



2010 Midwest Booksellers Association Trade Show – Exhibitor Registration Form
 October 1-2 • Fri-Sat • RiverCentre • 175 West Kellogg Blvd. • Downtown St. Paul, MN



- **Registration / Payment Deadline -- August 20, 2010**
- **Payment must include exhibit space fees and membership dues**
- **The Trade Show Exhibit is SATURDAY ONLY**
- **If you represent other publishers or companies, please e-mail kati@midwestbooksellers.org a complete list for the Show Program**
- **The MBA Trade Show is a members only show. See membership form on page 4**
- **Let us know if you have any questions – we'll be happy to help!**

Fill out or attach business card for Trade Show contact

Company name _____ Date _____

Address _____ City/State/Zip _____

Trade Show Contact _____ Title _____

Phone _____ Fax _____

E-mail _____

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

Reminder:

- **YOU PAY ONLY membership dues and exhibit space fees**
- **NO FEES FOR rep picks participation, author badges, author participation in meal events, formal or in-booth autographings, or for exhibitor personnel badges**
- **NO DRAYAGE FEES ON books for authors who are part of a meal event**
- **FREE Excel file of MBA member stores -- send information to our stores about your titles, authors, and special offers at the Show**

NOTE: There will be no cancellation refunds after August 20, 2010. Full payment will be required of all registered exhibitors after this date. Payment must be complete by August 20, 2010, in order to exhibit. **Payment is to be made from this registration form. You will not be invoiced unless you specifically request it.**

Send exhibitor registration, membership, and payment forms to:
 Kati Gallagher, Assistant Director, Midwest Booksellers Association,
 2355 Louisiana Avenue N, Suite A, Golden Valley, MN 55427
 763-544-2993, 800-784-7522, Fax 763-544-2266, kati@midwestbooksellers.org

Indemnification

Exhibitor shall indemnify, defend and hold harmless MBA and its directors, officers, employees and agents from and against any and all liabilities, losses, damages, claims (including claims for personal injury), costs or expenses (including attorneys' fees) of any kind which MBA or its insurers may incur, suffer, pay or be required to pay in any way arising from or in connection with any action, inaction or use of the premises of or by Exhibitor or any of its directors, officers, employees, agents or invitees. Exhibitor understands and agrees that MBA shall not be responsible for any damage, loss, theft or destruction of any property of Exhibitor or any personal or other injury or damage to Exhibitor or its directors, officers, employees, agents or invitees. Exhibitor shall also be fully responsible to pay for any and all damages to property owned by RiverCentre, its owners, or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless RiverCentre, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of its property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury of other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of RiverCentre, or any part thereof.

You MUST sign and date here for your registration to be complete.

Exhibitor Signature _____

Print Name _____ Date _____

Reserve exhibit space

Each reserved space includes draped table, 2 chairs, and sign.

- A. **Regular Table Space** – 8’ wide x 6’ deep; no pipe & drape walls or backdrop
 Choose table size: 8’ x 24” or 6’ x 24”
 Reserve _____ Regular Table spaces-----\$625 ea. = \$ _____

- B. **Small Table Space** – 5’ wide x 6’ deep; no pipe & drape walls or backdrop
 One 4’ x 24” table only
 Reserve _____ Small Table spaces -----\$325 ea. = \$ _____

- C. **Backdrop Table Space** – 8’ wide x 8’ deep; high drape backdrop, no low side drapes
 Choose table size: 8’ x 24” or 6’ x 24”
 Reserve _____ Backdrop Table spaces-----\$750 ea. = \$ _____

- D. **Premium Pipe & Drape Booth Space** – 10’ wide x 10’ deep; high drape backdrop & low side drapes
 Choose table size: 8’ x 24” or 6’ x 24”
 Reserve _____ Premium Booth spaces-----\$895 ea. = \$ _____

⇒ **Exhibit Fee Subtotal = \$ _____ Enter on Payment Form, Page 6**

Company name for table sign – print on line below

Order service: electrical / telephone/internet / television

MBA will send you the forms, and you will arrange this directly with RiverCentre. Check boxes for forms you need:

- Electrical service
- Telephone/internet service/rental
- Television service/rental

Special Offers at the MBA Trade Show →

- Check one:
- We will email our Special Offers to MBA by August 27
 - We do not plan to have Special Offers for the show

Position my exhibit space next to this other exhibitor:

Note these considerations in making my exhibit space assignment:

Special Offers are an important incentive in generating orders at the Trade Show!

MBA will:

- post Special Offers on our website for our bookstores prior to the Show
- periodically e-mail our stores notice of additions made to the Special Offers
- publish Special Offers in the 2010 Trade Show Program

Vendor will:

- Email either a Microsoft Word for Windows file or a basic text file to kati@midwestbooksellers.org by August 27.
- NOT send an Excel spread sheet or other document with any special formatting (tabs, boxes, graphics, etc.).
- Provide us with your regional sales rep’s contact information: Name, phone, fax, and email for each person will be included in the Special Offers listing.

Please note:

- Exhibitors must have permission in advance from MBA by the August 20 deadline to bring in their own furniture
- Floor dumps, spinner racks, or floor display units must fit within your exhibit space, and not extend into the aisle [See space dimensions.]
- For use of a free-standing portable booth or display, you must order space C or D. Portable item must have an effective height of no more than 6' from the floor and must fit within your exhibit space, and not extend into the aisle [See space dimensions.]

Order additional / optional furniture

I need the following furniture: Check one -- **instead of** **in addition to** the standard furniture which comes with spaces A, B, C and D.

Specify how many of each item you are ordering.

_____ extra 8' x 24" draped table @ \$65.	= \$ _____	_____ high stool @ \$35.	= \$ _____
_____ extra 6' x 24" draped table @ \$65.	= \$ _____	_____ 8' L x 12" H table top riser @ \$40.	= \$ _____
_____ extra 4' x 24" draped table @ \$50.	= \$ _____	_____ 6' L x 12" H table top riser @ \$35.	= \$ _____
_____ round cocktail table 30" diameter @ \$45.	= \$ _____	_____ 4' L x 12" H table top riser @ \$30.	= \$ _____
Check <input type="checkbox"/> table height or <input type="checkbox"/> bar height			
_____ folding chair @ \$5.	= \$ _____	_____ easel @ \$20.	= \$ _____

⇒ **Optional Furniture Fee Subtotal = \$ _____** Enter on Payment Form, Page 6

Order exhibitor personnel badges

- Do NOT order author badges or author guest badges here – see form on page 4
- There is NO CHARGE for exhibitor personnel badges
- Exhibitor family members (including children old enough to walk around) MUST have badges to enter the exhibit
The Trade Show is a business meeting. Children may attend at their parents' discretion, but are not encouraged
- All badges are held for pick-up at the MBA Trade Show Registration Desk

Print both name & job title

1. _____
2. _____
3. _____
4. _____
5. _____

Print both name & job title

6. _____
7. _____
8. _____
9. _____
10. _____

**Submit authors for formal & in-booth autographings
Request author badges
Request & purchase badge for an author's guest**

**Deadline to submit authors is August 20 –
but please return this form ASAP**

- **IMPORTANT:** Go to www.midwestbooksellers.org, click the Trade Show Tab, then Author Autographings at the MBA Trade Show for information on the formal autographing schedule and providing books for signings.
- **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 for scheduled authors and will be made from the list below. Copy page to submit additional names.

Author -- full name – for badge	Complete title of book	Imprint	Days / times author will attend	Consider for formal autograph time on Saturday, October 2?	Informal signing at your exhibit space on Saturday, October 2?

Guest of author must purchase badge @ \$35.

Guest -- full name	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. Subtotal = \$_____**

Enter on Payment Form, Page 6

Vendor/Affiliate Membership

JULY 1, 2010 – JUNE 30, 2011 -- \$140 per company

OFFICE USE ONLY CC DB CP

FILL OUT OR ATTACH BUSINESS CARDS. List all pertinent sales, marketing, and publicity contacts. Make copies of this page as needed. Thank you!

Company _____

Contact name 1. _____ 2. _____

Position/title _____

Address _____

City/State/Zip _____

Phone _____

Toll free _____

Fax _____

Email _____

Website _____

States Rep serves _____

Contact name 3. _____

Position/title _____

Address _____

City/State/Zip _____

Phone _____

Toll free _____

Fax _____

Email _____

Website _____

States Rep serves _____

Please note:

A membership dues renewal alert is sent out in May to publishers/vendors in our database.

If your company has already paid dues, you do not need to include \$140 with your exhibit fees payment.

If your company has NOT paid dues yet, your exhibitor registration is not complete until dues have been paid.

If you are not sure about your company's membership status, please contact Kati Gallagher, kati@midwestbooksellers.org.

Renewal
 New Membership

We are a:

PUBLISHER
 We publish titles with Midwest regional content
 We are a Book Sense Publishing Partner

COMMISSION REP [Attach list of publishers you represent.]

DISTRIBUTOR [Attach list of publishers you distribute.]

WHOLESALER

SIDELINES

OTHER VENDOR

Our company specializes in the following types of books/products:

Susan Walker, Executive Director
Kati Gallagher, Assistant Director
MBA, 2355 Louisiana Avenue N,
Suite A, Golden Valley, MN 55427
763-544-2993, 800-784-7522,
Fax 763-544-2266
susan@midwestbooksellers.org
kati@midwestbooksellers.org

Midwest Booksellers Association
Susan Walker, Executive Director / Kati Gallagher, Assistant Director
2355 Louisiana Avenue N, Suite A, Golden Valley, MN 55427 / 763-544-2993, 800-784-7522, Fax 763-544-2266
susan@midwestbooksellers.org, kati@midwestbooksellers.org, www.midwestbooksellers.org

Trade Show Payment Form

Attach all pertinent forms: membership, show registration, author submission, meal ticket order, ad reservation

Date _____

Company _____ Contact _____

Payment for:

\$ **140.00** 2010-2011 Membership Dues (complete membership form on page 5)

\$ _____ Exhibit space (from page 2)

\$ _____ Optional furniture (from page 3)

\$ _____ Authors' guests' badges (from page 4)

\$ _____ Meals (from Meal Ticket Order Form)

\$ _____ Sponsorship for _____

\$ _____ Advertising (complete ad reservation form)

\$ _____ **Total**

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PAYMENT METHOD: A check payable to MBA is enclosed for \$ _____

Visa MasterCard Discover / Amount authorized \$ _____ (NOTE: Amex not accepted)

Card No. _____ Expires ____ / ____

_____ - _____ - _____ - _____ - _____ V Code _____

Print name on card _____

Address & Zip ON STATEMENT _____

Signature _____ (MBA's Tax ID# 36-3381963)

This information is collected separately to comply with Visa and MasterCard Data Security Rules effective September 30, 2007, and with the Minnesota law effective August 1, 2007 (Minn. Stat. 325E.64; H.F. 1758). This security rule and law prohibit storage of cardholder information and require destruction of cardholder information.

Your credit card information will be stored in a secure area with limited access until the final payment is made. At that time, all information containing your credit card number (including this form) will be destroyed.