

# 2009 MBA TRADE SHOW EVENTS AT-A-GLANCE -- as of 9/20/09

Friday – Saturday, September 25-26 / RiverCentre, St. Paul, MN

UPDATES: [www.midwestbooksellers.org](http://www.midwestbooksellers.org)

For the DETAILED SCHEDULE OF EVENTS See pages 13-24	TIME	LOCATION
<b>THURSDAY, 9/24</b>		
“Killer Cocktails” Party at Common Good Books <i>Hosted by the Twin Cities Crime Writers Coop</i>	7:00 – 9:00 PM	Common Good Books Selby & Western Aves, St. Paul
<b>FRIDAY, 9/25</b>		
Registration	7:00 AM – 5:30 PM	Roy Wilkins Auditorium Foyer
Box Lunches Available for Pick-Up – Order in advance	11:30 AM – 1:00 PM	Near MBA Registration
<b>BOOKSELLERS ROUNDTABLES</b> (optional Breakfast)	7:30 – 8:10 AM	Room 10-12
MBA: First Timers’ Orientation	7:30 – 8:10 AM	Room 15
General Membership Meeting	8:10 – 8:35 AM	Room 10-12
<b>EDUCATION SESSIONS</b> presented by MBA, ABA, and others	8:45 -- 11:00 AM and 2:35 -- 5:20 PM	Rooms 10-12, 13, 14, & 15
MBA: Midwest Connections Innovations: Skype Demo	8:45 – 9:45 AM	Room 14
ABA: Conversation on Local First Campaigns in Midwest	8:45 – 9:45 AM	Room 13
ABA: Social Media and Independent Bookseller	9:55 – 11:00 AM	Room 13
REP PICK OF THE LISTS – sessions in 2 rooms	9:55 – 11:50 AM	Room 14
REP PICK OF THE LISTS – sessions in 2 rooms	11:10 – 11:50 AM	Room 13
<b>MBA AUTHORS LUNCH: A MOVEABLE FEAST</b> Order tix in advance!	12:00 Noon – 1:45 PM	Room 10-12
REP PICK OF THE LISTS – sessions in 2 rooms	2:00 – 2:25 PM	Rooms 13 & 14
Edelweiss Presentation / Demo -- Above the Treeline	2:35 – 4:00 PM	Room 10-12
Publishing your Bookstore’s Own Books -- 800-CEO-READ	2:35 – 3:20 PM	Room 13
MBA: Customer Service & Hospitality / Hand-selling	2:35 – 3:50 PM	Room 14
MBA: “It Works for Me!” Success Stories	3:55 – 4: 25 PM	Room 14
ABA: Going Digital – The Case for E-books	4:05 – 5:20 PM	Room 13
Frontlist <i>Plus</i> Universal Presentation / Demo -- NAIPR	4:35 – 5:20 PM	Room 10-12
MBA: Used Books – The Perfect Sideline	4:35 -- 5:20 PM	Room 14
Exhibitor Set-Up	11:00 AM – 5:00 PM	Roy Wilkins Auditorium
<b>MIDWEST BOOKSELLERS’ CHOICE AWARDS RECEPTION</b> All registered attendees welcome – no tix needed	5:30 – 7:00 PM	317 on Rice Park, next to RiverCentre
<b>MBA BOOK &amp; AUTHOR DINNER</b> Order tix in advance	7:15 – 9:30 PM	317 on Rice Park, next to RiverCentre
<b>SATURDAY, 9/26</b>		
Registration	7:00 AM – 6:00 PM	Roy Wilkins Auditorium Foyer
Back-Up Exhibitor Set-Up	7:30 – 9:00 AM	Roy Wilkins Auditorium
<b>MBA CHILDREN’S BOOK &amp; AUTHOR BREAKFAST</b> Order tix in advance	7:30 – 9:00 AM	RiverCentre Meeting Room 10-12
<b>TRADE SHOW EXHIBIT</b>	9:15 AM – 4:30 PM	Roy Wilkins Auditorium -- South Section
Box Lunches Available for Pick-Up – Order in advance	11:30 AM – 1:00 PM	Near MBA Registration
<b>COCKTAIL RECEPTION &amp; FORMAL AUTOGRAPHINGS</b> All registered attendees welcome – no tix needed	4:30 – 6:00 PM	Roy Wilkins Auditorium – North Section
Exhibitor move-out	4:30 PM on	Roy Wilkins Auditorium -- South Section
<b>EMERGING LEADERS GATHERING</b> <i>Hosted by the Emerging Leaders Council</i>	6:30 PM	Bulldog of Lowertown St. Paul 237 East 6 <sup>th</sup> Street, St. Paul