

GENERAL GUIDELINES FOR ALL EVENTS

- Organize early and confirm times, venues, and details.
- Make sure books have been ordered at least **four** weeks prior to event date.
- Publicity efforts should be made at least a month in advance to publicize the event.
- Consider the publication date when scheduling events. If you are concerned that books won't be off-press prior to the event date, the order may need to ship from the printer.
- If the event is on or just after the publication date, be sure to order from PGW directly rather than going through a wholesaler.

Bookstore Event Ordering Guidelines

The guidelines below apply to: on-site bookstore events, off-site bookstore events and university/college events where books will be supplied through the campus bookstore.

Placing an Order with Perseus Distribution

Bookstores should contact Customer Service to place their event order a minimum of **four** weeks prior to the event in order to guarantee on-time delivery. Orders placed less than four weeks before the event may require rush shipping (at the customer's expense).

Customer Service
1094 Flex Drive, Jackson, TN 38301. Mon – Fri, 7:30 AM – 4 PM CST
Email (preferable): orderentry@perseusbooks.com
Tel: 1-800-343-4499 / Fax: 1-800-351-5073

Include the following details with your order:

- VERY IMPORTANT:** At the time of ordering, be sure to indicate on the email/phone/faxed-in purchase order is for AN EVENT.
- Perseus Account Number
- Event Date/Need-by Date
- The bookstore event contact's name, phone # and email address so that Customer Service can contact them immediately if there are any issues with the order.

Opening an Account with Perseus Distribution

If you do not have an account with Perseus Distribution, please contact Customer Service (see above) in order to open an account. Again, please make sure that contact is made no less than **four** weeks prior to the event date.

Non-Bookstore Event Ordering Guidelines

The guidelines below apply to: retail venues that primarily sell non-book product and non-retail venues that are hosting an author event.

Retail Venues

Museums, gift shops, or other retail locations that primarily sell non-book product should contact their PGW gift rep or contact the PGW special sales assistant (PGW Berkeley office) to place their event order. If they need to open an account with Perseus Distribution, the PGW special sales assistant can assist them.

Non-Retail Venues

Individuals, corporations or other non-retail venues hosting an event have a number of options available for ordering books. They can:

- 1) Contact a local bookstore to facilitate their event order (and possibly sell books at the event). Please note that there are many bookstores throughout the country that are willing to assist with off-site events. To find a local bookstore to help facilitate book ordering and/or event sales, check out the Book Sense website at www.booksense.com.
- 2) Order books through an online retailer such as Amazon.com, which offers excellent discounts for bulk ordering.
- 3) Order books from PGW directly. Please note that there is a **20-copy minimum** requirement for placing an order with PGW. If you chose to order through PGW, you can prepay by credit card using the PGW Non-Trade Event Order Form. All discounts and terms are listed on the order form. If you do not have a copy of the order form, please contact the PGW sales department for a copy.