



TEXAS BOOKSELLERS ASSOCIATION

2019 HOUSTON BOOK SHOW

Featuring Rare, Antiquarian and Collectible Books,
Ephemera, Prints, Photographs, Postcards & Maps
MAY 4-5, 2019

Dear Colleague:

Please join us for the 2019 Houston Book Show. The Texas Booksellers Association is again sponsoring the show. We invite all interested parties to participate.

We are again working with The Printing Museum of Houston, which sponsored the annual Houston Book Fair at the Museum for 14 years. Proceeds from this event show will go to benefit The Printing Museum, a non-profit organization. See the website <http://printingmuseum.org/> for more information.

We are having the show at a new location, the Winter Street Studio at the Sawyer Yards.

The show draws inspiration from the highly successful ABAA fairs and plans to include one or more presentations related to book, print and map collecting; free book appraisals; author talks and book signings. We anticipate that food trucks will be on site. There will be a reception for all exhibitors as well.

Fees include 6 foot tables with table cloths.

There are numerous reasonably priced hotels within easy driving distance of the show. We will provide suggestions closer to the show. Houston is known for its exceptional restaurant scene, covering many types and price ranges. Travel & Leisure magazine recently named Houston "America's Best City for Foodies" while the Washington Post declared that "Every eater who cares about creative cooking and innovative restaurants needs to make a trip to the fourth-largest city in the country...."

Advertising for this show will be extensive and include:

- Web page and Facebook page for the show
- Promotion on social media by the Texas Booksellers Association
- Promotion on The Printing Museum web site, newsletter and at the Museum
- Mailings to the Texas Booksellers Association and The Printing Museum mailing lists
- Advertisements with Heritage Auction, Firsts Magazine and Fine Books and Collectable Magazine
- Announcements to collecting groups, including the Book Club of Texas, the Houston Book Hunters, the Ephemera Society and FABS.
- Announcement on collecting list-servs and book fair sites & publications
- PSAs promoting the event as a fund raiser for The Printing Museum
- Special invitations and free admission for Special Collection Librarians