
Australian Independent Bookseller

Indie Book Awards 2018

for the best Australian books of 2017

www.indiebookawards.com.au

Celebrating 10 years of the Indie Books Awards



INDIE BOOK AWARDS 2018 GUIDELINES

GOALS

- The Indie Book Awards were established in 2008 with the aim of creating unique awards that recognise the role Australian independent booksellers play in promoting Australian writing. Conducted yearly, the Indie Book Awards celebrate the best books of a calendar year as chosen by Australian independent booksellers, members of Leading Edge Books. 2018 marks the 10th anniversary of the Indie Book Awards.

The winners in each of the categories of Fiction, Non-fiction, Debut Fiction, Children's, Young Adult and Illustrated Non-Fiction (new category) as well as the overall 'Book of the Year' winner will be announced on the evening of 26 March 2018 at the Leading Edge Books Annual Conference Dinner.

- The Indie Book Awards provide multi-layered opportunities for Leading Edge independent booksellers and Australian publishers to support an initiative with significant positive sales and publicity potential.
- The Awards provide Leading Edge booksellers with an opportunity to promote their point of difference as an Australian Independent Bookseller, who support Australian authors and publishers and can give informed recommendations and advice to their customers.
- The Awards provide local publishers with an opportunity to actively promote sales of both category-based and overall Indie Book Awards 'Book of the Year' winner.

WHO RUNS THE INDIE BOOK AWARDS

The Indie Book Awards are co-ordinated by **Leading Edge Books**, a buying and marketing group behind 180+ independent booksellers from around Australia including many of Australia's iconic independent bookstores. Without sacrificing their unique identity, booksellers, members of Leading Edge Books, come together under the brand of **Australian Independent Bookseller** (www.indies.com.au) to celebrate their role as supporters of the Australian book industry.

STRUCTURE

- Leading Edge booksellers will be invited to submit their bookshop's favourite titles from 2017 (a maximum of 4 titles per category) in the following **categories**:
 - Fiction**
 - Non-Fiction**
 - Debut Fiction**
 - Children's**
 - Young Adult**
 - Illustrated Non-Fiction**
- A **Longlist** of 60 titles will be announced on 11th December 2017.
- A **Shortlist** of 24 titles (4 titles per category) will be announced on 15th January 2018.
- A **Category Winner** will be chosen in each category; then an overall winner, the **Book of the Year** will be selected from these 6 category winners.

This overall winner will be awarded the 'Indie Book Awards Book of the Year 2018' trophy. An award will be presented to each of joint authors and author and illustrator, where applicable.
- All titles must have a publication date between **1st January 2017 and 31st December 2017** and be entirely authored and illustrated by current Australian citizens or permanent residents.

JUDGING AND TIMEFRAME

- In mid-October 2017, Leading Edge booksellers will be asked to nominate their favourite books of 2017 written by Australian authors, in the categories of Fiction, Non-fiction, Debut Fiction, Children's, Young Adult and Illustrated Non-Fiction (a maximum of 4 books per category). One submission per bookshop will be accepted.
- Submissions will be collated by Leading Edge Support Office.
- A **Longlist of 60 titles** will be published on www.indiebookawards.com.au; Australian Independent Bookseller social media channels on 11th December 2017 and announced via press release to media.
- A **Shortlist of 24 titles** will be officially made public through *The Weekly Book Newsletter*, www.indiebookawards.com.au, Australian Independent Bookseller website www.indies.com.au and social media on **Monday 15 January 2018**.
- POS (A2 posters) promoting the 24 shortlisted titles will be distributed to Leading Edge booksellers.
- 4 volunteer judging panels, each consisting of 4 Leading Edge booksellers and 1 Leading Edge Books Support Office staff member will be asked to read all shortlisted titles and choose what they consider are the best books within each category.
- The category judges will submit their ranking of the 4 titles in their category along with a brief (up to 200 word max) summary of their top choice to LEB Support Office. After ranking, any ties will be decided by Leading Edge Books Support Office staff.
- Leading Edge booksellers will vote for a single book from the 6 category winners as their choice of the overall 'Book of the Year 2018' winner.
- The **winners of each category and the overall Book of the Year winner** will be officially announced at the **Leading Edge Books Annual Conference Dinner on Monday, 26 March 2018**.

- Indie Book Awards 'Book of the Year 2018' and the category winners will be made public through *The Weekly Book Newsletter*, the indie website www.indies.com.au and winning publishers' publicity channels on Tuesday, 27 March 2018.
- Leading Edge booksellers will each receive a set of POS - shelf talkers, A5 Cards, A2 posters and stickers for the final 6 books and the Indie Book Awards 'Book of the Year 2018' winner.

POINT OF SALE AND DISPLAY MATERIALS

- All display materials (other than publishers' dump bins where available) will be produced and distributed by Leading Edge Books.
- Shortlist POS - each participating store to receive:
 - 3 x A2 posters featuring the 24 shortlisted titles (4 per category).
 - 1 x A2 poster featuring the 9 Indie Book Awards past winners
- Category winners and the Indie Book Awards 'Book of the Year 2018' winner POS - each participating store to receive:
 - 3 x A2 posters featuring the 6 category winners and overall winner; 2 x A5 display cards per store, featuring the winner; Category winner stickers and The Indie Awards 'Book of the Year 2018' winner sticker (publishers will be able to print award artwork on jackets of any subsequent reprints); shelftalkers for each of the category winners (2 sets per store).

PUBLICITY AND PROMOTIONAL PLAN

A dedicated multi-stage Indie Book Awards publicity and PR campaign will be run by a freelance publicist, ensuring wider media reach and maximum opportunities for the promotion of nominated, shortlisted and winning books.

- **National press releases** for the announcement of Awards Longlist, Shortlist, Category Winners and overall Indie Book Awards 'Book of the Year' winner.
- **Local press release** drafted for stores to target their local communities and customers.
- **Social media campaign** to promote longlisted, shortlisted, category winning titles and Book of the Year

SPONSORSHIP OPPORTUNITIES

The Indie Book Awards provide publishers, industry bodies, cultural institutions and corporations with an opportunity to be associated with a highly positive industry event - awards which recognise and celebrate the role of independent booksellers, contribute to the positive growth of Australian publishing and to increased sales of locally published titles.

The following sponsorship options are available for the 2018 Indie Book Awards campaign:

- OVERALL INDIE BOOK AWARDS 2018 SPONSOR - \$2800 ex gst (x1), including \$2000 prize money to the Book of the Year winner
- INDIE BOOK AWARDS 2018 CATEGORY SPONSOR - \$1600 ex gst (x6), including \$1000 each prize money to a category winner
- INDIE BOOK AWARDS 2018 PARTNER - \$500 ex gst (multiple)
- INDIE BOOK AWARDS PRINTING PARTNER - acknowledgement on all marketing, media and website

- INDIE BOOK AWARDS MEDIA PARTNER - acknowledgement on all marketing, media and website
- IN-KIND SUPPORT – acknowledgment on Awards website www.indiebookawards.com.au

In addition to the above 2018 sponsorship options, we seek a partner to secure the future of the Awards by providing **an annual grant** towards prize money and covering the costs of running the Awards. Please get in touch if interested in exploring this option.

Partnering with the Indie Book Awards will give your company brand exposure in a number of ways:

- Association with a highly positive industry initiative celebrating the role of Australian independent booksellers in promoting Australian writing
- Logo placement and acknowledgement on the dedicated Indie Book Awards website - visit: www.indiebookawards.com.au
- Logo placement on bespoke Awards marketing collateral and store POS for Shortlist and Winner announcements, including posters, shelftalkers and counter cards.
- Acknowledgment throughout the campaign, official press releases and dedicated social media campaign
- Tickets to the LEB Annual Conference Awards Dinner
- Presentation of Awards and company logo placement on Awards trophy
- Logo placement across LEB Conference materials, Awards dinner program and media wall
- Option to display company promotional material on Awards night
- Opportunity to engage with booksellers, publishers and industry partners at Awards Dinner

PUBLISHER CONTRIBUTIONS TO SHORTLISTED AND CATEGORY WINNERS TITLES POS PRODUCTION AND DISTRIBUTION

In addition to the above sponsorship options, publishers of Shortlisted titles, Category winners and the Indie Book Awards Book of the Year 2018 winner will be asked to contribute towards the publicity of the Awards and the production of the Awards POS.

- Shortlisted and category winning titles must be in stock and available for sale throughout the Awards process. Leading Edge Books orders will be given priority for supply.
- Extra terms (SOR) on shortlisted titles in January-February 2018 and on category winners and the final overall winner, from announcement to end of June 2018 (end of Independent Bookseller's Autumn Reading Guide).
- Publishers of the 24 shortlisted titles will be asked to contribute \$400 ex GST per title towards the cost of production and distribution of the Shortlist POS.
- Category winning publishers will be asked to contribute additional \$600 ex GST per title towards the costs of production and distribution of category winners & overall winner POS
- Publishers will be asked to make publicity resources available for the specific purpose of promoting their shortlisted and winning author/s.
- Authors will be made available for interview and in-store events where possible.
- Publishers will be asked to provide 8 printed copies of each shortlisted title for judging purposes; for running promotions via website and social media and display on Awards night.

TITLE ELIGIBILITY GUIDELINES

- To be eligible, books submitted for the Awards should be published between 1 January 2017 and 31 December 2017 by current Australian citizens or permanent residents.
- Only original editions published within 2017 calendar year will be considered.
- Eligibility for the Debut Fiction category is limited to authors who have no previous fiction works published in Australia.
- Poetry, short stories collections and novellas are eligible for nomination.
- Anthologies of more than one author are not eligible in any category other than Children's where a maximum of two authors/illustrators are eligible.
- All works must be in English and have been published in printed book form. Bilingual editions where one of the languages is English are also eligible.
- All entries must consist entirely of the author/s original work.
- The majority decision of the judges and Support Office staff of Leading Edge Books on the interpretation of all Awards rules and conditions shall be final and legally binding and no correspondence will be entered into.

To find out more about the Indie Book Awards, please visit:

www.indiebookawards.com.au

For enquiries and sponsorship opportunities please contact:

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