

**Independent Bookstore Day  
Bookseller Information Packet**



**INTRODUCTION:**

Independent Bookstore Day takes place on the LAST SATURDAY in APRIL. **IBD 2017 will take place on Saturday April 29.**

The national celebration of indie bookstores, books, authors and the entire bookish community will once again be produced and coordinated by the NorthernCalifornia/Independent Booksellers Association (NCIBA) and Program Director Samantha Schoech.

**Contact:**

Samantha Schoech  
Program Director/Producer  
Independent Bookstore Day  
[schoech70@mac.com](mailto:schoech70@mac.com)  
[www.indiebookstoreday.com](http://www.indiebookstoreday.com)

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## FAQs

### **Q: What is Independent Bookstore Day?**

A: Independent Bookstore Day (IBD) is a celebration of books, readers and indie bookselling that started in California in 2014; it is modeled after the extremely successful Record Store Day.

To show their support for indies and help drive customers into your stores on IBD, publishers produce unique, limited-edition books and literary art pieces that are only available at participating bookstores on Bookstore Day. You can't get them before. You can't get them online, and you most certainly can't get them at Target.

In our first two years we've had exclusive items from George Saunders, Stephen King, Allie Brosh, Roxane Gay, Neil Gaiman, Lemony Snicket, and hundreds of other beloved authors.

IBD has become a nationwide party as big and varied as the country itself. In 2015 we had more than 350 stores in 45 states putting their bells on and throwing out the welcome mat. In 2016, it grew to include 430 stores.

There are famous authors and books and literary art pieces you cannot get on any other day in any other place. There are readings, and games, and things to eat and drink. But more importantly there is a giant, positive buzz around indie bookstores; it comes from the media, it comes from your customers, and it's there in the bottom line at the end of the day.

### **Q: Why should we participate?**

You mean beside that fact that it's hugely fun and a great opportunity to celebrate thriving indie bookstores across the country? Well, how about this: 80% of participating stores reported a sales increase from the same Saturday the year before. **Stores were up an average of 200%.** Many stores were up more and some were up as much as 1000%. 98% plan to participate again.

Additionally, Independent Bookstore Day generates media attention, attracts new bookstore customers, breeds a lot of community goodwill, and helps to turn around the tired, old bookstores-are-dying narrative.

### **Q: Who can participate?**

A: Any current, dues-paying member of a regional independent booksellers association may participate. Because they handle all distribution and invoicing, your store must also have an account with Ingram by February 2017.

### **Q: How do we sign up?**

A: The only official “sign up” is when you actually place your order and sign the “rules of the road” agreement in February 2017. But to make sure you receive all the important information leading up to February, please join the mailing list (see the FOR THE TRADE page of our website) and follow us on social media.

**Q: We may need a list of the items before we can commit to the event. Is that doable?**

A: Yes! We will have a full online catalog with as much detail about each item as possible in *January 2017*.

**Q: Do we have to order everything?**

A: Nope. We require a minimum order of 15 total pieces. You can order 1 copy of each item or 15 copies of one item. It’s completely up to you, but if you want guidance, we will be taking orders in person at Winter Institute. Additionally, we have a handy Guide to Ordering for Bookstore Day on our website.

**Q. Why do we have to order 15 units?**

A. 15 is Ingram’s minimum for free freight. We also want stores to “buy in,” so we know they have skin in the game. Please see the last Q & A on this list for a fuller explanation.

**Q: Do IBD tote bags and t-shirts count toward this minimum?**

A: No, they don’t. The bags and other collateral we create are to help market and publicize the event and they can be ordered on our website or directly from the NCIBA at any time starting in September. They function as both great marketing tools and a profit source for most stores.

**Q: Aside from ordering the Bookstore Day items, what else do stores need to do to participate?**

A: Bookstore Day is only as good as you make it, and creating a really great party around it is *the most important part*. The unique items are a draw and garner lots of publicity, but they do not make an event in and of themselves. Each bookstore needs to commit to publicity, displays, and events that make sense for their personality and location. The bigger and more creative, the better! Our website offers tip sheets on how to make the most of the day. We will also be at most regional fall shows and at Winter Institute to help share tools for a successful IBD.

We help by providing ideas, event collateral like signs and bookmarks, national publicity, merchandising concepts, an online map listing all participating stores, and loads of other stuff.

**Q: From whom do we buy the special items?**

A: All items will be ordered through Independent Bookstore Day via our online catalog and order form (available in January 2017). Orders will be fulfilled by Ingram, our wholesale and distribution sponsor. All participating stores must have an Ingram account in good standing.

**Q: What are the discounts on the items?**

A: Stores will receive discounts of **at least 45%**. In some cases, the discounts will be much deeper.

**Q: Can bookstores continue selling the special items after the official event date?**

A: By all means! We only ask that you do not sell them online for at least 1 week after IBD. Phone holds and orders are fine beginning the day *after* Bookstore Day.

**Q: So, we *can* sell the items online?**

A: Yes, on two conditions: sell them only on your store's website (no third party websites, please) and only beginning one week AFTER the event date. One of our main goals is to get actual people into actual bookstores.

**Q: Why are the items non-returnable?**

A: These items are produced only for Bookstore Day, and publishers are printing only what is ordered. The goal is for each store to sell out of their Bookstore Day stock on the day of the event or shortly thereafter, so stores should order only what they think they can sell on Bookstore Day. We don't want items hanging around for months because that lessens the incentive to show up at stores on the day of the event. Quantities are limited—that's why folks line up before opening at many stores.

**Q: Can we discount items?**

A: Stores are not permitted to discount the special items on the day of the event or for one month afterward. If you have unsold items after that, we hope that you will continue to sell at full price to preserve the value of the items. However, we appreciate that these items are purchased non-returnable, and that there may come a point when sale pricing is necessary.

**Q: Can an individual store produce something special for sale in that store only?**

A: Yes. Some stores printed posters, stickers, or broadsides for sale or as giveaways for Bookstore Day. This is completely up to each store. Regional associations may

also produce special items.

**Q: Who pays for this?**

A: Independent Bookstore Day publishes 5 or 6 exclusive items for IBD (CBD Publishing) to support Bookstore Day. The ABA is our biggest contributor. Our fabulous industry sponsors are Penguin Random House and Ingram. Each store pays for its own events and promotions.

**Q: Why can't we just throw a party and skip the special items?**

A: We have no IBD police and no one is going to stop you from throwing a party on the last day of April. However, there are several good reasons why participating fully is important:

- 1.) Publishers and authors go out of their way to support indies by developing and publishing stuff just for IBD. If bookstores don't express interest, they will no longer do this.
- 2.) The IBD-only items are the single cohesive factor of IBD. They are what we publicize and what makes IBD more than just a gathering in a bookstore. They give it a national message and show that as a community of fiercely independent stores we also work together. They also function as "rewards" to customers who shop indies.
- 3.) By buying the IBD items, stores are making a commitment to really participate. We want IBD's reputation to be as a must-attend event for readers and book lovers. To that end, we don't want watered-down versions at bookstores that either aren't really interested, or for some other reason don't get it or care.
- 4.) This is a TON of work with lots of people donating their time and talents. It runs about \$200k to produce this event. Frankly speaking, as a non-profit, we need to make that back. We make no money on publisher-produced books and items, but we do rely on CBD Publishing's items for funds. Any money we get goes directly into producing IBD.
- 5.) Only fully participating stores are included on our searchable map and publicity efforts.

## **BOOKSTORE DAY 2017 IMPORTANT DATES:**

- **June 1 - September 1:** Publishers submit one or more ideas with as much detail as possible to IBD.
- **September 1-25:** Ongoing discussions between IBD and publishers to refine ideas and determine price, packaging ideas, etc.
- **September 30:** Our curating committee of booksellers decides on the 5-10 books and items that are going to sell the best and create the most buzz
- **January 15:** The Bookstore Day catalog goes live at indiebookstoreday.com and bookstores begin ordering
- **January 27-31:** Winter Institute. We will be attending to present actual items to booksellers and take orders
- **February 1: Order deadline for participating bookstores**
- **February 15:** IBD gives publishers final order numbers to help determine print runs.
- **April 1:** All books and items arrive at Ingram's TN warehouse
- **April 15:** All books ship to bookstores
- **April 29: Independent Bookstore Day**