

# LITERARY FAIRS THE PROCESS!

What happens behind the scene? The Business behind the Business.

Your title is not just displayed – it is marketed on multiple platforms to garner interest that leads to sales.

**What our representatives know:** Making contact with key decision makers is everything; knowing the markets and how to work with foreign publishers, agents, and distributors is the primary element to creating new sales channels and visibility world-wide for your book. When we receive your registration, we'll send you a catalog information form and instructions for completing it and submitting fair materials. We ask for a description of your book, and key metadata. We submit two copies of each book registered and a set of our marketing materials. With these things in hand, the reps begin working for you—before, during and after the fair.

**Before the Fair:** As soon as possible after reps receive your books and materials, we prepare for cataloging, which is distributed during and after the fair. Knowing about the book ahead of the fair helps the reps choose contacts and focus requests for appointments; early registration is primary.

**At the Fair:** All our books receive full, face-out display in high visibility locations. Our consultants know how to work with buyers to create interest, place quantity order placement offers on the table and negotiate. If a full banner was purchased, it hangs in key locations. When an offer to republish your book in a foreign language or to have your book distributed by a foreign distributor our representatives immediately drafts a written agreement to present to us that is forwarded to you, the author, while the show is still open. Every effort is made to close the deal before the fair ends but if it does, the offer is still processed.

**After the Fair:** Once back from any fair, we read, compile and edit the notes from all our meetings at the fair. We summarize the printed materials from buyers given to us in meetings. We also contact everyone with whom we've met in order to verify the interest in specific titles. No one receives a contact from us that's anything less than a valid potential sale or may be beneficial in some other way. Sometimes, our responsibility is to advise our clients not to accept an offer if we believe there are potential unresolved issues with it.

While reports are being worked on, our show catalog is sent to agents and editors who missed the fair for whatever reason. **\*\*\*We have a listing of all registered attendees.** This brings your books to the attention of more potential buyers and keeps our working relationships fresh. Also, our contact information is kept online for 1 year after the fair with the literary reps.

**Massive SAVINGS:** No airfare, expensive hotel, missed time at work, cold calling, or lost opportunities to place in international markets where big business takes place. **A small One-time fee for ALL 4-5 days plus title(s) is published in the catalog given to all attendees that maximizes your investment.**

*“Courage is the fuel to achieve success when matched with timing!”*

*Give your book(s) a chance to soar. Send them to London- New York –Beijing-Frankfurt –Spain and other ports of call.*

*The Hollis Media Group -*

*“We make positive strategy happen daily!”*

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