

# Take Me to New York

The New York Bookstore Trip is a once-in-a-lifetime opportunity for a bookseller. It involves spending nearly a full week in New York City, visiting marketing and publicity people at the major publishers. The object is for you to find out more about that side of the business and to blow your own horn. The trip is open only to stores that have not yet made this kind of trip on their own. It should be considered by booksellers who are ready to take their operation to the next level, who are committed to doing author and other special events, and who want more attention from publishers. As a practical matter, booksellers who go will represent stores that are strong Book Sense participants and that already do at least some direct orders from publishers, with a desire to do more.

The trip will take place in late February or early March. It is limited to three to five stores. There is considerable preparation involved, for which former participants and staff will provide coaching. Stores pay their own expenses. The GLBA board selects the participants during December. Preparations begin shortly after the New Year.

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## Please consider us for the New York Bookstore Trip

Store Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Brief Description of Store: \_\_\_\_\_

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Store Size \_\_\_\_\_ No of Employees \_\_\_\_\_ Years in Business \_\_\_\_\_

**Please return by Thursday, December 22, 2005**

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