

2010 Midwest Booksellers Association Trade Show
October 1-2 • RiverCentre • 175 West Kellogg Blvd. • Downtown St. Paul, MN

Your Authors at the MBA Trade Show

Deadline August 20 – but please fill out and return attached form ASAP

Formal Autographing Schedule – PRELIMINARY INFO

(Any, changes in exact time and location, as well as further instructions, will be emailed to all registered exhibitors bringing authors to the show.)

On Saturday, October 2, from approximately 4:30-6:00 PM, MBA invites our exhibitors' authors to autograph books and meet booksellers during our Formal Autographing Sessions. Each author will sign books for 30 minutes.

These autographings will be held in the Roy Wilkins Auditorium in RiverCentre, accompanied by a reception with cash bar. Formal autographings will take place only during these specific hours, and the number of authors we can include will be limited. A complete formal autographing schedule will be posted at the show online and at the show.

MBA will set the autograph schedule for the authors we select for these Formal Autographings. While we cannot provide formal autographing times for all the authors proposed to us or guarantee that your authors will be assigned the times requested, we try to accommodate as many requests as we can.

You are welcome to have all of your authors sign books informally at your exhibit space anytime during the **MBA Trade Show Exhibit hours: 9:15 AM - 4:30 PM on Saturday, October 2**. Exhibitors are urged to bring as many authors as you wish to the Trade Show. You may set your own schedule for your authors to sign books informally at your own exhibit space, and inform MBA of the schedule so that ALL authors' signing times can be included in the complete autographing schedule. **Use the next page to submit names of authors for both formal and informal autographings (or use page 4 of the Exhibitor Registration Form).**

Please note: Authors who are speakers at our book & author meal events also are encouraged to sign books informally during the Exhibit on Saturday. However, as we expect the speakers' publishers to provide pre-signed copies of the speakers' books for the people who pay to attend these meal events, it is *optional* for speakers to sign extra books during the Exhibit. **Please note that we will NOT schedule formal autographing sessions for our book & author meal event speakers, UNLESS you specifically request them for your authors.**

Exhibitors need to provide *at least* 50 complimentary copies (finished books or ARCs) of an author's book for a 30 minute formal autographing – or more, if your author is popular with booksellers. Be certain to assign one of your exhibit staff to assist your authors during their formal autographing sessions. While MBA provides overall supervision and assistance for these autographings, we are not able to assign an MBA staff person to every author individually.

DO NOT SHIP BOOKS BEFORE YOU HAVE YOUR EXHIBIT TABLE NUMBERS AND INSTRUCTIONS. Do NOT ship books directly to RiverCentre. Shipping instructions to our decorator's warehouse will be provided. **Important: Mark book cartons "autographing" and monitor your shipments to ensure their safe arrival.**

We encourage you to host your authors at the MBA Book & Author Dinner or Children's Breakfast [see the Schedule of Events for dates, times, locations]. Be sure to purchase meal tickets in advance for your authors and staff for these events. (Authors who are speakers at these meal events do not need tickets for their own events.)

Submit Authors for Autographings and Informal Booth Signings
Request author badges / Request & purchase authors' guests' badges

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Please go to www.midwestbooksellers.org, click on the **Trade Show Tab**, then on **Your Authors at the MBA Trade Show** for information on the formal autographing schedule and providing books for signings. If you have any questions, contact Susan Walker susan@midwestbooksellers.org or Kati Gallagher kati@midwestbooksellers.org, Phone 763-544-2993, 800-784-7522, Fax 763-544-2266.

Fill out or attach business card for each person.

Exhibitor/Publisher _____

Address/City/State/Zip _____

Author contact person _____ Phone _____ E-mail _____

Person assisting authors at Show _____ Phone _____ E-mail _____

Person to receive book shipping info _____ Phone _____ E-mail _____

We plan to have the following authors signing books informally and/or autographing books formally at the MBA Trade Show (list only authors who are *definitely* going to attend). Author badges are free. Authors' guests must request badges @ \$35 each. Copy this page to submit additional names.

Author's full name	Complete title of book	Imprint	Days / times author will attend	Consider for formal autograph time on Friday, Sept. 26?	Informal signing at your exhibit space on Saturday, Sept. 27?

Author's Guest's full name - \$35 per badge	Attending with which author?

Shipping instructions will be sent when we assign your exhibit space number. Do not ship directly to RiverCentre.

Important: Mark book cartons "autographing" and monitor your shipments to ensure their safe arrival.

⇒ **Authors' Guests' Badges @ \$35 ea. Total = \$_____**