



# Independent Publishers Group

## Publisher Summit 2019

Aon Center  
Chicago, IL  
April 22–24



[www.ipgbook.com/ipgsummit19](http://www.ipgbook.com/ipgsummit19)

#IPGsummit19



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Follow us on social media and hashtag #IPGSummit19



### **Dear publishers, exhibitors, sponsors, and friends of IPG,**

Thank you all for taking the time to travel to the Windy City in support of our annual Publisher Summit and Sales Conference. This event continues to grow in size and importance and has become a key way for our publishing partners to interact with IPG staff and learn about the issues and opportunities impacting our businesses. Planning the event is a year-round task, and I am grateful for the efforts of the Summit Planning Committee who innovate each year based on the feedback we get from our post-event survey.

This year I'm especially pleased to have publishers in attendance from our new business units: Midpoint Trade Books and International Specialized Book Services. As our industry continues to consolidate, IPG needs to maintain market share; these acquisitions deliver scale, quality content, and volume so IPG can remain a top-20 supplier of books.

I hope you hear a lot about the big industry trends: the growth in audiobooks, the move toward just-in-time inventory models, the ways our group buying power can lower the cost of offset printing and pre-production services, and of course, how to master the critical arts of marketing and publicity. We have a fantastic roster of speakers, a record number of publishers in attendance, and a well-rounded group of exhibitors and sponsors who are excited to be part of IPG's signature event. Please do take a moment to thank all of these companies and partners for their support.

Thank you,

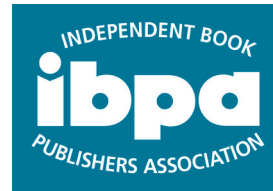
**Joe Mathews**

CEO, Independent Publishers Group





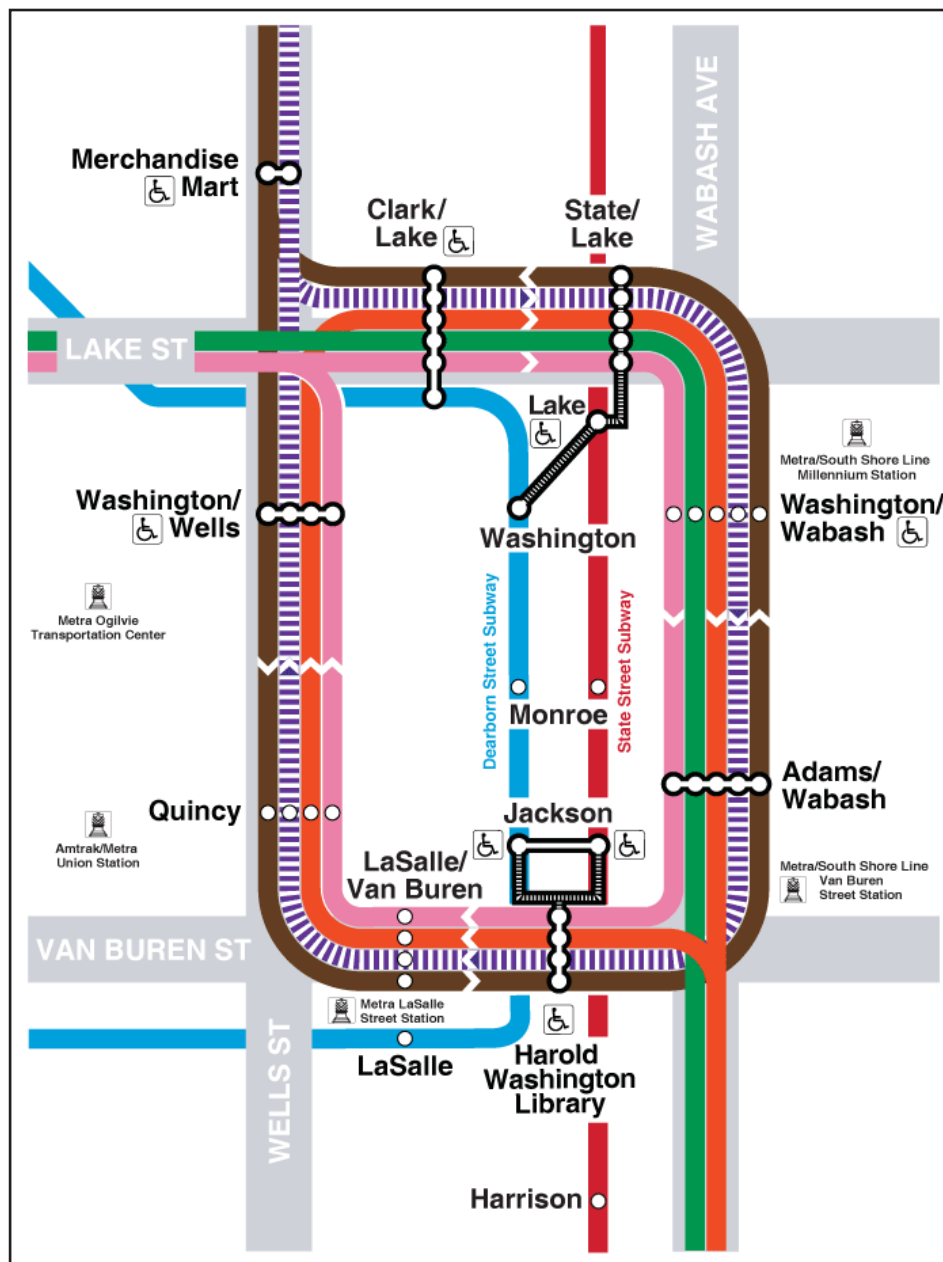
# Thanks to Our Exhibitors



## IPG invites our Summit Attendees to use Chicago's CTA system

The Aon Center and Fairmont Chicago Millennium Park hotel are located off the State/Lake "L" station in the Loop. This station serves the Brown, Pink, Green, Purple, and Orange lines. Head south on North State St. toward East Lake St., turn left onto East Randolph St. The Aon Center will be on the left, located at 200 East Randolph St.

A one-way fare on the L train is \$2.50 and fare cards can be purchased at the stations or at a Ventra Card kiosk. Visit [TransitChicago.com](http://TransitChicago.com) for maps and more information.



# Aon Center 80th Floor — The Mid-America Club 200 East Randolph Drive, Chicago, IL 60601

Frank Lloyd Wright Room 1 & 2



NORTH VIEW | John Hancock | Lake Michigan | City Skyline

SOUTH VIEW | Millennium Park | Buckingham Fountain | Grant Park |  
The Bean | Museum Campus | Soldier Field

## At-A-Glance Schedule

### Monday, April 22<sup>nd</sup>

10:00 a.m.	<b>Registration Desk opens</b> Across from elevator bay	
11:00 a.m. – 4:30 p.m.	<b>Exhibit Hall opens</b> Burnham Ballroom	
11:00 a.m. – 12:30 p.m.	<b>Ask the IPG Experts Round Tables</b> Burnham Ballroom	
12:30 – 2:00 p.m.	<b>Lunch is served</b> Opening Address and Bingo Announcement in the Burnham Ballroom	
2:00 – 3:00 p.m.	<b><i>The Fine Print: Digital Printing at IPG</i></b> Frank Lloyd Wright Room 1	<b><i>Edelweiss &amp; Bookselling in 2019</i></b> Frank Lloyd Wright Room 2
3:00 – 4:00 p.m.	<b><i>Jackets Required: Designing Covers that Click</i></b> Frank Lloyd Wright Room 1	<b><i>Making the Case for Marketing: Campaigns that Worked</i></b> Frank Lloyd Wright Room 2
4:00 – 4:15 p.m.	<b>Coffee &amp; Snack Break</b> Burnham Ballroom (before Keynote)	
4:15 – 5:00 p.m.	<b>Keynote: <i>The Changing Face of Book Retail</i></b> Burnham Ballroom	
7:00 – 10:00 p.m.	<b>Publisher Summit Cocktail Reception</b> at Marshall's Landing 222 Merchandise Mart Plaza, 2nd Floor	



## Tuesday, April 23<sup>rd</sup>

8:00 – 9:00 a.m.	Breakfast is served Burnham Ballroom	
9:00 – 10:00 a.m.	<i>Make it Legal: Cover Art, Content, and Copyrights</i> Frank Lloyd Wright Room 1	<i>No-Cost Publishing: How Crowdfunding Can Pay for Publishing and Marketing</i> Frank Lloyd Wright Room 2
10:00 – 10:30 a.m.	Coffee Break Burnham Ballroom	
9:00 a.m. – 4:30 p.m.	Exhibit Hall Opens Burnham Ballroom	
11:30 a.m. – 12:30 p.m.	<i>Metadata Matters</i> Frank Lloyd Wright Room 1	<i>Mass Merch Deep Dive: Customer Review and Product Opportunities</i> Frank Lloyd Wright Room 2
12:30 – 2:00 p.m.	Lunch is served Burnham Ballroom	
1:30 – 2:30 p.m.	Keynote: <i>The Age of Amazon</i> Burnham Ballroom	
2:30 – 3:30 p.m.	<i>Managing Inventory to Manage Cash</i> Frank Lloyd Wright Room 1	<i>Connecting with Consumers &amp; Reaching Readers</i> Frank Lloyd Wright Room 2
3:30 – 4:30 p.m.	<i>The Real Cost: How to Build a Profit and Loss Statement for Your Forthcoming Title</i> Frank Lloyd Wright Room 1	<i>The Dos and Don'ts of Book Promotion in the Digital Age</i> Frank Lloyd Wright Room 2
4:30 p.m.	Publisher Summit Wrap-Up & Champagne Toast: See You in 2020! Burnham Ballroom	

### Registration Desk opens

**10:00 a.m.** | Across from elevator bay

Please stop by to pick up your badge, Publisher Summit program, and Welcome Tote. Enter to win the Exhibitor Bingo game by showing your stamped card here.

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### Exhibit Hall opens

**11:00 a.m.** | Burnham Ballroom

Visit with our exhibitors and make invaluable connections with important partners in our industry!

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### Ask the IPG Experts

**11:00 a.m. – 12:30 p.m.** | Burnham Ballroom

Meet with IPG experts for focused, small group discussions on their respective fields. Publishers are encouraged to think of questions or issues to have ready to talk about in advance. Spots at each round table are limited, so use the sign-up form at the registration desk to confirm your spot. *See page 19 for more details.*

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### Lunch is served

**12:30 – 2:00 p.m.** | Burnham Ballroom

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### The Fine Print: Digital Printing at IPG

**2:00 – 3:00 p.m.** | Frank Lloyd Wright Room 1

An in-depth look at the IPG Print Cell and how to know when it's right for your program

*Clark Matthews* spent several years as a user experience engineer at Microsoft and Oracle before coming to IPG as an architect of new digital systems. Clark supervises the teams involved in new software development as well as IPG's short run digital printing and ebook and audiobook distribution units. As CTO he works with in-house staff, publishers, and the software development community to design and build new services, platforms, and functionality to make navigating the digital age of publishing simple, straightforward, and effective.



## Edelweiss & Bookselling in 2019

2:00 – 3:00 p.m. | Frank Lloyd Wright Room 2

Book buying continues to evolve, as do the tools that booksellers and librarians utilize to discover new books. Edelweiss, one of those tools that began as a simple digital catalog service, has evolved to include extensive augmented title data, promotional features, and more to enrich and inform book buying decisions. Join Above the Treeline's Joe Upton and Nina Barrett, author and owner of Evanston's Bookends & Beginnings, in discussion on what new opportunities this platform offers and what booksellers are finding most useful.



*Joe Upton* is the VP of Business Development at Above the Treeline, the developers of Edelweiss+, the book industry's platform to market, sell, discover, and order new titles. Prior to joining Treeline in 2016, he spent 20+ years helping to lead two privately held book manufacturers in Michigan.

*Nina Barrett* is the founder and owner of Bookends & Beginnings, an independent bookstore in Evanston, Illinois, and the author of *The Leopold and Loeb Files: An Intimate Look at One of America's Most Infamous Crimes*. She now serves as a judge for the James Beard Cookbook Awards.

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## Jackets Required: Designing Covers that Click

3:00 – 4:00 p.m. | Frank Lloyd Wright Room 1

The perfect book cover is one of your best sales tools – experts discuss design tips that will get books into the hands of the right readers all on its own.

*Brian Chojnowski* is a Chicago designer who has worked with Maria Semple, Larry King, Megan Amram, and publishers like Scribner, W.W. Norton & Company, and Weinstein Books.

*Jenny Volvovski* is a Chicago designer and 1/3 of the design firm ALSO. Her book cover design blog, *From Cover to Cover*, has been profiled in the Chicago Tribune and Huffington Post.

*Betsy Bird* is the Collection Development Manager of the Evanston Public Library and the former Youth Materials Specialist of New York Public Library. Betsy reviews for *Kirkus Reviews*, served on the 2007 Newbery Award committee, and her children's literature blog, *A Fuse #8 Production*, is hosted by *School Library Journal*.



### Making the Case for Marketing: Campaigns that Worked

**3:00 – 4:00 p.m.** | Frank Lloyd Wright Room 2

Marketing professionals from three publishing houses present marketing case studies on creative real-world campaigns they executed for children's books, young adult, and adult fiction.

*Amy Dean* is the Editorial and Marketing Director for blue manatee press, an independent children's book publisher in Cincinnati, OH. Amy's background as an educator and bookseller provided the perfect foundation for developing children's literature. Amy holds an M.Ed. from Xavier University and a B.A. in English Literature from Miami University. Amy is also a graduate of the Yale School of Management Book Publishing Course and the Denver Publishing Institute.



*Annette Hobbs Magier* is the newly appointed VP of Marketing and Publicity at IPG. Previously, she was the Director of Marketing at Albert Whitman & Company, publisher of The Boxcar Children and a distribution client of IPG. Before Albert Whitman, she worked on the IPG sales team for five years. She started her publishing career at HarperCollins Children's Books and Random House Children's Books in NY, after completing the NYU Summer Publishing Institute.



*Valerie Pierce* is the marketing director, retail marketing and creative services, at Sourcebooks, an independent publishing company. For the past 8 years she has helped lead the Sourcebooks marketing team, doubled the size of the retail marketing staff, worked directly with Indie booksellers, initialized trade email marketing campaigns, helped relaunch imprints, created trade show strategies, and managed title plans across all imprints. She has worked on bestsellers and Indie Next Picks such as *The Readers of Broken Wheel*, *The Paris Architect*, *The Other Einstein*, and *The Radium Girls*. When she is not promoting books, Valerie can most likely be found reading them.

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### Coffee & Snack Break

**4:00 – 4:15 p.m.** | Burnham Ballroom



### Keynote: The Changing Face of Book Retail

**4:15 – 5:00 p.m.** | Burnham Ballroom

*Ken Fund* has been Chief Operating Officer of The Quarto Group since 2016 and joined the Board in 2018. He joined Quarto in 1999 as President and CEO of Rockport Publishers, having previously held a variety of senior roles at Harper Collins, Simon & Schuster and Dino DeLaurentiis Productions. Ken is a graduate of SUNY Oswego and holds an MBA from Pace University.



## Publisher Summit Cocktail Reception

**7:00 – 10:00 p.m.** | Marshall's Landing  
222 Merchandise Mart Plaza, 2nd Floor

Please join us for the Publisher Summit Cocktail Reception, sponsored in part by *Publishers Weekly*.

*All publishers, speakers, exhibitors, attendees, sales reps, and sponsors are welcome.*

*See page 25 for additional party details.*



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# BookExpo

the business of book culture

BookExpo is the largest gathering of independent booksellers in North America, including 200 new booksellers through the 2019 Bestsellers Grant Program who have never attended BookExpo before. Don't miss your opportunity to connect with and market to them in advance of the show!



1,000s of collection development librarians and library directors



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Largest gathering of independent booksellers in North America

**MAY 29 - 31, 2019 • JAVITS CENTER, NYC**  
**VISIT US AT [BOOKEXPOAMERICA.COM](http://BOOKEXPOAMERICA.COM)**

Breakfast is served

8:00 – 9:00 a.m. | Burnham Ballroom

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### Make it Legal: Cover Art, Content, and Copyrights

9:00 – 10:00 p.m. | Frank Lloyd Wright Room 1

Clearance of cover images and other third-party content—including prefaces, forewords, indexes, interior art, and blurbs

*Jonathan Kirsch* is an attorney specializing in publishing law and intellectual property. He is an adjunct professor on the faculty of the Professional Publishing Institute at New York University, an expert witness in publishing litigation, and has long served as general counsel for the Independent Book Publishers Association. He is the author of thirteen books, including two books on publishing law.

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### No-Cost Publishing: How Crowdfunding Can Pay for Publishing and Marketing

9:00 – 10:00 p.m. | Frank Lloyd Wright Room 2

Find the keys to low- or no-cost publishing and explore new ways for the community to finance and market your titles.

*Kelly Peterson* is Director of Digital Strategy at IPG, and brings 20 years of marketing and merchandising experience to her current role. At INscribe Digital, she helps major trade publishers, university presses, independent publishers, agents and authors maximize their eBook sales and marketing efforts at the major retailers. Prior to INscribe, Kelly worked at Borders Group, Inc. for 14 years, initially at Waldenbooks and later running the ebook program. She is on the board for IBPA (Independent Book Publishers Association) and a Board Member and Professional Development Coordinator for the Bay Area Women in Publishing in her leisure time.

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Exhibit Hall Opens

9 a.m. – 4:30 p.m. | Burnham Ballroom

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Coffee Break

10:00 – 10:30 a.m. | Burnham Ballroom





## Metadata Matters

**11:30 a.m. – 12:30 p.m.** | Frank Lloyd Wright Room 1

How the info provided for a title submission turns into the data that will sell your book

*Berianne Bramman* has been with IPG for more than a decade and spent time in Customer Service and the Sales department before settling into her role as a Publisher Development Coordinator. When not working on the Publisher Summit, she oversees the internal set-up for new publisher clients and works as a title liaison – assisting publishers to fine tune their data submissions for their frontlist titles. Ask her questions about BISACs and comp titles!



*Salma Yaqubi* is the Data Manager at IPG and maintains the title information in the database that is used to create all sales and marketing materials and websites. She also handles the ONIX data feeds to our accounts which informs them of all new books and of any changes to existing title data.



## Mass Merch Deep Dive: Customer Review & Product Opportunities

**11:30 a.m. – 12:30 p.m.** | Frank Lloyd Wright Room 2

An overview of Mass Merch accounts including Costco, Target, Walmart, Airports, Grocery, and Drug Stores. Details on product placement (store counts, merchandising & fees), Customer Asks, and key opportunities. When is product presented to buyers? What kind of sell-through should I expect to see? Is my product a good fit? Find out here!

*Lauren Acciari* was hired as our new Mass Merchandise Sales Manager in August. Lauren knows IPG well because she was a Senior Product Manager at Readerlink for the children's and young adult buying team. Prior to her 6 years at Readerlink, Lauren worked for Craven Closeouts (a remainder dealer), and Books Are Fun (another IPG customer). Lauren's accounts include Readerlink Distribution Services, Readerlink Marketing Services, American West Books, Airports, Drug Stores, and Clubs.

## Lunch is Served

**12:30 – 2:00 p.m.** | Burnham Ballroom



## Keynote: The Age of Amazon

**1:30 – 2:30 p.m.** | Burnham Ballroom

Updates on America's largest retailer and strategies to increase your sales

*Lara Alexander* is the National Accounts Manager at IPG and oversees the Amazon accounts, along with Indigo and The Book Depository. She has worked in the book industry since 2008 and is a graduate of both the University of Michigan and the Denver Publishing Institute. Before joining IPG in 2012, she worked for Sourcebooks, an independent publisher, and Children's Plus Inc., a library wholesaler.



*Lauren Klouda* is the Director of Marketing at IPG. She leads the dynamic and creative team behind IPG's marketing services, responsible for overseeing the development of corporate and product campaigns, vendor, account, customer outreach, social media, and IPG's online content. Lauren works with client publishers and IPG partners across the book industry to help readers discover books, whether in digital or print, at their local bookstore, library, or online.



## Managing Inventory to Manage Cash

**2:30 – 3:30 p.m.** | Frank Lloyd Wright Room 1

Expert advice from IPG's VP of Supply Chain

*Mark Noble* is Vice President of Supply Chain at IPG. Mark is responsible for developing and maintaining publisher relationships by moving from standard warehousing and fulfillment to strategic partnerships. Mark has 30 years of experience in operations including all aspects of supply chain. Mark works with IPG publishers to improve fill rates, reduce inventory costs and to improve inventory turnover. Under Mark's management and the IPG Office of Finance, IPG is introducing the Print+ program, which will allow publisher clients to benefit from IPG's volume rates for offset printing. Please contact Mark with questions about supply chain or the IPG Print+ program.

## Connecting with Consumers & Reaching Readers

**2:30 – 3:30 p.m.** | Frank Lloyd Wright Room 2

A book can have a gripping story, an eye-catching cover, and big orders from wholesale and national accounts, but if consumers don't know about it, all that can be for naught and a book can still miss projected expectations. Learn tactics and tips to connect with consumers to increase awareness, discoverability, reviews, and sales.

Panelists:

*Lisa White* – Albert Whitman

*Steve Sarnier* – Goodreads

*Andrea Baird* – Chicago Review Press & Triumph Books



### **The Real Cost: How to Build a Profit and Loss Statement for Your Forthcoming title**

**3:30 p.m. – 4:30 p.m. | Frank Lloyd Wright Room 1**

*Larry Norton* is Executive Vice President, General Manager, INscribe Digital, a division of Independent Publishers Group. The Digital Group, which includes the INscribe Digital and Amphora divisions, provides ebook and print on demand distribution services to a wide range of publishers, including Scholastic, Disney, Bloomsbury and Dreamspinner. Prior to joining IPG, Larry was Senior Vice President, Merchandising at Borders, where he oversaw the adult and children's books, toys and games, and bargain books merchandising teams. Prior to Borders, Larry was President of the Sales and Distribution Division at Simon & Schuster.



### **The Dos & Don'ts of Book Promotion in the Digital Age**

**3:30 p.m. – 4:30 p.m. | Frank Lloyd Wright Room 2**

From building trade and consumer media buzz (and pre-orders) for frontlist new release launches to reinvigorating visibility and sales for backlist titles, join this session to learn more about the publicity and marketing strategies that will help your books succeed in today's competitive publishing landscape.

*Sarah Miniaci* is a Senior Publicity Consultant at Smith Publicity, a leading book publicity agency, servicing 3,000+ publishers, authors and experts to build awareness for books and brands since 1997.

## **Publisher Summit Wrap-Up: See You in 2020!**

**4:30 p.m. | Burnham Ballroom**

Please join us in the Burnham Ballroom for the Publisher Summit 2019 Wrap-Up and champagne to celebrate the success of our 6th Publisher Summit and toast to many more! We hope you enjoyed this year's event and we look forward to seeing you in 2020!

*The Bingo Prize winners will be announced during this session. Presence at this session is required to win.*





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## FEATURES:

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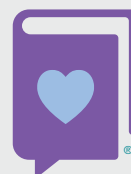
**+** SPOTLIGHT ON  
DIVERSITY BOOKS

MARCH/APRIL 2019

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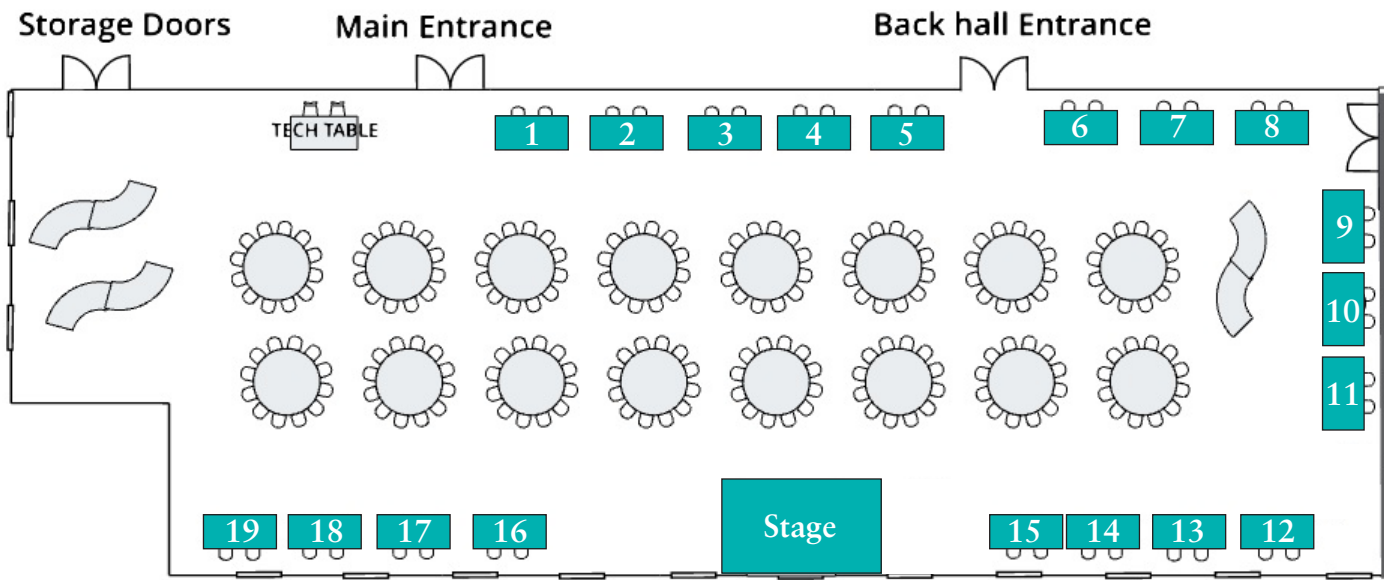
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## Exhibit Hall Burnham Ballroom



- |                         |                         |                            |
|-------------------------|-------------------------|----------------------------|
| 1. Baker & Taylor       | 7. OverDrive            | 14. hoopla                 |
| 2. BookExpo & BookCon   | 8. Mosaiq               | 15. Foreword Reviews       |
| 3. CJK Group            | 9. MJF Books            | 16. Total Printing Systems |
| 4. IBPA                 | 10. Edelweiss           | 17. Publishers Weekly      |
| 5. Booklist             | 11. Bedside Reading     | 18. Ingram                 |
| 6. Color House Graphics | 12. Books International | 19. IPG Digital            |
|                         | 13. BookTrack           |                            |



## Ask the IPG Experts Round Tables

Monday, April 22<sup>nd</sup> at 11 a.m. – 12:30 p.m. | Burnham Ballroom

Meet with IPG experts for focused, small group discussions on their respective fields. Publishers are encouraged to think of questions or issues to have ready to talk about in advance. Spots at each round table are limited, but publishers will be encouraged to switch to a new discussion every 20 minutes.

### Amazon

Lara Alexander & Rachel Townsend

### Barnes & Noble

Jeff Palicki & Travis Hale

Data — Salma Yaqubi

Digital Printing — Anna Toman

### Ebooks

Mallori Bontrager & Kelly Peterson

### Independent Bookstores

Aaron Howe & John D'Esposito

International Sales — Michael Riley

### Library & Educational Sales

Cynthia Murphy & Karen Adler

### List & Title Development

Richard T. Williams & Berianne Bramman

### Marketing

Annette Hobbs Magier & Lauren Klouda

### Mass Merchandising

Lauren Acciari & Chelsea Balesh

Operations — Amber McKown-Finken

Special Sales — Josh Rowe & Will Fancher

Wholesale Accounts — Mindi Reiff & Jason Reasoner



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—Ann Patchett  
Binc Inaugural Ambassador  
Nashville, TN

# Publisher Summit Bingo

Interact with our exhibitors and staff for enrichment and prizes!

### Rules:

You received a Publisher Summit Bingo card in your welcome bag. If you visit an exhibitor, they can mark their square on your Bingo card. If you complete one of the miscellaneous squares, you can cross it off yourself (on the honor system).

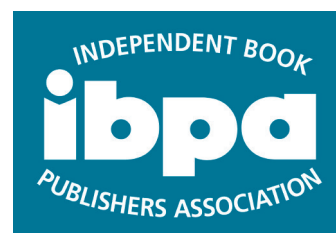
### Prizes:

The first 30 people to get a single Bingo (5 squares in a row, straight or diagonal), will receive a \$5 Starbucks gift card, furnished by Total Printing Systems.

If you get a full card blackout (every square crossed off), you'll be entered into a raffle to win the grand prize, furnished by IBPA.

*Visit the registration desk to claim your prize and/or enter the raffle.*

*Bingo Game  
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## Bedside Reading

[www.bedsidereading.com](http://www.bedsidereading.com)

New!! Bedside Reading® is a unique and innovative marketing tool for publishers. We place books by the bedsides in 5-star luxury hotels, The Hamptons and in the media. Partners include the world's leading, and independent publishers and authors. Our mission is to help authors expand their fanbase and brand by promoting them throughout traditional and social media outlets and at some of the most sought-after Five-Star Hotels in the US (and coming in Fall 2019 to the UK). Est.2017 by former TV/Film producer and award-winning entrepreneur, Jane Ubell-Meyer.

**Twitter:** @BedsideReading

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## BookExpo & BookCon

[www.bookexpoamerica.com](http://www.bookexpoamerica.com) | [www.thebookcon.com](http://www.thebookcon.com)

BookExpo is the largest annual book trade fair in the United States, providing a focused professional environment for booksellers to engage with editors and publicists to understand why titles are brought to press and to book authors for store visits.

**Twitter:** @BookExpoAmerica | @TheBookCon

**Instagram:** @bookexpo | @thebookcon



## Booklist

[www.booklistonline.com](http://www.booklistonline.com)

Booklist is the American Library Association's official prepublication book review journal for public libraries. We review 8,000 books, audiobooks, videos, and electronic resources per year on every subject imaginable - both fiction and nonfiction, for adults and youths - making us the preeminent selection tool for working librarians.

**Twitter:** @ala\_booklist

**Instagram:** @alabooklist



## Books International

[www.booksintl.com](http://www.booksintl.com)

Since 1984, Books International, a family owned and operated company, has provided fulfillment services and in recent years expanded its services to include print-on-demand and digital services to publishers worldwide from the company's headquarters in Dulles, Virginia.



### Booktrack

[www.booktrack.com](http://www.booktrack.com)



Booktrack offers a new content creation and distribution platform that turns reading into an immersive movie-like experience. Booktrack's patented technology lets anyone add a synchronized movie-style soundtrack to an e-book or other digital text content, with the audio paced to each individual's reading speed. Funded by investors including Peter Thiel (co-founder and former CEO of PayPal), Booktrack will change the way people read, write, and publish their stories.

**Twitter:** @booktrack

**Instagram:** @booktrack

### CJK Group

[www.cjkgroup.com](http://www.cjkgroup.com)



CJK Group is a parent company to numerous industry leaders in technology, communications, print, manufacturing and distribution. Our strength is our broad base of nationwide companies collaborating for greatest efficiency.

### Color House Graphics

[www.colorhousegraphics.com](http://www.colorhousegraphics.com)



Color House Graphics is a book manufacturer dedicated to providing top-notch services to authors and publishers around the nation. We pride ourselves on our advanced technology, customer-focused communications and personalized services. At Color House Graphics, we go above and beyond expectations. Your project is as important to us as it is you—whether you are a first time author or an established publisher.

**Twitter:** @CHGBooks

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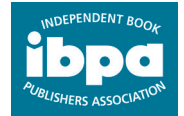
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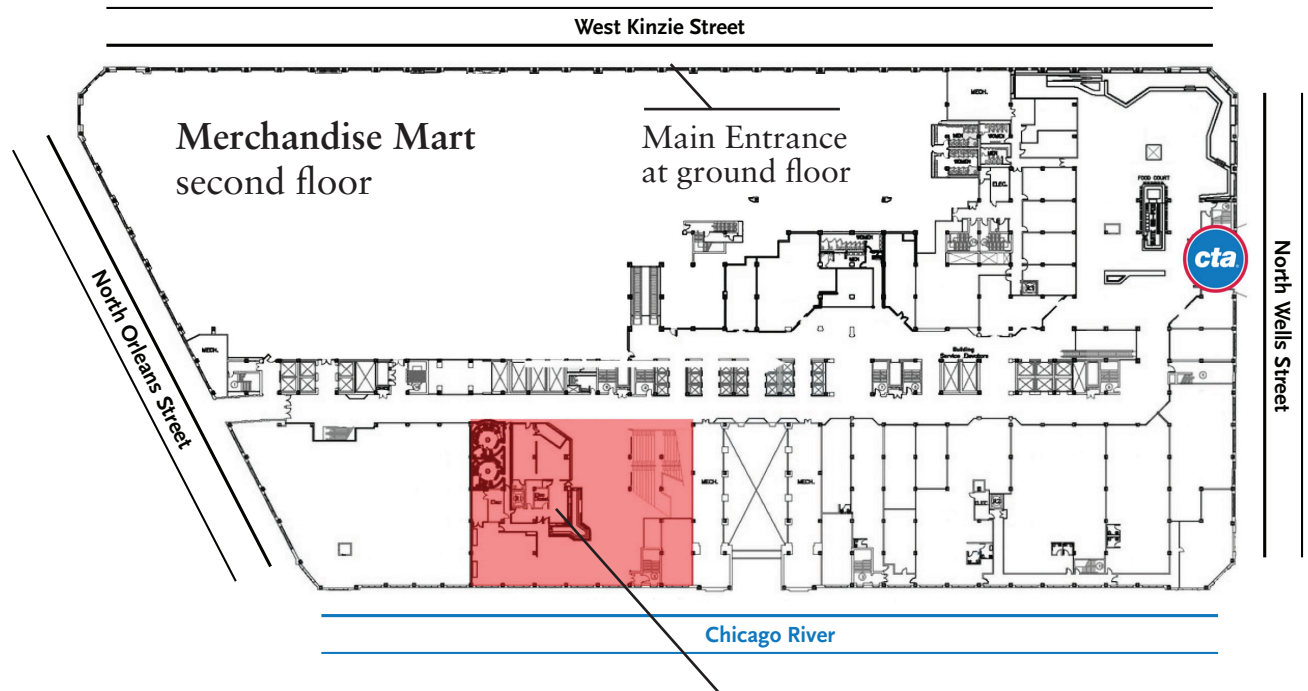
### Getting there:

*By train:*

Take the CTA Brown Line train to the Merchandise Mart stop. The station stop opens directly into the second floor of Merchandise Mart.

*By car (or on foot):*

Although the official address of Merchandise Mart is on "Merchandise Mart Plaza," the main entrance is on Kinzie Street between Well and Orleans. Take an elevator or escalator to the second floor.



**Marshall's Landing**  
on the second floor of Merchandise Mart  
222 Merchandise Mart Plaza, Chicago IL 60654

### While you're in town, check out some of our favorite eats and sights!

#### Places to Eat:

**Tavern at the Park (\$\$\$)** 130 E Randolph St, Chicago, IL 60601  
*Bi-level, contemporary pub featuring upscale American comfort food, cocktails & an outdoor patio.*

**Giordano's (\$\$)** 130 E Randolph St, Chicago, IL 60601  
*Known for deep-dish pizza, this casual chain serves other classic Italian food, plus beer & wine.*

**Revival Food Hall (\$\$)** 125 S Clark St, Chicago, IL 60603  
*Huge, industrial-chic food court & bar with counter-serve outposts of many popular Chicago eateries and a bookstore.*

**Plymouth Restaurant & Rooftop Bar (\$\$)** 327 S Plymouth Ct, Chicago, IL 60604  
*Three-level venue with year-round rooftop, offering a massive menu of diner favorites.*

**The Gage (\$\$)** 24 S Michigan Ave, Chicago, IL 60603  
*Inventive American eats plus a long list of beers in a lively space with Millennium Park views.*

**Cindy's (\$\$\$)** 12 S Michigan Ave, Chicago, IL 60603  
*Hip, stylish rooftop bar/eatery at the Chicago Athletic Association Hotel with choice seasonal fare.*

#### Things to Do:

**American Writer's Museum (\$)** 180 N Michigan Ave, Chicago, IL 606011

**Lincoln Park Zoo (free)** 2001 N Clark St, Chicago, IL 60614  
*A staple weekend trip for Chicagoans! Small, free zoo with lions, primates, reptiles, a children's area & an interactive farm exhibit.*

**Art Institute of Chicago (\$\$)** 111 S Michigan Ave, Chicago, IL 60603  
*The Art Institute of Chicago, founded in 1879 and located in Chicago's Grant Park, is one of the oldest and largest art museums in the United States.*

**Millennium Park (free)** 201 E Randolph St, Chicago, IL 60602  
*Millennium Park is a public park located in the Loop community area of Chicago in Illinois, US, and originally intended to celebrate the third millennium.*

**Harold Washington Library (free)** 400 S State St, Chicago, IL 60605  
*In true literary fashion, this massive landmark is gorgeous. Be sure to check out the atrium.*

**City Pass** - Visit [www.citypass.com/chicago](http://www.citypass.com/chicago) for a \$98 City Pass to the Shedd Aquarium, Field Museum, Museum of Science & Industry, Adler Planetarium, Willis Tower Skydeck, and Chicago 360 at the John Hancock Observatory.



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