



2010 MIDWEST BOOKSELLERS ASSOCIATION TRADE SHOW
Friday - Saturday, October 1 - 2, 2010
RiverCentre and nearby venues, Downtown St. Paul, MN

MBA's independent bookseller members speak out --

**Why Your Company Should Exhibit
at the 2010 Midwest Booksellers Association Trade Show**

Chris Livingston, Owner and Buyer / MBA Board President, The Book Shelf, Winona, MN

The MBA trade show is a very important part of my fall business strategy. I don't have many reps that call on me down in Winona, and use the trade show to help build my purchase strategy for the fall shopping season. Although not every publisher will get an order from me that day (and I do place upwards of 20 orders each year at the show), I make title lists and order later, either direct or through wholesale channels.

I truly believe that as the business gets more and more competitive and difficult to navigate, the regional trade shows become an even more viable outlet for publishers to make their mark on booksellers. Actually, I thought that this year might offer opportunities for some publishers to actually increase their presence at the MBA trade show as other publishers might diminish their own, as this affords an even bigger impact in the minds of booksellers. Be aggressive and excited. This is still a wonderful time to be in the book business!

Lanora Hurley, Owner/Children's Buyer, Next Chapter Bookshop, Mequon, WI

I am planning on bringing as many of my staff as I can to the regional trade shows. My bookstore is still new, and I can't afford to send many people to BEA. The regional show is an opportunity for my staff that I feel is invaluable. The contacts that we make, the publishers that we talk to, and what we learn are a great asset to how we do our jobs. Just like our interactions with our sales reps, the chance to speak with you about the books you have coming out and how they are being marketed arms us with the information we need to sell to our customers.

This personal interaction is not something that can be accomplished through a catalog or online. I know that it is expensive to represent yourselves at these shows, and it is difficult to measure any return. Please know that the more exposure my staff has to the books you want to sell, the more likely we are to sell them and recommend them to our customers. You do not need to give us tons of galleys or freebies. Let's just meet and talk about the books!

Bruce Henningsgaard, Owner & Buyer, Birds Books, Rosemount, MN

The Trade Show is such a great way to reconnect on a personal level, and I miss seeing my reps who don't attend. Also, it's very disappointing if a publisher doesn't display enough new books at the show. I have hopes of seeing a good selection of upcoming and recently released titles from my top publishers. This is the time of year when I do most of my business, and a booth with few books has very little to excite a bookseller. I can go on publishers' websites and muddle through the info, but there's no substitute for a book in hand and a discussion with a person who knows something about it.

Nancy Simpson-Bryce, Buyer & Events Manager, Book Vault, Oskaloosa, Iowa

It is most important that you and your reps attend the Midwest Booksellers Association Trade Show because that is the only time my staff has the opportunity to see and learn about your new offerings. I've seen and heard the proof: They are much more likely to come back to the store and hand-sell books that they've actually seen at the show. We tend to place several orders at the trade show also, larger orders than I'd make if I were just looking at your catalogs or viewing books on Edelweiss. In short, your presence at our trade show makes you more money from us!

MBA's member independent booksellers speak out --

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Sara Beahler, Owner and Buyer, Prairie Moon Books, Sheldon, Iowa

I am writing to tell you how very important it is that you come to the Midwest Booksellers Association trade show. I own a small bookstore in a small town (population 4,000) in rural Iowa. We have been open almost 2 years. Our monthly sales are up from last year. People in Iowa are buying books in a recession!

I am solely responsible for all the buying for our store. I learn about new books from catalogs and online reviews. But the books that make the biggest impression on me and then my customers are the ones I hear about at the trade show in Minneapolis/St Paul. I will never travel to NYC for BookExpo and I have yet to see any sales rep cross my door. The MBA trade show is so vital to my education and sales. Please keep that in mind when planning your agenda.

Laura L. Hansen, Owner and Buyer, Bookin' It, Little Falls, Minnesota

Our regional trade show is the touchstone of our book buying year and the MBA staff does an incredible job of putting booksellers together with publishers. BookExpo is too big and too costly for many of the small independents and so we depend on the annual regional show to stay plugged in to what is going on in the industry and to add our two cents to what will be the *it* books for the upcoming season. Since we are in the age of the telephone reps, no one calls on us in-store anymore and MBA gives us a chance to get to know you and your lines. Without that one-on-one contact we'd be lost. Stick with us, we are still very much *in the game*.

Bev Denor, Owner and Buyer, LaDeDa books & beans, Manitowoc, Wisconsin

As the owner of a small, indie bookstore, I look forward to the MBA trade show each year. My day-to-day responsibilities at the store make it difficult to skim all the catalogues I receive on a daily basis. The trade show is a great opportunity to slow down, to take a good look at the content and quality of the newest books, and to establish relationships with sales reps. Each year I return home with sample books and ARC's that my staff reads. We discuss which books would be a good fit for our store, and order accordingly.

Publisher's sales reps do a wonderful job of editing book selections to those that are most appropriate to the Midwest, and I appreciate being able to see a number of product lines in a single location. I always discover two or three new publishers from whom I now order regularly. Last year, I know that at least one rep group sent a sales rep to MBA, but did not have a booth. Although it was nice chatting with him, I felt my time was better spent with those publishers who had a visible presence at the show. Please remember that the many Midwest booksellers who support you make it possible for you to continue discovering and publishing authors.

Bob Spear, Owner and Buyer, The Book Barn, Leavenworth, Kansas

In addition to operating our bookstore, we also owned a publishing company for eight years. In this time of economic downturns, it's easy to carry cost cutting too far on the wrong things. It's my opinion that it's best to cut back on production costs and size of your book lists but increase marketing so you become more competitive.

The regional trade shows are absolutely vital because, unlike the BEA where one primarily shows one's flag but is too hectic for booksellers to place many orders, the regional tradeshow are book buying shows for several reasons:

- 1) The shows are less hectic and there is more time dedicated to buying.
- 2) The regionals are not so overwhelming, making it easier for book buyers to compare choices and make decisions.
- 3) The timing is much better, because September/October is when the preponderance of our holiday season orders are made

I would urge you to consider the above as you restructure this year's marketing plan. The regional shows and catalogs are necessary for publishers who are seeking the best bang for their marketing bucks. Remember, most independent bookstores depend on the regional organizations to help shape their buying from distributors and direct from the publishers.



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RiverCentre and nearby venues, Downtown St. Paul, MN

PRELIMINARY 2 DAY SCHEDULE - as of 8/22/10

This schedule may still be subject to change. It is similar to our 2-day 2009 schedule.

Check the MBA website for updates and information: www.midwestbooksellers.org

Friday, October 1 - Booksellers & Vendors PRE-Exhibit Day

**Book & Author Breakfast / Bookseller Education Day / Authors Lunch /
Pick of the Lists / Membership Meeting /
Midwest Booksellers' Choice Awards Reception**

NOTE: Bookseller education sessions and "Rep Picks" Presentations may need to overlap somewhat in this condensed schedule.

- 8:00-9:30 AM Book & Author Breakfast (*IN PLACE OF DINNER*) -- tix required (RiverCentre meeting rooms 10-12)
- 9:30 - 10:30 AM Bookseller Education Sessions (RiverCentre meeting rooms 10-12,13,14,15)
Topics: TO COME LATER - MBA and ABA sessions; First Timers' Orientation
- 10:30 - 11:55 AM Rep Pick of the Lists (RiverCentre meeting rooms 13 and 14)
concurrent sessions in 2 adjacent rooms
"Rep Picks" lists & order forms compiled in folders for booksellers
- 12:00 Noon - 1:45 PM Authors Lunch: Moveable Feast (RiverCentre meeting rms 10-12; 15) - tix required
- 11:00 AM - 5:00 PM Exhibitor set-up (time to be confirmed with convention center & decorator)
- 2:00 - 3:00 PM Rep Pick of the Lists, continued (RiverCentre meeting rooms 13 and 14)
- 3:15 - 5:15 PM Bookseller Education Sessions (RiverCentre meeting rooms 10-12, 13, 14,15)
- Time to come MBA General Membership Meeting
- 5:30 - 7:00 PM 6th Annual Midwest Booksellers' Choice Awards Reception with guest authors (317 on Rice Park , next door to RiverCentre) - open to all registered attendees
- (*CHANGED TO BREAKFAST—see above:* Book & Author Dinner - changed to Book & Author Breakfast)

Saturday, October 2

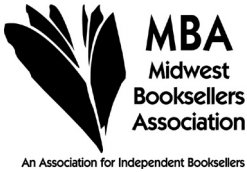
**Children's Book & Author Breakfast / TRADE SHOW EXHIBIT /
Formal Autographings & Cocktail Reception**

- 7:30 - 9:00 AM Children's Book & Author Breakfast (RiverCentre rooms 10-12) - tix required
- 7:30 - 9:00 AM Back-up Exhibitor set-up
- 9:15 AM - 4:30 PM **TRADE SHOW EXHIBIT - 7+ dedicated hours**
(Roy Wilkins Auditorium, RiverCentre) - open to all registered attendees
- 4:30 - 6:00 PM Formal Autographing Sessions and Wind & Cheese Reception
(Roy Wilkins Auditorium - back section, RiverCentre)
- 6:00 PM on Exhibitor move out [possibly earlier if exhibitors have no authors]
- Evening The show is over, but vendors are encouraged to invite booksellers out to dinner on their own. There also are many events in the Twin Cities for people to attend on their own.

PLEASE NOTE:

MBA TRADE SHOW information, including the schedule, registration forms, etc. will be on the MBA website and will be updated over the coming months: www.midwestbooksellers.org

The Trade Show hotels at which MBA will have reserved room blocks are the Crowne Plaza Hotel St. Paul Riverfront, the Saint Paul Hotel, and the Holiday Inn Downtown St. Paul. There also are other hotels nearby in downtown St. Paul at which attendees can choose to book rooms.



2010 MBA Trade Show

Roy Wilkins Auditorium, RiverCentre, and nearby venues in downtown St. Paul, MN

Friday-Saturday, October 1 - 2, 2010

AUTHOR EVENTS at the MBA TRADE SHOW

**** MBA does NOT charge publishers fees for our author events & autographings! ****

**** NO drayage fees on books for our author meal events & Book Awards Reception shipped to the MBA office ****

- Friday, October 1 * Book & Author Breakfast - *several authors under consideration now*
-- IN PLACE OF DINNER to avoid two large events in same evening
-- 3 or 4 author speakers, adult authors - *1 speaker confirmed already*
-- each author speaks for 10-12 minutes
-- approximately 150+ people attend this event
- Friday, October 1 * Authors Lunch "Moveable Feast" - *some authors confirmed already!*
-- 30-32 authors, both adult and children's authors
-- one or two keynote speakers, who are included in total # of authors
-- keynote speakers speak for 10 minutes each
-- approximately 110+ booksellers attend this event
- Saturday, October 2 * Children's Book & Author Breakfast - *2 speakers confirmed already!*
-- 3 or 4 children's book authors and illustrators, picture book to YA
-- each author or illustrator speaks for 10-12 minutes
-- approximately 250 people attend this event
- Saturday, October 2 Formal Autographing Sessions & Wine & Cheese Reception
-- three 30-minute rounds of autographing sessions
-- approximately 10 tables with 1 or 2 authors per table
- Saturday, October 2 Informal In-Booth Signings during the MBA Trade Show Exhibit
-- exhibitors are encouraged to host their authors at their booths
-- exhibitors schedule their authors as they wish during exhibit hours

NOTE: The 2010 Midwest Booksellers' Choice Awards Reception is our other major author event. It will take place on Friday evening, October 1. The featured authors will be the Award and Honor Book winners who are able to join us and speak at this event. NOTE: We have changed the Dinner to a BREAKFAST on Friday, so that the Book Awards Reception is the one big event of the evening.

- ◆ Publishers must provide complimentary books or ARCs in appropriate quantities for these events.
- ◆ Authors pre-sign their books for the three meal events and the Book Awards Reception.

*** Publishers, submissions are closed now for authors to be MBA Trade Show speakers. Please do submit your authors for the Authors Lunch ASAP - we can still accommodate some additional authors. Authors for formal autographing sessions and informal in-booth signings are due by August 20.**

Submission Deadlines - but please give us your info ASAP, especially for speakers!

- * June 4 Author recommendations for SPEAKERS for the Book & Author Dinner, Children's Book & Author Breakfast, and the KEYNOTE SPEAKER(s) for the Authors Lunch
- August 1 Author recommendations for participation in the Authors Lunch
- August 20 Author requests for formal autographing sessions and informal in-booth signings

Please contact us with any questions. Thank you in advance for sponsoring your authors at the MBA Trade Show!

Contact: Susan Walker, Executive Director, susan@midwestbooksellers.org or susan.walker.books@gmail.com
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Please E-mail and mail information about each author and book, including catalog copy, author bio, ARC.