundred more potential buyers receiving sales information on your title(s). If you sent a one-ounce letter to each of these buyers, postage alone would cost you almost \$100—if you knew to whom to send it. And even that amount of money can be wasted if they don't know you, or if your information isn't custom designed for international sales.

- Administrative services for authors and smaller publishers.

These groups often find it difficult to obtain distribution and international agents because of the economy of scale: it takes as much work and expense to service a single book account as it does a publishing house with hundreds of titles. Distributors and agents are reluctant to offer contracts to copyright holders of fewer titles.

In practice, we are one account for the wholesalers and agents; we then provide individual services to our clients on a one-to-one basis.

There are no additional fees for these services if a relevant wholesaler or agent selects your book(s) for their program.

In some cases, an agent commission may be payable if a sale is made. Obviously, we want and anticipate that quite a number of sales will be made. If no sale is made, however, there is no further cost other than our registration fee for a fair.

The wholesalers and agents make their own decisions about which books they'll accept. International Titles will do everything that we can to present your books to these programs so that they are selected.

Why are we doing things this way?

International Titles is a service company for publishers and authors. We know that our fees are higher than other combined marketing groups. We believe we justify them with far more extensive services.

For example, in the 1990s distribution of mind/body/spirit, New Age and spiritual titles in the United Kingdom was controlled by one U.K. company. That company would not offer a contract to any U.S. publishers without a backlist of at least 40 titles and a program guaranteed to publish five new titles, both spring and summer, for the next two years.

Working with an ambitious new UK distributor, we created an umbrella through which to import books in these genres from authors and smaller publishers. This program quickly changed the U.K. status quo in its book genre and grew to rival its established competitors.

More recently, International Titles reached an agreement to serve as co-agent / administrator for one of Europe's oldest literary agencies for select titles from our International Titles lists. This new relationship has led already to more than fifty of our books being taken on for worldwide rights sales by the European agency. These are books that—without our administrative commitment—would have been too costly and labor intensive for the agency to consider representing.

These services are examples of ways we can work for you before and after the London Fair. We cannot promise that any of these special arrangements will apply to you—those decisions rest with relevant distributors and agents. But we will promote your books to such services wherever we believe it to be to your advantage regardless of fair dates.

Please keep in mind that our main goal is to sell directly for you at the 2012 London Fair or quickly thereafter. The sale is the important thing, however, whenever it happens.

The International Rights Centre at London

Since moving in 2007 to Earls Court Exhibition Hall, the London Book Fair has become the major spring event for which the book world had been waiting. The new location is convenient to reach and easy to get around—a substantial improvement over previous locations.

The move, however, came at a cost. Stand fees rose to the point that most exhibitors began to look for alternatives.

Most of the publishers we have spoken with at Frankfurt mentioned the prohibitive costs of having a London stand. In thinking out loud about their options, those publishers felt that the International Rights Centre would work equally well for their business.

The IRC proved to be what professional buyers wanted for years: one convenient, pleasant area in which to meet for business. By contrast, the Rights Center at Frankfurt feels disturbingly close to a medieval dungeon.

Last year, even the largest publishers with stands also had one or more of their most important editors for the fair working in the Rights Centre. It's ideal to be in the same location as most of your potential buyers. Having marketed from Rights Centers at past international fairs when that was the preferred choice, we know that they do work effectively. London fairs since the move to Earls Court have proven just how effective working from the London Rights Centre is.

The London Fair has had a difficult last two years, thanks to Icelandic volcanoes and uncertainty over what to do with eBooks. As this past October's fair in Frankfurt clearly showed, however, interest in the purchase of English language titles is bouncing back strongly.

The 2012 London Book Fair should continue this trend. Publishers need an effective spring fair to fill their upcoming seasonal lists before Frankfurt in the fall.

Needing a successful London fair should make the 2012 event even more important.

After moving between several difficult venues, the fair settled successfully in to the Earls Court Exhibition Centre five years ago with a marked increase in sales.

The Earls Court property has been sold for redevelopment and is scheduled for demolition following this summer's Olympics at which it will host the volleyball competition.

With the Earls Court location locked in for April, participants needing a strong spring venue know the great number of opportunities available there. The uncertainty caused by moving the fair again after 2012 may very well cause a substantial number of editors and publishers to put participation in future London fairs on hold until a new venue proves its worth. We're strongly convinced that editors and publishers will seize this year's opportunities and worry later about a viable fair for next spring.

The London Market

Because of the size and diversity of the buying audience almost any title has the opportunity to do well at the fair. Whether or not you are attending London yourself or sending your books with another company, you should add our marketing package to your sales approach to the fair. You owe it to yourself to take advantage of every sales and promotional outlet you can for this major event.

Even if you have offered titles at London before without resulting sales, your books should be offered at London each year. It's a small investment towards possible substantial financial returns as well as valuable international publicity for your work.

Like every aspect of commercial sales, buyer interest at any fair is cyclical. Some subject genres do well one year; in other years different genres predominate. We have marketed some titles for several years without sales; then, at the next international fair, we obtained contracts worth thousands of dollars for the publishers of those same titles.

Nuts & Bolts

- The fee for our 2012 London Book Fair Marketing Package is \$237 per title.

This fee covers all services described in this letter.

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

To register by credit card for the 2012 London 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 sends us your registration information. If you register by credit card, there is no need to send us a completed copy of the paper registration form.

- Please register by credit card or mail **by March 17th** to insure your inclusion in our 2012 London work.
- 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 books for the London fair.

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.

Email is the most efficient way to send our fair materials and is our preference.

If receiving email is difficult for you, we'll be happy to send your registration materials by U.S. mail.

Please indicate your preference on our registration form.

If you select email, we ask that you enter your email address as legibly as possible.

All of us at International Titles want to wish you the very best for success in all your endeavors for 2012.

Loris Essary

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International Titles

2012 London Book Fair Registration Form

Your Name:

Press/Publishing House:

Address:

Email:

Fax:

Telephone(s):

We are registering _____ title(s) for the **2012 London 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 London 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 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 London Fair.

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

This completed form and registration payment must be sent no later than **March 17th** in order to insure your inclusion in our 2012 London Fair Marketing Package.

Please return your completed form and payment to:

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