

Promotional Support

The Book of Second Chances

ISBN 1-59092-317-0

The author, J. Michael Blumer, or “Mike” as he prefers, will work with your organization to select a grouping of handout, display, and promotional items appropriate for your venue.

We want your event to be a success!

Bookstores: Items are available before, during and after Mike’s appearance. Posters and other printed material can be customized to feature your business.

Libraries and Schools: “Loaner Kits” are available which include a canvas book bag with multiple book copies, a study guide and a special facilitator’s guide. Mike is available for single and multiple visits with your reader groups and is available for extended online Internet discussions.

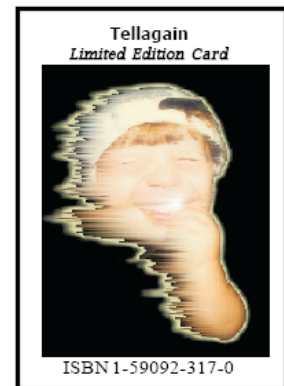
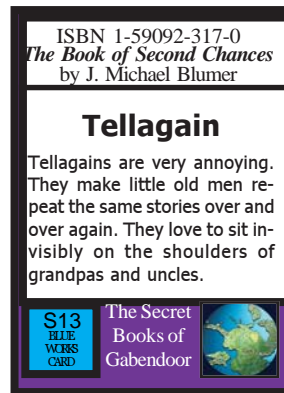
All: Mike is an experienced public speaker, instructor and story teller. He has developed a six session class on fantasy writing that can be adapted for short, single session workshops, or presentations.

The following items are for use to insure the success of every book related event.



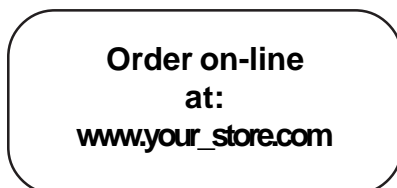
Dream-slip silicone wrist bands: Outside embossed, “Dream-slip.” Inside embossed, “www.gabendoor.com.” Packaged with dream-slip card. Gives definition of dream-slipping. Includes dream-slip activation spell on back. Provided with each purchase at book events.

Trading Cards: Total of 18 trading cards featuring characters and places from the book. Set includes three limited edition cards. All but limited edition cards can be downloaded from publisher and author web site. Handout for book events. Free limited card with purchase at event.



Business Card sized data CD: Contains short multimedia presentation about the world of Gabendoor and complete Gabendoor web site. Includes printable poster, door hanger, trading card sheets, dream-slip passport and more. Free counter handout to promote book.

Poster: Gabendoor poster with rating block, reviewer quote, ISBN, and web site address. **Poster Stickers available** to promote book store or other web site for specific promotions. Poster can be downloaded from publisher and author web site. Available as handout, and to promote book events.



Promotional Support (continued)



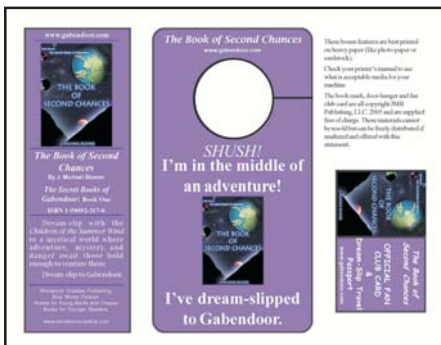
Foam Bookmark: Foam bookmark with information about The Book of Second Chances, ISBN and web site. Multiple colors with decorative cord and plastic star bead. Handout to generate interest at book events.

Dream-slip Passport: Business card sized official Gabendoor Dream-slip passport and Fan Club card. Counter handout item.



Business Cards: Include basic book information including ISBN and web sites. Counter handout item.

Foam Door Hanger: Two sided foam door hanger. Front side: "Shush! I'm in the middle of an adventure. I've dream-slipped to Gabendoor." Back side: "Hey, I'm back from Gabendoor. I can't wait to tell you about my dream-slip adventure last night." Special handout used to draw crowds and engage readers at book events.



Printable Door Hanger, Book Mark and Dream-Sip Passport. Available for download at publisher and author web site.



Promotional Support (continued)



Bookmark Tree: Decorative wire tree display stand to hold foam bookmarks at events. Display prop.

Gabendoor Globe: Wrought iron globe on stand painted to be the world of Gabendoor. Display prop.



Small Treasure Chest: Decorative chest for tabletop display. Holds trading cards, book marks and other small items. Display prop.

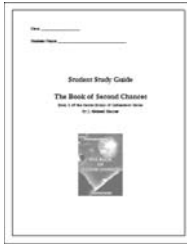
Large Treasure Chest: Decorative chest for floor display. Holds extra copies of The Book of Second Chances. Display prop.



Book Club Canvas Bag: Graphic of book cover and text, "Book Club Kit." Sturdy canvas designed to hold multiple books and discussion guide. For use with library and other book clubs.

Classroom Kit Canvas Bag: Graphic of book cover and text, "Classroom Kit." Sturdy canvas designed to hold multiple books and discussion guide. For use in school classrooms.

Promotional Support (continued)



Study Guide: Book Club and Classroom study guide designed by education professional. Probing questions for discussion, suggested follow-up research and fun activities. Facilitator version and reader versions. Available for download from author and publisher web sites.

Trading Card Easel: Plastic display easel displaying Gabendoor trading cards. Display prop. Individual cards are used as handouts.



Reviewer Easel: Plastic display easel with quotes and pictures from young adult book club in Queensland, Australia. Display prop.

Book Cover Easel: Plastic display easel holding front and back cover of *The Book of Second Chances*. Display prop.



Display Table and Cover: Folding 6 ft. table with crushed velvet cover and gold fringe border. Used to hold above promotion and display items at events.

Not Shown (Display props.)

Bound Manuscript: Spiral bound, 8.5 x 11 inch, single spaced copy of *The Book of Second Chances* in manuscript form, to show various manuscript forms.

Unbound Manuscript: Manuscript in submission form. 8.5 x 11 inch, double spaced, single sided pages to show various manuscript forms.

Manuscript Proof: Two-per-sheet, single sided prints of actual book pages prior to street printing and binding. Used to show various manuscript forms.