

The Invite Press Complete Guide to Selling Book(s) at Events

FOR EVENT HOSTS

Are you hosting a conference or event, and need quantities of an Invite Press title to support an author? Contact our team at info@inviteresources.com to request up to 50 books, free of charge, for up to 30 days. All sold units will be charged to your card on file at a 50% discount on day 30.

Any unsold books not returned within 30 days will be charged.

We cover shipping to your event, and you cover shipping back to us for any unsold titles.

FOR AUTHORS

Events are excellent venues for selling your book, especially if you are a speaker or participant in the event programming. And it sounds simple: the books sit on a table, you inspire people, they buy the book!

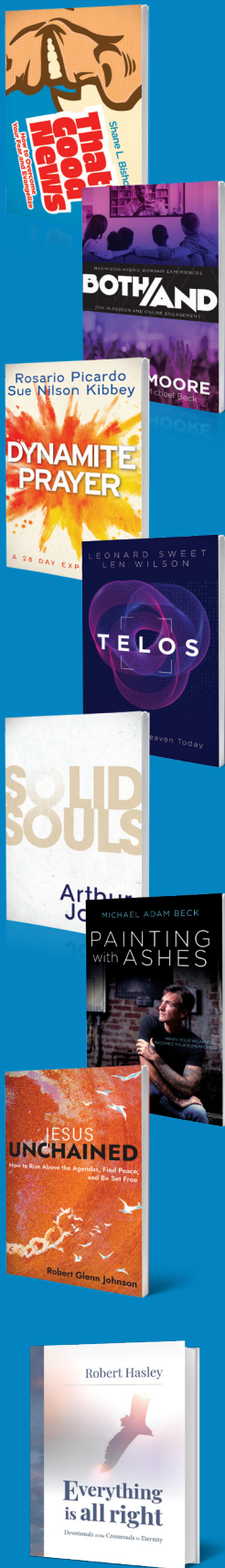
However, the logistics to making this happen may be more complex than it seems. We at Invite Resources have put together this step-by-step guide, considering several possible event scenarios, to help you and those who invite you to speak ensure your books are properly represented.

Decide on the Contact Person

The first and most important decision you need to make as an author is to decide on the book buyer. With this point person in place, you create a pathway to ensure all proper transactions take place. The following list describes four possible book buyers, with a step-by-step guide to explain how each process works. They are: 1) You, the author; 2) the event coordinator; 3) the event financial person; 4) the event bookstore. Depending on the size and scale of the event, you may only have some of these options in place. Please note that Invite Press can only ship books to an event with an invoice that includes both a billing and a shipping address.

1) The Author. Especially at smaller events the author often takes the books along with them.

- If it is a very small event, you can take books from your current stock, sell them and then place another order after the event to restock your supply using your author discount.
- Be sure to check with the event coordinator before taking your own books. They might have other plans and it can create an awkward situation.
- If you have cleared it with the event coordinator and you need more books, let us know by contacting Tonnie Clack at tclack@inviteresources.com. The more notice we have the better, but we need at least 2 weeks to get the order to the event. Please be specific about where they should be shipped. We will charge you at the author discount or the bulk discount (whichever has the greater discount) plus actual shipping costs. If you sell the books at the retail price that will more than cover the shipping costs.
- If you have books left over at the end of the event you can ship them back for a refund. (Keep some of the boxes when you unpack them.)
- The author pays the return shipping cost.



2) The Event Host. Often there is an event coordinator who can be helpful in making your book available at the event.

- If there is a coordinator, it is best to check with them before making any plans to order books yourself. Some hosts may prefer you to do so, others will want to do it themselves.
- Event Hosts may pre-purchase books at a bulk discount on inviteresources.com, or order books free of charge for 30 days.
- If the hosts wants to take care of ordering your book themselves, please make sure they know who to contact (tclack@inviteresources.com) or refer them to our website - inviteresources.com - where they can use the bulk ordering option.
- See above for specific details on how for Event Hosts to order books free of charge.
- It would help to also let Invite know that the host is doing this so we can make sure that the order actually comes through. Hosts are usually enthusiastic and want to help but might not know anything about book ordering.
- Please allow adequate time prior to the event for either method. We recommend two weeks minimum.

3) The Event Financial Person

- The host may work with the event financial person, or the event financial person might be the contact person.
- The financial contact person may know very little about the event or the author, but they are the ones who can order and buy books. You might need to explain a little more to them about the event.
- It would help to also let us know that the host is doing this so we can make sure that the order actually comes through.
- The advance time and return policy are the same as the order by the author, except that the financial contact will arrange for the return shipping charge.

4) The Local Bookstore. If there is a bookstore at the venue, this is a great way to go.

- Ask the host or other local contact if there is a bookstore, and if so how to get hold of them.
- If there is, make the request to the bookstore. (We can help with that if you like.)
- Unlike the other instances, when giving the book information to the bookstore personnel include the ISBN (the 13-digit code found on the back of the book and on the Copyright page). The bookstore may order your book from a distributor rather than directly from us and will need the ISBN to do so.
- The bookstore can, of course, also purchase from us using the bulk ordering option as mentioned above.
- The advance time and return policy are the same as the order by the author, except that the bookstore will arrange for the return shipping charge.

How many books should you take to an event?

There isn't an easy answer, unfortunately. Even professional event organizers don't have a foolproof solution.

But there are things you can bear in mind:

- How many are attending the event?
- It would be unusual if everyone attending bought a book, unless it is included in the fee for the event.
- Are you a keynote speaker or a workshop leader? How many of the participants will hear you speak?
- Are there financial considerations? No matter who the point person is for getting the books to the event, there might be a budget or limit to what is spent.
- Have you sold books at a similar size event, or observed others doing so? Does that give you any ideas?
- In case you run out of books, be ready to give participants other options. You could have a device ready to go at inviteresources.com, hand out a small card with the book's full title and your name as a reminder (or a bookmark), or ask the attendee if you can note the name of your book on their event material, for example.

Other questions and concerns? Please reach out to Tonnie at tclack@inviteresources.com and we'll be happy to help in any way we can.