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2009 MBA TRADE SHOW EVALUATION

WE NEED YOUR FEEDBACK, PLEASE!

Hello, MBA Booksellers --

Thank you very much for attending the 2009 Midwest Booksellers Association Trade Show. We're so glad you could participate this year! The show was a very busy two days, and the mood was focused and upbeat, highlighted by the many strong titles coming out this fall and the terrific authors featured at this year's special events.

We need to know YOUR thoughts and comments on the Trade Show, too. This information helps us assess the pros and cons of this year's show, and it's essential to planning next year's show.

Thank you in advance for answering our Trade Show evaluation.

Here's how to respond – pick the way that works for you!

1) Print out the PDF version. Write in your answers and mail or fax the form back to us. (Mailing address and fax above.) You also can scan it and e-mail a new file back to us at kati@midwestbooksellers.org. PLEASE WRITE NEATLY WITH A BLACK OR DARK BLUE PEN. Thanks!

OR

2) Download the Word document version. Type in your answers and send the Word file back to us at kati@midwestbooksellers.org.

OR

3) Copy the questions from the PDF or the Word file into an e-mail – but watch out for formatting problems if you do this! Answer the questions and send the e-mail to us at kati@midwestbooksellers.org.

NOTE: If you have lengthy comments about the show and don't want to send them in writing, please contact us. We will be happy to phone you and discuss the Trade Show with you in person.

Thanks again for your participation in the MBA Trade Show this year!

Susan Walker
Executive Director

Kati Gallagher
Assistant Director

2009 MBA TRADE SHOW BOOKSELLER EVALUATION

Your name, etc. are optional, but it helps us to know who you are, in case we have questions.

Name _____ Bookstore _____

Phone _____ E-mail _____

If you would like us to phone you to discuss your comments and ideas about the Trade Show at greater length, please let us know, too. Be sure to include your name and contact info above. We will be in touch very soon! THANKS!!

2009 MBA Trade Show Venue and Dates

2009 MBA Trade Show CITY: St. Paul, MN

Excellent Good OK Fair Poor

Pros & Cons? Comments? _____

2009 MBA Trade Show VENUES: RiverCentre convention center; 317 on Rice Park events center

Excellent Good OK Fair Poor

Pros & Cons? Comments? _____

2009 MBA Trade Show HOTELS: Holiday Inn Downtown St. Paul; Crowne Plaza St. Paul Riverfront; Saint Paul Hotel

Which hotel did you stay at? _____

Excellent Good OK Fair Poor

Pros & Cons? Comments? _____

2009 MBA Trade Show DATES: Friday & Saturday, September 25-26 – a 2-DAY show

Our 2-day show format was the preference of the majority of booksellers and publishers/vendors who responded to our survey in early 2009.

Whether this 2-day format was your own preference or not, how did it work for you?

Very well Well OK Not so well Badly

Pros & Cons? Comments? _____

Trade Show Education Sessions

Which education sessions did you attend? Check all that apply. Please comment on the ones you attended.

___	MBA: Booksellers Roundtables					
	Excellent	Good	OK	Fair	Bad	
___	MBA: First Timers' Orientation					
	Excellent	Good	OK	Fair	Bad	
___	MBA: Midwest Connections – Skype Demo					
	Excellent	Good	OK	Fair	Bad	
___	ABA: A Conversation on Local First Campaigns in the Midwest					
	Excellent	Good	OK	Fair	Bad	
___	ABA: Social Media and the Independent Bookseller					
	Excellent	Good	OK	Fair	Bad	
___	Edelweiss Demo -- Above the Treeline					
	Excellent	Good	OK	Fair	Bad	
___	Publishing Your Bookstore's Own Books – 800-CEO-READ					
	Excellent	Good	OK	Fair	Bad	
___	MBA: Customer Service & Hospitality / Handselling					
	Excellent	Good	OK	Fair	Bad	
___	MBA: It Works for Me! Success Stories					
	Excellent	Good	OK	Fair	Bad	
___	ABA: Going Digital – The Case for E-Books					
	Excellent	Good	OK	Fair	Bad	
___	Frontlist <i>Plus</i> Universal Demo – NAIPR					
	Excellent	Good	OK	Fair	Bad	
___	MBA: Used Books – The Perfect “Sideline”					
	Excellent	Good	OK	Fair	Bad	

Pros & Cons? Comments? _____

Publisher/Vendor/Rep Pick of the Lists Presentations

Did you attend these presentations?

All Most Some A Few None

Did you pick up and use the Rep Pick handouts which were available?

Yes, all Yes, most Yes, some Yes, a few No

How important are these Rep Picks presentations for you?

Definitely important worth some of my time sometimes useful limited value I don't bother

Pros & Cons? Comments _____

Trade Show Exhibit

Did you attend the Trade Show Exhibit? YES NO

Were the Exhibit hours good for you? The Exhibit was open 9:15 AM – 4:30 PM on Saturday only.

Yes, just right Yes, basically OK No, I needed a lot more time
No, I needed a bit more time No, I needed a bit less time No, I needed a lot less time

Were the exhibitors at this year's show the ones you needed and wanted to see?

Yes, good for me

Yes - BUT I missed these publishers/ reps who were not there: _____

No, I really needed these publishers/ reps who were missing: _____

Which exhibitors are most important to you? (circle 1-5 that are most significant for your store.)

Large national publishers Large national distributors Smaller national publishers
National university presses Regional publishers & university presses Commission reps
Wholesalers Sidelines Systems vendors (ATL, Booklog, Anthology, etc.) ABA

Did you place orders at the show?

Yes, over 10 orders Yes, 6-10 orders Yes, 1-5 orders No

If NO, why not? _____

Because of the Trade Show, did you order (or will you order) from any NEW exhibitors of books or sidelines which you haven't worked with before? Which ones?

Which exhibitor, if any, was your best "find" this year, offering books or sidelines that you didn't know about before the show?

Trade Show Exhibit - continued

Did you take advantage of exhibitors' special offers at the Trade Show?

Yes, a lot Yes, a few Only very selectively No

If NO, why not? _____

Do you use the list of exhibitor special offers that MBA sends to you prior to the show?

I make a point of using this info I try to use it if and when I have time
Sometimes, but it's not a big priority for me No, I don't find it useful or applicable
What list?

Do you want exhibitors to have authors at their booths during the exhibit?

Yes, definitely Fine with me, but not my main focus I don't care
OK, but can get in my way NO, definitely not

Exhibit Pros & Cons? Comments? _____

Author Events & Autographing Sessions

Which author-related events did you attend?

____ Book Awards Reception ____ Authors Lunch "Moveable Feast"
____ Book & Author Dinner ____ Book & Author Dinner – General Admission only
____ Children's Book & Author Breakfast ____ Formal Autographing Sessions

If you did NOT attend some or all of the above, why not? [circle all that apply for each event]

Which event? _____

Cost of tickets Personal schedule conflict Event scheduled at a bad time
Not interested Other reason _____

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Pros & Cons? Comments? _____

GENERAL 2009 COMMENTS?

2010 TRADE SHOW ADVANCE PLANNING

2010 MBA Trade Show LOCATION:

At this time, we expect to hold the 2010 Trade Show in St. Paul at RiverCentre and 317 on Rice Park. Do you agree with this choice?

Yes

Maybe

No

No strong opinion

If no, why not? _____

Would you prefer one or more of the following possible location and venue choices, assuming that appropriate event venues and/or hotels are available? (At this time, we don't know whether they are or not.)

_____ Downtown Minneapolis in a large hotel (NOT in the Minneapolis Convention Center)

_____ Near MSP airport in a large hotel or event venue

_____ In a Twin Cities suburb in a large hotel or event venue

2010 MBA Trade Show DATES:

At this time, we expect to hold the 2010 Trade Show on Friday & Saturday, October 1-2, 2010.

However, we are not completely locked in on these dates and days of the week, and a little flexibility may be possible.

What days of the week do you prefer for the MBA Trade Show? Please rank your top three choices -- 1, 2 and 3.

_____ Friday-Saturday (our current plan)

_____ Saturday-Sunday

_____ Sunday-Monday

_____ Monday-Tuesday

_____ Tuesday-Wednesday

_____ Wednesday-Thursday

_____ Thursday-Friday

2010 Trade Show Pros & Cons? Comments?

THANK YOU FOR ANSWERING OUR TRADE SHOW EVALUATION SURVEY! If you have questions or would like to discuss the MBA Trade Show further, please contact us at susan@midwestbooksellers.org or kati@midwestbooksellers.org , 612-926-5868.