



How to Order Books for a School Visit by Jacqueline Briggs Martin

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<http://www.houghtonmifflinbooks.com/librarians/schoolvisits/details.shtml#books>

Books:

The ultimate goal of any author/illustrator visit is to motivate kids to read. These appearances make books come alive, by showing kids that authors/illustrators are real people. If kids are excited and interested by the visit, they will invariably ask, "Where can I get your books?" If the books are not on hand, the moment is lost. Having the author's/illustrator's books at the appearance is an integral part of a successful visit. Book sales should be a part of your visit preparations.

WHERE TO ORDER BOOKS

While there are different options for ordering books, there is no "best" way, because it depends on the offers made by bookstores in your area. With a little research, you should be able to find the most cost-effective plan for your school. Often, your organization can earn a discount on books ordered for the event. You can then sell the books at retail price and earn a profit for your group (many schools use the profits to ensure funding for annual author/illustrator visits). Houghton Mifflin does not set or control resale prices.

- Contact local bookstores/wholesalers. Explain that you will be ordering a large quantity of books for an author/illustrator event. Large superstores will usually offer a standard special event discount, no matter the title or author.
- Smaller, independent bookstores are sometimes willing to offer a more significant discount. (If you know that the author/illustrator lives in your local area, check with him/her if they would recommend a particular store.) Be certain that you also discuss the store's policy for returns on unsold books. Check www.booksense.com for independent bookstores in your area.

ORDERING BOOKS FROM HOUGHTON MIFFLIN

If you are unable or prefer not to order books through a local bookseller or wholesaler, you can order directly from Houghton Mifflin Company. Please read the instructions and information outlined below:

- At least 5–6 weeks prior to the visit, contact Houghton Mifflin Trade Customer Service at 1.800.225.3362 or fax 1.800.634.7568

Provide the following information:



- Complete shipping address — street address required, no P.O. boxes
- Complete billing address, including name of sponsoring organization
- Date of author appearance
- Date you wish to receive books

- Titles, ISBN numbers, and quantities

Prices

We are unable to guarantee prices quoted prior to invoicing because prices are subject to change.

Shipping

Books are shipped from our warehouse via UPS. Rush orders can be shipped via Federal Express if requested; additional charges will be reflected on your invoice.

Shipping Costs

You assume shipping costs on both outgoing orders and returns. Shipping costs for outgoing orders will be reflected on your invoice.

Discount:

Our appearance discount is 35% off trade book orders. An itemized packing slip will be enclosed with the book shipment. A three-part invoice will follow, billing your organization for the quantity shipped (at a 35% discount off of the retail price) and shipping charges. Retain the packing slip and shipping cartons. **DO NOT PAY THE INVOICE UNTIL AFTER THE EVENT.**

Returns:

Unsold books in salable condition are fully returnable. They should be packed in the original cartons, with packing materials added to avoid damage in shipment. Enclose a copy of the invoice in each carton of returned books marked "Author Appearance. Return for full credit." Send return shipment to:

Houghton Mifflin Company
Trade Returns Dept.
2700 North Richard Ave.
Indianapolis, IN 46219

We strongly recommend returning books by UPS, FedEx, or registered mail in case proof of delivery is needed.



Payment:

Pay the invoice promptly after the event, editing it, if necessary, to reflect the correct billing after returns. For example, if you ordered 50 books, sold 40, and returned 10, mark the invoice as follows: "Author Appearance/Promotional Event — 10 books returned under separate cover. Payment enclosed for 40 books." Send your payment and edited invoice to:

Houghton Mifflin Company
Trade Customer Service
181 Ballardvale St.
P.O. Box 7050
Wilmington, MA 01887

From Lerner (only *Button*, *Bucket*, *Sky*. Illustrated by Vicki Jo Redenbaugh. Carolrhoda, 1998) – no longer available.