



EDUCATIONAL BOOK & MEDIA ASSOCIATION

EBMA fosters a unique community that brings together a wide range of wholesalers and publishers in order to address the ever changing book & media buying needs of the educational marketplace.

BECOMING AN EBMA MEMBER

History

The Educational Book and Media Association (EBMA), formerly known as the Educational Paperback Association (EPA) is an association of distributors and publishers who supply paperback books, pre-bound books and other materials to schools and libraries. Founded in 1975 by Jerry Ludington of Detroit based Ludington News Company, EBMA became known as an innovative voice in the paperback book market, representing both U.S. and Canadian distributors and publishers.

Jennifer Allen of The Booksource, Inc. in St. Louis, MO is our current president; and Jill Faherty of Baker & Taylor in Bridgewater, NJ is our vice president,

About EBMA Membership

EBMA has two categories of membership:

- **Regular members** - regular members are considered paperback wholesalers.
- **Associate members** - associate members are trade paperback book and audio publishers.



Dues are \$500 per year for Regular members and \$825 per year for Associate members. The annual membership period is July 1- June 30. ***New Regular members will have their first year dues waived.***

Applicants for membership in either category must have been in the business of distributing or publishing paperback books or audio titles for at least one year prior to submitting an application for membership.

In addition, all Associate member applicants must:

- Publish new paperback or audio titles annually and maintain an active list of paperback and/or audio titles in print.
- Must make their paperback and audio titles available to all Educational Book & Media Association regular members.

After reviewing supporting data from the applicant and considering any data provided by board members, the EBMA Board of Directors determines if a member applicant meets membership requirements.

EBMA MEMBER BENEFITS

Education – The EBMA is dedicated to bringing talented and informative presenters to the annual meeting.

Networking – Through the online directory and the annual conference EBMA members may develop and maintain business and personal relationships with other professionals in their industry.

Industry Knowledge – The EBMA is committed to keeping its members updated on the latest industry trends including school and library funding and technology standards. EBMA's involvement in the Book Industry Study Group (BISG) helps keep members apprised of many of the technical standards.



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Activities of the EBMA

The association holds an annual meeting that is educational in nature with sessions intended for both wholesalers and publishers. The most important parts of the annual meeting are our "One-on-One Sessions," designed to facilitate business discussions between wholesalers and publisher members. During the three days of these meetings, each wholesaler in attendance will meet with each publisher (and vice versa) for private 8-minute discussions. The presentations inform members on new trends in our market. Social events are planned to bring wholesalers and publishers together in informal settings.

Each year the annual meeting is held in a location that allows for a relaxed atmosphere and promotes networking and learning. Our 2014 annual meeting was held on January 13-16 at the Hilton La Jolla Torrey Pines in San Diego, CA. The 2015 Annual Meeting will be January 12-15 at The Roosevelt New Orleans Hotel, New Orleans, LA.

"Getting the word out about new marketing, new initiatives, etc. to over 70 publishers at one time = PRICELESS!"

- EBMA Wholesaler



The EBMA Board of Directors carries on the work of the association at four board meetings during the year. Members are encouraged to interact with the EBMA Board, bring up suggestions, and volunteer on committees.

In addition to the annual meeting, EBMA also provides other connection and education events when the opportunity arises. For instance, EBMA has held meetings or field studies focused on certain subjects or operational topics of interest to members. The EBMA also participates in the Book Industry Study Group (BISG) and provides members updates about their activities.

Each year at the annual meeting EBMA presents the Jeremiah Ludington Award. The 2013 award was presented to Brian Selznick.

Most importantly, EBMA has encouraged and fostered an unusual spirit among its members--new friends and old have learned from each other, shared and improved their knowledge of the market, and gotten to know each other better. We are proud of this and would be pleased to share the experience with you.

How to Apply for Membership

If you wish to apply, please return your application by email to meeting@edupaperback.org. In order to be considered for membership, prospective members must submit their applications no later than 10 weeks prior to the start of the annual meeting.

Regular (Wholesaler) member dues are waived for the first year.



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What's Next?

After your company submits membership application:

1. Reviewed by the EBMA for completeness.
2. EBMA will inform you if any other material is required
3. The EBMA membership committee verifies information and submits the application to the EBMA board of directors for approval
4. If approved, EBMA will send you a welcome packet with instructions on your membership and how to register for the annual conference.
5. If not approved, EBMA will inform you of the reasons your membership was not granted and what you will need to do to comply with EBMA membership policy so you may become a member.
6. The entire process is dependent on the Board of Directors meeting schedule. The EBMA board of directors usually meets to review new applications in May and September.

"I really enjoyed this meeting. It was not only informative for my business, but it was also nice to get to know my peers in the industry."

-EBMA Publisher

One-on-one sessions at an EBMA Annual Meeting



*"Can't duplicate this anywhere else during the year."
"That is a lot of what my job consists of. This meeting is wonderful."*

-2 EBMA Wholesalers about the EBMA 2011 Annual Meeting One-on-one Sessions



EDUCATIONAL BOOK & MEDIA ASSOCIATION

EBMA BOARD OF DIRECTORS 2014-2015

PRESIDENT:

JENNIFER ALLEN
eBooks Acquisition
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The Booksource, Inc.
St. Louis, MO

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Beecher, IL

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Gareth Stevens Publishing
New York, NY

NANCY STETZINGER

Library Solutions Manager
Capstone
Chicago, IL

EBMA Staff:

BRIAN GORG – Executive Director
MAUREEN GELWICKS – Meeting Manager
Warrenton, VA



EBMA ASSOCIATE MEMBER APPLICATION FORM

In order to be considered for membership, prospective members must submit their applications no later than 10 weeks prior to the start of the annual meeting.

Company Name _____ Phone _____

800 Number _____ FAX _____ E-mail _____

Website Address: _____

Street Address _____

City _____ State/Province _____ Postal Code _____

Publisher _____ E-Mail _____

Educational Director _____ E-Mail _____

Sales Director _____ E-Mail _____

Marketing Director _____ E-Mail _____

Trade Distributor _____

I certify that my firm has demonstrated a commitment to the educational and library paperback book market and that we have been engaged in this business *for at least one year*. I also certify that my firm is *willing* to sell to any EBMA Wholesaler Member.

Applicant _____

Date _____

PRESIDENT
JENNIFER ALLEN
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info@edupaperback.org



Please also complete the EBMA membership profile on the following pages and submit it along with your application.

EBMA Associate Member Profile

Types of Books Published:

_____ trade paperbacks _____ mass market paperbacks _____ hardcover books

_____ audio books _____ ebooks

_____ Other (please describe) _____

How often do you announce new titles? _____

How many educational titles do you have in print? _____

How long have you published paperbacks? _____

How many paperbacks do you publish each season each year?

Spring _____ Fall _____

Categories of Books Published:

_____ bestsellers and adult _____ preschool books _____ reference books

_____ young adult _____ classics _____ textbooks

_____ children's books _____ easy reader

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Sales/Marketing:

What sales/marketing efforts do you utilize at least once a year?

_____ catalogs (please specify kind)

_____ web site

_____ educational consultants

_____ posters

_____ national exhibits

_____ space advertising

_____ coop advertising

_____ web advertising

_____ sales reps

_____ display units

_____ Other _____

_____ author tours

PRESIDENT

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