

Going to Book Expo in New York?

Want to be on national TV? Don't miss your chance to meet these top producers

Patty Neger, Producer, *Good Morning America*

Jennifer Simpson, Producer, *48 Hours*

Andrea Smith, Book Editor, *Today Show*

Carol Story, Producer, *The Early Show*

On Sunday morning, join us for "Meet the Producers" — a panel discussion with the producers, followed by roughly 30 minutes of allowing audience members to "pitch" themselves and their books to the producers. Who knows? Maybe you'll get on national TV as a result of this event.

Panel topics include:

- How each show has changed in the last year?
- What kinds of authors does each producer look for?
- Best and worst ways to pitch your authors.
- How to keep your press kit out of their trash.
- What will shows do (or not do) to plug your book.

When:

Sunday, May 5th 2002
9 to 11 am

Where:

Book Expo America
Jacob K. Javits Center
New York, NY
Room 1E 14

Schedule:

8:45 am: Doors open, get a good seat
9 to 10:30 am: Panel discussion including audience members pitching producers
10:30 to 11 am: Event over, stay and mingle with producers

Admission:

\$20/person pre-registration
\$35/person at the door (in the unlikely event there's still space open)

**Previous Events Sold Out Days in Advance
If You Want to Attend ... Reserve Today.**

Meet the Producers is sponsored by Bradley Communications Corp., publishers of Radio-TV Interview Report, Book Marketing Update and Bradley's Guide to the Top National TV Talk & Interview Shows

To register:

Call 800-784-4936 (product 723)

Or use reverse side

We'll send a confirmation by fax or email within two business days

Pre-Registration Form for "Meet the Producers" at Book Expo 2002

YES, I want to get more national TV bookings. Please reserve spaces for the following people from our company at the pre-registration price of only \$20 each (\$35 at the door). PA addresses add 6% sales tax.

#1 _____

#2 _____

#3 _____

Sorry, but due to the high demand for this event we cannot accommodate more than three people from a single company.

Send registration confirmation to:

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone () _____ Fax () _____

Email _____

We don't give your email to any third party

Payment options: Sorry, we cannot bill you. Prepayment required.

Check enclosed to Bradley Communications Corp

Charge my Visa, Mastercard or American Express

Card # _____ Exp _____

Name on card _____

All registrations will be confirmed by fax or email within 48 hours of receipt.

Fax to: 610-284-3704

Or call: 800-784-4936 (product 723)

Or mail to: Meet the Producers
Bradley Communications Corp.,
PO Box 1206, Lansdowne PA 19050