



Hi Everyone,

We are on track for the LA Times Festival of Books!

Our booth numbers were finally assigned and we are in the same location as the last six festivals for the main booth and a great location for the children's booth. The main booth is right across from the Poetry Stage, which is the quietest reading stage at the event—no loud music or performers, just poets.

The ZOOM exhibitor training will be Saturday, February 3 at 11 am Pacific. I will review all of these materials and discuss the ways authors who sell lots of books did it over the last ten years. And I will go over the promotional materials you should have for handouts. A Zoom link will be sent the last week of January. This session will be recorded so if you can't attend, I will send you a link so you can download and watch. Please attend if you can and bring all your questions. I am here to help you succeed and will answer everything.

Again this year, we will allow retractable banner/sign for authors. This banner will be placed outside the booth area next to your table where book lovers can see as they walk up and down Trousdale, the primary walkway through the festival. The banners stand 78" high and are a great statement piece that you can use over and over. They roll up into an easy-to-carry container, come with a stand, are very light and useful for future events you attend. I have samples later in the document. If you don't have a designer or vendor, I have one. The cost for both design and printing is \$250.

ONE THING I WANT TO STRESS:

If you want to succeed at the festival, **PLEASE DON'T SIT BEHIND YOUR TABLE ALL DAY.** Every year, the authors who get out in front of the table and talk with people, sell books. And every year, the ones who sit behind the table and don't even stand when someone approaches, wonder why they only sell a few books. So, wear comfy shoes and bring a hat to protect from the sun. Good thing is we will be standing on grass, not concrete so it's easier on the legs.

REMEMBER, this is a sales opportunity.

You must treat it as such and be ready to engage and talk with your potential readers. One festival, one author stood in front and approached people who looked at his table. He had a few questions, like "do you like mysteries," and got people talking. He sold two boxes of books each day before 2 pm. That's 80 books! Last year, two authors stood by their retractable sign and each sold over 60 books.



Be sure to have bookmarks, postcards, or business cards about your book with e-retailers names to hand out, your website, and a QR Code for them to link to your book. Our position makes us one of the early booths they pass as entering, or one of the last as they are leaving. So, if they look the least bit interested, engage with them, give them a bookmark to take home. But don't bring sheets of paper. They just get tossed. Bookmark with your cover, website, a couple lines about the book, like a review – that's what you need. (samples attached)

And I suggest a table sign with book cover, any great review lines (not full reviews), awards noted, in either 8.5x11 inch (in a clear plastic stand you get from Office Depot or online) or an 11x17 inch sign that is mounted with a stand you can buy at Michaels or online.(see sample) Since almost 50% of readers only do audio or eBooks, have a QR Code that goes to your books page on this sign so they can purchase at the booth. **Don't miss a sales opportunity.**

People want to read a little about your book and this helps, especially if you are talking to someone else. I have attached two samples.

Please review everything that follows. It will help make your experience a fun time to be with your public and help you sell books. And if you have questions, please email me and I will get back with answers.

As to the number of books, I would say at least 30 if not 40 or more. If you have more than one title, I'd bring 25 per title.

AND, I will be setting a time to interview several of you for the TalkingBookPublishing podcast. An email will be coming shortly with times and dates for taping.

Looking for another great year at the Festival!

A handwritten signature in black ink, appearing to read 'Kathleen', with a long, sweeping underline.

Kathleen Kaiser
President, Writers & Publishers Network



Author information for WPN booth at LA Times Festival of Books

Main WPN Booth # 200 - It's a peninsula 20'x30' booth on Trousdale PURPLE ZONE ON MAPS

Setup/arrival time: 8:30 am each day - Departure time: 5 pm

Parking: \$10 a day. Parking PSX Gate 3 off Figueroa, the closest to our booth on Trousdale. (see attached map)

Event Hours: 10 AM TO 5 PM though people start arriving around 9 AM.

Kathleen's Cell#: 805-607-6717

WHAT YOU NEED TO PREPARE AND BRING TO THE FESTIVAL:

- To bring your book boxes to the booth, please park in the parking structure and then wheel boxes to the booth. If you don't have a dolly or wagon, fill a suitcase that has wheels. Don't try to carry them. It's a distance to the booths from parking.
- Be sure to have some sort of stand-alone table sign about your book that is no larger than 11x17 inches. I suggest you have it mounted on foam core with a stand attached to the back or you bring a stand. If your printer doesn't make the back stand, go to Michael's and get a heavy picture stand. Samples of what your sign should say and look like to grab someone's eye are attached. The sign is an excellent way for people to learn about the book while you are talking with others. I've attached two samples.
- For all signs you should have a QR Code for the link to your eBook on Amazon. Why miss a sale? To create a QR Code follow these steps:
 1. Go to your eBook page on Amazon, or if all formats are on one page, click on the eBook. This is a very long URL so you need to shorten it to make an effective QR Code.
 2. Copy the URL for that page and insert it into a URL reduction site, like <https://bitly.com/> and it will shorten the URL.
 3. Now, without closing that page on your browser, copy that code and insert in the QRCode generator at <https://www.qrcode-monkey.com/> This are both free sites.
 4. Now download or screen grab the QR Code square and insert it on your signs and postcards or bookmarks. I usually put – Download the eBook – above the QR Code
 5. If you have room, create a QR Code for your website and add to materials.
- A great additional sign is one of the retractable signs that come in an easy to carry container. They are light and very attractive. This year I will put the authors with retractable signs on the corners and angle their signs so people see them up and down the aisle. You can have one



designed. Buildasign.com has the best price at around \$100 (always running deals so price varies). I am attaching samples. If you are a bit artistic, they have templates you can use. Or we have a designer who will create the sign and have it printed for \$200/

- Two authors will share an 8' table draped in a white tablecloth. I am ordering padded folding chairs, but I **strongly suggest** you bring a pillow as it will be a long day. PLEASE stand up throughout most the day when you have people at your table. It makes you more accessible. Don't build a mountain of books between you and the audience. They want to see you and talk, not climb over barriers—they will just walk by.

THE TOP SELLERS EVERY YEAR STAND AND TALK WITH PEOPLE, WALK IN FRONT OF THEIR TABLE AND GREET PEOPLE. The ones who sit all day rarely sell much.

- WPN booth will be set up on Friday and be ready to go Saturday morning. I should arrive around 8:15 AM. If you come early, don't try to open the booth or set up until I get there with tablecloths, etc. There will be plenty of time before people arrive.
- If you have a smartphone but don't have a credit card system, please order the Square or another online credit card service like PayPal so you can take credit card payments. WPN will not have this service available for authors. I've used Square since it came out thirteen years ago. Easy to use and set up the app on your phone. It costs .035% per transaction to use plus 50 cents, and the money goes into your bank account within 24 hours. End of the day, it provides a sales report. <https://squareup.com/>
- Please PROMOTE the fact that you will be at the Festival. Once we have our booth number I will be sending out a logo with the booth number. Add this to your website, Facebook, and other social media so any friends or readers can meet you.
- The WPN team will not be able to cover for you if you need to take a break or get lunch. I suggest you have a friend come to help you We will be busy with visitors learning about the organization.
- There will be a large table in the middle of the booth to store books under. **All wagons or dollies must be returned to your car prior to opening.**

REMEMBER: I WILL NOT ARRIVE BEFORE 8:15 AM. THE BOOTH WILL BE LOCKED DOWN SO THERE IS NOTHING YOU CAN SET UP PRIOR TO MY ARRIVAL. I SUGGEST YOU TARGET 8:30 am AS THE TIME TO ARRIVE.



RESELLER TAX CERTIFICATE FROM CALIFORNIA BOARD OF EQUALIZATION

The festival requires a reseller tax certificate for anyone selling products. You should have one for the books you sell anywhere. Please bring a copy in case we are asked to show them. If you are just signing up, avoid a deposit by saying you plan to sell \$500 or less.

AUTHOR CHECK LIST

MAIN BOOTH #200, PURPLE ZONE TROUSDALE PARKWAY

WHAT AUTHORS SHOULD BRING

- Books and book-related merchandise like bookmarks, postcards, etc. Big 8.5x11 sheets as handouts don't work. It's windy most days and they just fly away.
- A tabletop sign no larger than 11x17 inches promoting your book(s)
- A retractable sign is a great crowd gathering tool.
- Dolly, hand-cart, collapsible wagon or other aides to help transport your books and other materials to and from your booth.
- BRING A FRIEND who can give you breaks and help out while you have lunch. NO EATING IN BOOTH.
- Plastic garbage bags to dispose of your trash. Large trash bins are provided outside of the booth area.
- Sufficient funds (cash and coins) and credit card app (use The Square for your smart phone). 80% of sales are on credit or debit cards.
- Boxes and sealing tape for moving your merchandise.
- Pens, markers and other writing instruments you may need to autograph books.
- Scissors or knife to open boxes, etc.
- Extra clothes to dress in layers (the morning can be chilly and the day typically gets warm to hot as the sun crosses over our tented booth)
- WATER. There isn't always enough break time for exhibitors to get to the food areas and back. Plus there are always long lines.
- Sunscreen, sunglasses, and hats if you want to walk around the event. The sun bounces off the concrete and makes it very warm.
- Comfy shoes so you can stand and talk to people during the day.
- Copy of your franchise tax certificate.
- Bring an extension cord if you want to charge your phone, we provide power.
- BRING A SOLID COMFY PILLOW - the chairs are hard.



Maps & Directions

A GPS Directions to USC: 3551 Trousdale Parkway, Los Angeles, CA 90089. Parking Garage PSX Gate 3 is on Figueroa. That is the exhibitor parking building.

DIRECTIONS: Coming to USC from North via 110 Fwy or East or West via 10 Fwy:

From the North (Downtown) off 110 Fwy:

1. Take the 110 South and exit Exposition Blvd.
2. Stay in the right lane, go through the first stop light and at the second stop light turn right at Figueroa Street.
3. Follow Figueroa to the east side of the USC campus and follow the directional signage to available parking.

From the East via 10 Fwy:

1. Take the 10 Fwy. East and exit Vermont Avenue South
2. Follow Vermont Avenue to the west side of the USC campus and follow the directional signage to available parking.

From the West via 10 Fwy:

1. Take the 10 Fwy. West and exit Vermont Avenue South
2. Follow Vermont Avenue to the west side of the USC campus and follow the directional signage to available parking.

From the South via 110 Fwy:

1. Take 110 Fwy North and exit Exposition Blvd.
2. Stay in the right lane, go through the first stop light and at the second stop light turn right at Figueroa Street.
3. Follow Figueroa to the east side of the USC campus and follow the directional signage to available parking.

If you are coming from the San Fernando Valley or points north or west, the 405 and 10 are usually very crowded. If you take I-5 south to the 110 west, it's a faster way to USC.

ONSITE MAPS ARE IN THE SAMPLES HANDOUT.