



Cincinnati USA Book Festival

## REQUEST FOR PROPOSAL:

Exclusive Bookseller  
For 2018, 2019 and 2020 Books by the Banks

Books by the Banks Cincinnati USA Book Festival (BBTB) hosts an annual book festival in the fall at the Duke Energy Convention Center. In order to plan these events effectively, BBTB is seeking proposals from qualified booksellers to serve as the exclusive bookseller for the 2018, 2019 and 2020 Festival.

Below are the requirements for the bookseller. Interested and qualified booksellers should submit a detailed proposal outlining their qualifications and ability to meet these requirements. Failure to meet the deadline stated below may result in BBTB refusing to consider the potential bookseller's proposal.

Once all responses have been evaluated and a bookseller has been selected based on their ability to meet the below stated requirements, BBTB will notify the bookseller and begin the process of a written agreement. The selection process is conditional upon BBTB and bookseller executing a written agreement encompassing the terms stated in this Request for Proposal.

**Deliver proposals in electronic format to:** [contact@booksbythebanks.org](mailto:contact@booksbythebanks.org)  
**Or in print to:** **ATTN: Greg Edwards**  
**Books by the Banks Board President**  
**800 Vine Street, Cincinnati, OH 45202.**

**Deadline:** **5:00pm, Friday, March 31<sup>st</sup>, 2017**

Bookseller agrees to:

- Sell all adult, teen and juvenile books at the BBTB festival on day of event, as well as at select pre-festival events as agreed upon by the BBTB Board and the bookseller
- Procure all books that are sold for each author at the event.
- Assist BBTB in securing **national** profile authors to supplement the author program at the festival. Bookseller will secure these national authors at least 2 months before the event so that they will be represented in the event marketing material. It is optimum for authors to be available for appearance all day of the event and for other BBTB-related events in and around Cincinnati.
- Provide registers with credit card processing capability for the day of the event.
- Provide adequate staff to manage and run book sales at the Festival, contribute staff to author selection teams, and a book sales representative to the Planning & Operations Team.

- Within 30 days of the festival's end, give BBTB a percentage of the total book sales according to Addendum A, with the exception of discounted sales, short and net discount titles, and less any adjustments that both parties agree to in writing.
- Within 60 days of the festival's end, pay all authors.
- Within 30 days of the festival's end, provide BBTB with complete reports regarding how many copies of each title were sold during the event.
- Provide a discount of 20% to authors purchasing their own books after the conclusion of the event.
- Promote BBTB within their Cincinnati area store(s) distributing provided marketing materials.
- Host a poster launch prior to the event.
- Contribute all proceeds from festival poster sales to BBTB.

Books by the Banks will:

- Make volunteers available to bookseller to help with line organization, loss prevention, and general assistance.
- Invite bookseller to be recognized as an organizer of the event and welcome a member of its staff as a non-voting member of the Board of Trustees for as long as Bookseller serves as BBTB's exclusive bookseller.
- Recognize bookseller as an organizer of the event in all promotional and advertising material.
- Provide tables, curtains, and line stanchions for the bookseller station(s) and incur rental fees. BBTB will ensure that active analog telephone lines and multiple electrical outlets will be available in the booksales area of the Author Pavilion.
- Provide bookseller with a complete list of confirmed authors/titles 30 days prior to the event. Any titles provided within 30 days of the event cannot be guaranteed.

Event Statistics

	Book Sales	Authors Attending	Number of Books Sold
2008	\$19,254	101	1,226
2009	\$40,679	86	2,018
2010	\$40,300	114	2,215
2011	\$48,602	108	2,727
2012	\$52,345	102	3,037
2013	\$58,340	109	3,621
2014	\$54,838	124	3,572
2015	\$74,341	140	4,667
2016	\$70,585	135	4,357

According to the *Cincinnati Business Courier*, BBTB tied for the 20<sup>th</sup> busiest convention/expo in 2016 with 5,000 attendees.

ADDENDUM A

Bookseller agrees to provide BBTB a percentage of the event book sales (including pre-sales) based on a performance-based schedule.

<b>Book Sales</b>	<b>% Donated to BBTB</b>
Up to \$25,000	10%
\$25,001-\$40,000	15%
\$40,001-\$60,000	20%
All sales over \$60,000	25%

Percentage calculations will be based on the total number of sales, retroactive on the first dollar.