

Independent Bookstore Day Bookseller FAQ's

Independent Bookstore Day

Q: What is Independent Bookstore Day?

A: Independent Bookstore Day (IBD) is a celebration of books, readers, and indie bookselling that started in California in 2014; it is modeled after the extremely successful Record Store Day.

To show their support for indies and help drive customers into your stores on IBD, publishers produce unique, limited-edition books and literary art pieces that are only available at participating bookstores on Independent Bookstore Day. You can't get them before. You can't get them online. And you most certainly can't get them at Amazon or Target.

On Independent Bookstore Day, there are famous authors' books and literary art pieces you cannot get on any other day in any other place. There are readings, games, and things to eat and drink. But, more importantly, there is a giant, positive buzz around indie bookstores; it comes from the media, it comes from your customers, and it's there in the bottom line at the end of the day.

Q: When is it?

Independent Bookstore Day takes place on the LAST SATURDAY in APRIL. This year, it's on April 30, 2022.

Q: Why should we participate?

A: You mean besides the fact that it's hugely fun and a great opportunity to celebrate indie bookstores across the country? Well, how about this: 80% of participating stores reported sales increases from the same Saturday the year before. Additionally, Independent Bookstore Day generates media attention, attracts new bookstore customers, creates a lot of community goodwill, and helps to keep indie bookstores front of mind.

Q: Who can participate?

A: Any current, dues-paying member of both the ABA **and A REGIONAL INDEPENDENT BOOKSELLERS ASSOCIATION** may participate. Because they handle all distribution and invoicing, your store must also have an account with Ingram.

Q: How do we sign up?

A: To purchase the exclusives, sign up January 14–February 4 using the IBD 2022 Exclusives Order and Participation Form. You must purchase a minimum of 15 items (individually or bulk packaged) in order to receive the freebies like bookmarks, zines, and stickers. To receive only marketing materials and to be included on the searchable map, sign up February 5–February 28 through the IBD 2022 General Participation Form.

Q: How do we keep up with what's going on?

A: To make sure you receive all the essential information, please sign up to receive the newsletter through the Member Dashboard. This is the MAIN way we keep in touch with bookstores.

IBD Exclusives

Q: We may need a list of the items before we can commit to the event. Is that doable?

A: Yes! Our online catalog with as much detail about each item as possible goes live on our website on January 10.

Q: Do we have to order everything?

A: Nope. Ingram requires a minimum order of 15 total pieces for free shipping. We are not requiring any orders to participate. If that is the case, use the IBD 2022 General Participation Form to only be included on the IBD map and receive digital marketing assets.

Q: Why should we order exclusives if we don't have to?

A: First, they're cool and very limited. We also want stores to "buy in," so we know they have skin in the game. You can always throw a party without ordering exclusives. That said, we still hope you chose to carry the IBD exclusives for the following reasons:

1. Publishers and authors go out of their way to support indies by developing and publishing items just for IBD. If bookstores don't express interest, they will no longer do this.
2. The IBD exclusives are the single cohesive factor of IBD. They are what we publicize and what makes IBD more than just a gathering in a bookstore. They give the day a national message and show that as a community of fiercely independent stores we also work together. They also function as "rewards" to customers who shop indies.
3. By buying the IBD items, stores are making a commitment to really participate. We want IBD's reputation to be a must-attend event for readers and book lovers. To that end, we don't want scaled-back versions at bookstores that either aren't really interested or for some other reason aren't as invested in making it great.

Q: Do IBD T-shirts count toward this minimum?

A: No, they don't. The T-shirts and other IBD merchandise we create help market and publicize the event. T-shirts can be ordered through [Bonfire.com](https://www.bonfire.com).

Q: From whom do we buy the exclusive items?

A: All items will be ordered through Independent Bookstore Day via our online catalog and order form (available January 14). Orders will be fulfilled by Ingram, our wholesale and distribution sponsor. All participating stores must have an Ingram account in good standing.

Q: So, we can sell the items online?

A: In 2020, stores received the option to sell IBD exclusives online beginning on Independent Bookstore Day. This will continue for as long as COVID-19 is an issue. You may want to plan to keep some items back for in-store sales if you are open to the public.

Q: Why are the items non-returnable?

A: These items are produced only for Independent Bookstore Day, and publishers are printing only what is ordered. The goal is for each store to sell out of their Independent Bookstore Day stock on the day of the event or shortly thereafter, so stores should order only what they think they can sell on Independent Bookstore Day. We don't want items hanging around for months because that lessens the incentive to show up at stores on the day of the event. Quantities are limited — that's why folks line up before opening at many stores.

Q: Can we discount items?

A: Stores are not permitted to discount the exclusives on the day of the event or for one month afterward. If you have unsold items after that, we hope that you will continue to sell at full price to preserve the value of the items. However, we appreciate that these items are purchased non-returnable and that there may come a point when sale pricing is necessary.

Q: What are the discounts on the items?

A: Stores will receive discounts of **at least 45%**. In some cases, the discounts will be much higher.

Q: Can bookstores continue selling the special items after the official event date?

A: By all means! We only ask that you do not sell them online for at least one week after IBD. Phone holds and orders are fine beginning the day *after* Independent Bookstore Day.

What else?

Q: What else do stores need to do to participate?

A: Independent Bookstore Day is only as good as you make it, and creating a really great party around it is *the most important part*. The unique items are a draw and garner lots of publicity, but they do not make an event in and of themselves. Each bookstore needs to commit to publicity, displays, and events that make sense for their personality and location. The bigger and more creative, the better!

Our website offers tip sheets on how to make the most of the day with party ideas, event collateral like signs and bookmarks, national publicity, merchandising concepts, an online map listing all participating stores, and loads of other stuff.

Q: Can an individual store produce something special for sale in that store only?

A: Yes. Some stores printed posters, stickers, or broadsides for sale or as giveaways for Independent Bookstore Day. This is completely up to each store. Regional associations may also produce special items.

Q: Who pays for this?

A: Independent Bookstore Day publishes 5 or 6 exclusive items via IBD Publishing and sells tote bags and T-shirts to support Independent Bookstore Day. Our fabulous industry sponsors are SourceBooks, Penguin Random House, and Ingram. Each store pays for its own events and promotions.

IMPORTANT DATES

January 10: The Independent Bookstore Day catalog goes live at bookweb.org/independent-bookstore-day.

January 14: IBD 2022 Exclusives Order and Participation Form goes live through the Member Dashboard.

February 4: IBD 2022 Exclusives Order and Participation Form closes.

February 5: IBD 2022 General Participation Form opens for stores that did not order exclusives.

February 10: IBD gives publishers final order numbers to help determine print runs.

February 28: IBD 2022 General Participation Form closes.

April 1: All books and items arrive at Ingram's Tennessee warehouse.

Mid- to Late-April: All exclusives ship to bookstores.

April 30, the last Saturday in April: Independent Bookstore Day.

Contact: Courtney Wallace, Marketing Manager, Program Director, IBD@bookweb.org