



LITTLE, BROWN AND COMPANY
BOOKS FOR YOUNG READERS

**Little, Brown Books for Young Readers
Author/Illustrator Appearance Kit
How to Book an Author or Illustrator Appearance for Your Institution
Contact: Author.Appearances@hbgusa.com**

We're glad you're interested in booking authors for an event. The most important piece of advice we can offer is to start planning early. Six months to one year in advance is ideal. Remember that you will need plenty of time after you've secured your author to properly publicize the event.

When choosing an author or illustrator, consider the following questions:

Audience: Who will be attending? What are the ages? Is it mostly boys or girls? How many children will be there?

Type of event: Do you want the author/illustrator to do a workshop, lecture, lunch with students? Try to plan, as specifically as possible, what you'd like the author/illustrator to do while at your institution.

Budget: Authors and illustrators charge different fees, or honoraria, for their appearances. Look over the list we've provided on our web site. As you will see on the list, honoraria range from \$200 to \$5000; we endeavor to keep the list current, but be aware that some fee requirements may have changed, so please allow for that fact in your budget planning. In addition to the fee, your institution will need to provide money for expenses such as travel, hotel, and meals. Payment of the honoraria and expenses is expected on the day of the event.

Once you've identified your audience and decided on a budget for your event, you're ready to select an author. The LBYR web site provides a list of authors and illustrators who are available for institutional visits, including their fees and the number of presentations they are willing to do in one day. Please look through the list and come up with three choices in order of preference. Your first choice may not always be available, so it's a good idea to have a backup.

When you've made your choices, email your invitation to author.appearances@hbgusa.com. Please include the following information:

- Name of the author/illustrator you wish to invite
- Preferred date of the event
- Audience size and age
- Number of presentations desired
- Type of presentation desired
- Complete contact information

As soon as we receive your invitation, we will present it to the author or illustrator you've requested. Remember this is a formal invitation, once the author/illustrator has accepted, you are obligated to honor it. After an appearance has been confirmed, LBYR's author appearance coordinator will send you a confirmation letter along with biographical and book ordering information. The author/illustrator's contact information will be included in this letter so that you may contact the author/illustrator directly from that point on.

Little, Brown Books for Young Readers
Author/Illustrator Appearance Kit
Getting Ready for the Visit
Contact: Author.Appearances@hbgusa.com

You've booked an author or illustrator to visit your institution. Great! But the work is just beginning. Now you need to get your audience ready for the visit by publicizing the event and getting books for it.

Publicizing the event: You should start telling your audience about the visit at least four months in advance. There are many ways to do this, some ideas are:

- Newsletters
- Website and social media (Twitter, Facebook) announcements
- Take home flyers
- Involve parents and your local PTA/PTO in the experience by inviting them to the visit or to lunch with your guest
- Send a press release or letter to your local media
- Set up a display of the author's/illustrator's titles at your institution

LBYR has author photos and short bios available for many of our authors and illustrators for use for publicizing institutional events.

One of the most effective ways to publicize the event is to form a book group. Appearances work best when the audience is already familiar with the author's or illustrator's work. You can have the entire audience read a single title by your author/illustrator, or choose several titles that smaller groups can concentrate on. Working with book groups will keep the author/illustrator visit on your audience's radar and will get them ready to ask great questions during the event.

Books: You will also be expected to have books on hand for signing before or after the event. Always order the author's/illustrator's most recent title, since this is the book that will most likely be discussed. You can purchase books through your local bookstore or preferred vendor. Books for author/illustrator appearances can also be purchased directly from LBYR (instructions are on the next page). Remember, shipping books takes time, so order the books not less than six weeks in advance.

**Little, Brown Books for Young Readers
Author/Illustrator Appearance Kit
Book Order Procedure
Contact: authorevents@hbgusa.com**

You can order books for author/illustrator appearances at schools and libraries directly from Little, Brown Books for Young Readers. We suggest ordering books six to eight week in advance of the visit.

- Assorted Title Orders
 - 1-14 copies: 40%
 - 15-499 copies: 50%
 - 500+ copies: 55%
 - Free Freight**
- Single-Title Orders
 - Same as Assorted Title Schedule Except For:
 - 100-999 copies: 55%
 - Free Freight**
- Free Freight only applies to shipping destinations in the United States, including Hawaii and Alaska. Shipping minimum is \$75 invoice value.
- Return books should be shipped to:

Hachette Book Group
ATTN: Returns
322 S. Enterprise Blvd.
Lebanon, IN 46052
- Be sure to include a copy of your original invoice with the returned books.
- Returns must be received not later than 30 days after the event to receive credit. Shipping on the returns must be paid by the event host.