

## Public Relations Questionnaire

Relay PR is handling publicity for the 45th California International Antiquarian Book Fair. The more we know about you and your work, the more opportunities we will have to develop story ideas for newspapers, magazines, and broadcast media. You can help by taking a few minutes to answer the following questions. Please feel free to add anything else you want us to know about you or your work.

Exhibitor: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone/Fax Numbers: \_\_\_\_\_

Specialties:

---



---

List of particularly newsworthy items you will be bringing to fair:

Name of Item	Brief Description	Asking Price
--------------	-------------------	--------------

---



---

For publicity sake, list of very high priced items you will be featuring:

Name of Item	Brief Description	Asking Price
--------------	-------------------	--------------

---



---

Our theme this year is 'A Love Affair with Books: Personal Stories of Noted Collectors'. Please let us know if you will be bringing any items with you that represent your personal vision of book collecting:

Name of Item	Brief Description	Asking Price
--------------	-------------------	--------------

---



---

You are encouraged to email high-resolution photos of listed items in JPEG format. To be included in the pre-show press kit, please submit materials **by December 19, 2011** via email to [roberta@relay-pr.com](mailto:roberta@relay-pr.com).

**Or you may return this form to  
 Relay PR**

Attn: Roberta Silverman

c/o Winslow & Associates

746 Hayes Street, San Francisco, CA 94102

Phone: (415) 551-5190 • Fax: (415) 551-5195

Toll-Free: (800) 454-6401 (U.S. and Canada only)

Email: [info@winslowevents.com](mailto:info@winslowevents.com) Website: [www.labookfair.com](http://www.labookfair.com)

Thanks!