

Subject: Re: not promising
Date: Saturday, May 16, 2015 at 8:12:27 AM Eastern Daylight Time
From: Sali Tagliamonte
To: Philip Baker
Category: Home

Hi Philip,

I understand. You have to keep your eye on profit margins.

But how about sending us flyers or something like that to be included in the conference pack?

Our pricing for that is \$75.

It would draw people's attention to your press and highlight those choice volumes you publish each year.

Think about it.

Best,
Sali

Professor Sali A. Tagliamonte, PhD, FRSC
Linguistics Department
University of Toronto
Killam Research Fellow 2013-2015

On 2015-05-15, 10:29 AM, "Philip Baker" <battlebridge@sltnet.lk> wrote:

Hi Sali,

To the combined cost of \$325 (half table, attendee, storage) it would be necessary to add \$10 transport for each book sent, say \$250 for 25 books, bringing the total to \$575. We'd be lucky to sell even 20 books at an average of \$20 each = \$400. So not much chance of any profit.

Things are simpler at the Creolistics conferences I started 20 years ago (10 held to date). No charge for tables. (Universities have lots of tables so why charge for them?) Everyone is welcome to display books they have authored or published. No need for an attendee since no one ever steals books. And people can reserve books for themselves by filling in a form if there is no one at the table. Payment can be made in coffee breaks.

I publish 2 or 3 books each year and have no wish to increase that

number. I don't want to become a full-time publisher.

Philip