

# Springfield Writers Guild

October 22, 2022

Library Center, 11:00 am

## “Book Promotion Presentations”

### 1. Know your space limitations.

full table- individual book stands  
half (small) table- portable book shelf  
number of books to be promoted  
ad signs allowable?

### 2. Plan accompanying promotion items.

book price stickers  
money bag (*if needed*) (*change*)  
book marks  
postcards  
business cards  
floor signs (*banners*)  
bio sheets  
book covers poster  
candy dish

### 3. Plan the table presentation.

Easy-to-cart book carriers  
table cloth  
stands or shelf  
book signing space (*and pens*)  
carrier for extra books