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## 2009 MBA TRADE SHOW EVALUATION

### ***WE NEED YOUR FEEDBACK, PLEASE!***

Hello, MBA Trade Show Exhibitors --

Thank you very much for exhibiting at 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 you have coming out this fall and the many 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](mailto: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](mailto: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](mailto: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 EXHIBITOR EVALUATION

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

Name \_\_\_\_\_ Company \_\_\_\_\_

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                  Bad

Pros & Cons? Comments? \_\_\_\_\_

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

Excellent                  Good                  OK                  Fair                  Bad

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                  Bad

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? \_\_\_\_\_

**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?**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## **2009 Trade Show Exhibit**

### **What are your primary reasons for exhibiting at the MBA Trade Show?**

(Please rank your top reasons 1-2-3)

- Connect and talk with booksellers whom I also call on during the year  
 Connect and talk with booksellers whom I do not see otherwise  
 Take orders  
 Promote new Fall 2009 books and products  
 Promote forthcoming Winter and Spring 2010 books and products  
 Bring authors and connect *them* with booksellers  
 Support the trade association and independent booksellers  
 Other \_\_\_\_\_

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

- Yes, fine                      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 you able to meet and do business with all the booksellers and others you needed to in the time available during the Exhibit?**

- Yes, fine                      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 opening and closing times of the Exhibit good? Or should we... (check all that apply)**

- Open earlier in the morning?  
 Open later in the morning?  
 Close earlier in the afternoon?  
 Close later in the afternoon?  
 Also include a lunch break?

### **Did the type and amount of exhibit space you had this year work well for you?**

- Yes, very well              Yes, well              OK              No, not so well              No, didn't work

If NO, why not? \_\_\_\_\_

### **Would you be likely to take the same type and amount of space next year?**

- Yes, the same or similar space                      No, upgrade to different or more space  
 No, downgrade to different or less space              Don't know at this time

### **Did you take orders at the show? How many?**

- Over 20 orders              11-19 orders              6-10 orders              1-5 orders              None

### **Did you take orders from any NEW accounts which you haven't worked with before?**

- Yes              No

**2009 Trade Show Exhibit – continued**

**Did you have a special offer that you promoted at the MBA Trade Show (either specifically for the show or for the Fall season)?**

Yes                  No

**Did this special offer produce good results for you?**

Excellent      Good                  OK                  Fair                  Poor

**Did you have authors at your table or booth during the Exhibit?**

Yes                  No

**Did their presence help attract booksellers to your table or booth?**

Yes, definitely      Seemed to help      Not sure      No, not very helpful      No

**Do you like 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?** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Publisher/Vendor/Rep Pick of the Lists Presentations**

**Did you participate in these presentations?**

Yes                  No

**Did you provide a handout for booksellers?**

Yes                  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?** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Author Events & Autographing Sessions**

**At which of these author-related events did you have participating authors?**

- |   |  |
|---|--|
| <input type="checkbox"/> Book Awards Reception              | <input type="checkbox"/> Authors Lunch “Moveable Feast”                |
| <input type="checkbox"/> Book & Author Dinner               | <input type="checkbox"/> Book & Author Dinner – General Admission only |
| <input type="checkbox"/> Children’s Book & Author Breakfast | <input type="checkbox"/> Formal Autographing Sessions                  |

**Which author-related events did YOU attend?**

- |   |  |
|---|--|
| <input type="checkbox"/> Book Awards Reception              | <input type="checkbox"/> Authors Lunch “Moveable Feast”                |
| <input type="checkbox"/> Book & Author Dinner               | <input type="checkbox"/> Book & Author Dinner – General Admission only |
| <input type="checkbox"/> Children’s Book & Author Breakfast | <input type="checkbox"/> Formal Autographing Sessions                  |

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

Which event(s)? \_\_\_\_\_

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Cost of tickets | <input type="checkbox"/> Personal schedule conflict | <input type="checkbox"/> Event scheduled at a bad time |
| <input type="checkbox"/> Not interested  | <input type="checkbox"/> Other reason _____         |  |

**Pros & Cons? Comments** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Trade Show Education Sessions**

**Although education sessions are aimed primarily at booksellers, exhibitors are always welcome to participate. We appreciate your active involvement, questions and comments, too.**

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

- |  |                                    |                               |                             |                               |                              |
|--|------------------------------------|-------------------------------|-----------------------------|-------------------------------|------------------------------|
| <input type="checkbox"/> MBA: Booksellers Roundtables                                | <input type="checkbox"/> Excellent | <input type="checkbox"/> Good | <input type="checkbox"/> OK | <input type="checkbox"/> Fair | <input type="checkbox"/> Bad |
| <input type="checkbox"/> MBA: First Timers’ Orientation                              | <input type="checkbox"/> Excellent | <input type="checkbox"/> Good | <input type="checkbox"/> OK | <input type="checkbox"/> Fair | <input type="checkbox"/> Bad |
| <input type="checkbox"/> MBA: Midwest Connections – Skype Demo                       | <input type="checkbox"/> Excellent | <input type="checkbox"/> Good | <input type="checkbox"/> OK | <input type="checkbox"/> Fair | <input type="checkbox"/> Bad |
| <input type="checkbox"/> ABA: A Conversation on Local First Campaigns in the Midwest | <input type="checkbox"/> Excellent | <input type="checkbox"/> Good | <input type="checkbox"/> OK | <input type="checkbox"/> Fair | <input type="checkbox"/> Bad |
| <input type="checkbox"/> ABA: Social Media and the Independent Bookseller            | <input type="checkbox"/> Excellent | <input type="checkbox"/> Good | <input type="checkbox"/> OK | <input type="checkbox"/> Fair | <input type="checkbox"/> Bad |
| <input type="checkbox"/> Edelweiss Demo -- Above the Treeline                        | <input type="checkbox"/> Excellent | <input type="checkbox"/> Good | <input type="checkbox"/> OK | <input type="checkbox"/> Fair | <input type="checkbox"/> Bad |

**Trade Show Education Sessions – continued**

_____ 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?** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**GENERAL 2009 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](mailto:susan@midwestbooksellers.org) or [kati@midwestbooksellers.org](mailto:kati@midwestbooksellers.org) , 612-926-5868.