

**2010 Midwest Booksellers Association Trade Show  
PRELIMINARY Information as of August 23, 2010**

Highlights

Educational Programming/Sponsors

Trade Show Details / Exhibit Hours

Midwest Booksellers' Choice Awards Reception

Book & Author Breakfasts and Authors Lunch / Formal Autographings & Reception

Contact Information

***From MBA Executive Director Susan Walker:***

"The 2010 MBA Trade Show gives our booksellers and exhibitors MANY reasons to network and do business together. Our concentrated two-day schedule provides a full day of education sessions, rep picks, and bookseller buzz, plus our outstanding book & author events featuring Jeffrey Zaslow, Walter Mondale, Antonya Nelson, Loren Long, Suzanne Collins, Tony diTerlizzi and many more. We have a full day devoted to our Trade Show Exhibit, too. In this year when all of us need the best value for our dollars, the 30th Annual MBA Trade Show is going to deliver!"

**HIGHLIGHTS**

**PLEASE NOTE! THESE DETAILS ARE SUBJECT TO FURTHER CHANGE**

**JOIN US FOR THE 2010 MBA TRADE SHOW**

**Friday-Saturday, October 1-2**

**RiverCentre (the St. Paul convention center) and nearby venues  
St. Paul, Minnesota**

**PRELIMINARY SHOW DETAILS**

**Education Sessions (Friday) – preliminary list only; may be subject to change**

Sponsored by Random House, Inc.

Education is provided jointly by MBA and ABA, with additional support from Above the Treeline/Edelweiss and other presenters.

Education will be offered on Friday morning and afternoon. There is NO programming on Thursday this year. The specific schedule of which sessions take place when is not finalized yet.

ABA's IndieCommerce and Selling Digital Content

Creating Buzz – from Author and Editor to Sales Rep and Booksellers to Customers

E-Marketing and Independent Bookstores

Beyond Customer Loyalty: Creating a Community of Customers

Children's book programming – turning kids on to writing as well as reading

Local First Initiatives

First Timer's Orientation

plus updates from ABA on Sales Tax Fairness and from ABFFE on current free speech and censorship issues

**Bookseller-Exhibitor Opportunities (Friday & Saturday)**

One-Day Exhibit with Longer Hours (Saturday)

Pick-of-the-Lists Presentations (Friday)

One-on-One Bookseller-Exhibitor Interaction: Appointment Options (Friday, Saturday)

"Place Those Orders!" Raffle (Saturday)

## **Book & Author Events (Friday & Saturday)**

Midwest Booksellers' Choice Awards & Welcome Reception (Friday)  
**celebrating the 2010 Midwest Booksellers' Choice Award and Honor Book Winners!**

Adult Book & Author Breakfast (Friday) – 4 speakers  
Authors Lunch: A Moveable Feast (Friday) – 2 keynote speakers, 30+ adult & children's authors  
Children's Book & Author Breakfast (Saturday) – 4 speakers  
Formal Autographing Sessions during final Cocktail Reception (Saturday)  
Informal Author Signings at Exhibitors' Booths (Saturday)

**TENTATIVE but probable:** This event ties in with the Trade Show, but it is NOT organized or run by MBA. MBA will promote it actively to our attendees.

"Killer Cocktails 2010: Name Your Poison" -- sponsored by Sisters in Crime & Twin Cities area mystery/crime authors  
Thursday evening, September 30 – location to come, but close to RiverCentre  
Contact person: author Erin Hart, [mail@erinhart.com](mailto:mail@erinhart.com)

## **Other Events**

General Membership Meeting (Friday)  
Wine & Cheese Reception and Formal Autographing Sessions – open to all attendees (Saturday)

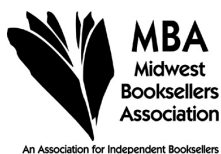
The MBA Trade Show is a members-only Show. Participants must be current 2010-2011 members.  
Authors must attend under the auspices of their publishers.

**The MBA Trade Show hotels are the Saint Paul Hotel, 1 block from RiverCentre, and the Crowne Plaza St. Paul Riverfront, 3 blocks from RiverCentre; and the Holiday Inn RiverCentre, 1 block from RiverCentre.** MBA has room blocks at these three hotels. Info for making reservations is on the MBA website on the main Trade Show page.

Questions, more information: *Please note our new address, phone, fax*

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

## CHRONOLOGICAL SCHEDULE OF EVENTS



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

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

This is a PRELIMINARY schedule and subject to change. It is similar to our 2-day 2009 schedule.

***Check the MBA website for updates and information: [www.midwestbooksellers.org](http://www.midwestbooksellers.org)***

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

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

**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)
- 5:30 - 7:00 PM 6<sup>th</sup> 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 Cocktail 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](http://www.midwestbooksellers.org)

## FEATURED AUTHORS AT THE SHOW

### 1) Midwest Booksellers' Choice Awards Reception

#### The 2010 Midwest Booksellers' Choice Awards Will Be Celebrated at the 2010 MBA Trade Show!!

Friday evening, October 1, 5:30-7:00 PM, the MBA Trade Show is highlighted by our sixth annual **Midwest Booksellers' Choice Awards Reception!** During the reception we will feature our Award and Honor Book recipients and present awards to all of our winning authors. .

**We're delighted that these Midwest Booksellers' Choice Award authors will join us and speak at the reception:**

**Jeffrey Zaslow; Loren Long**  
*Maggie Stiefvater (via video only)*

**David Rhodes, Jeff Hertzberg and Zoë François;  
Jim Perlman, Deborah Cooper, Mara Hart, and/or Pamela Mittlefehldt; Kathy-jo Wargin**

[Authors Lorrie Moore and Neil Gaiman are unable to attend.]  
[The late Bill Holm's award will be accepted on his behalf by Milkweed Editions.]

Signed copies of the attending authors' books will be available at the reception, which takes place at 317 on Rice Park, downtown St. Paul (next to RiverCentre & the Ordway Center). The event includes a cash bar and hors d'oeuvres.

\* = this book is also a Midwest Connections Pick

#### 2010 Award Winners

##### FICTION

###### **A Gate at the Stairs**

Lorrie Moore  
Knopf / Random House  
\$25.95, hc 9780375409288  
Vintage / Random House  
\$15.00, ppr 9780375708466

##### NONFICTION

###### \* **The Girls From Ames:**

###### **A Story of Women & a Forty-Year Friendship**

Jeffrey Zaslow  
Gotham Books / Penguin Group USA  
\$16.00, ppr 9781592405329

##### POETRY

###### \* **The Chain Letter of the Soul:**

###### **New and Selected Poems**

Bill Holm  
Milkweed Editions  
\$18.00, ppr 9781571314444

##### CHILDREN'S PICTURE BOOK

###### \* **Otis**

Loren Long  
Philomel / Penguin Group USA  
\$17.99, hc 9780399252488

##### CHILDREN'S LITERATURE

###### \* **Shiver**

Maggie Stiefvater  
Scholastic Press  
\$17.99, hc 9780545123266  
\$8.99, ppr 9780545123273

#### 2010 Honor Books

##### FICTION

###### \* **Driftless**

David Rhodes  
Milkweed Editions  
\$16.00, ppr 9781571310682

##### NONFICTION

###### \* **Healthy Bread In Five Minutes a Day**

Jeff Hertzberg & Zoë François  
Thomas Dunne Books / St. Martin's Press / Macmillan  
\$27.99, hc 9780312545529

##### POETRY

###### **Beloved on the Earth:**

###### **150 Poems of Grief and Gratitude**

Jim Perlman, Deborah Cooper, Mara Hart, Pamela Mittlefehldt,  
Eds.  
Holy Cow! Press  
\$16.95, ppr 9780977945894

##### CHILDREN'S PICTURE BOOK

###### \* **Moose on the Loose**

Kathy-jo Wargin  
Illustrated by John Bendall-Brunello  
Sleeping Bear Press  
\$15.95, hc 9781585364275

##### CHILDREN'S LITERATURE

###### **Odd and the Frost Giants**

Neil Gaiman  
HarperCollins  
\$14.99, hc 9780061671739

## 2) Book & author events for which tickets are required

### Book & Author Breakfast, Friday, October 1

Jonathan Evison, WEST OF HERE (Algonquin Books)  
Laurie Ritzel, NEWS TO ME (University of Minnesota Press)  
Walter Mondale, THE GOOD FIGHT (Scribner / Simon & Schuster)  
Antonya Nelson, BOUND (Bloomsbury USA / Macmillan)

### Children's Book & Author Breakfast, Saturday, October 2

Suzanne Collins, MOCKINGJAY (Scholastic Press)  
Anna Dewdney, LLAMA, LLAMA, HOLIDAY DRAMA (Viking / Penguin)  
Tony diTerlizzi, THE SEARCH FOR WONDLA (Simon & Schuster)  
Joyce Sidman, DARK EMPEROR AND OTHER POEMS OF THE NIGHT (Houghton Mifflin Harcourt)

### Authors Lunch – A Moveable Feast, Friday, September 25

This event will include 30+ authors, both adult books and children's books authors.

#### Keynote speakers \*:

Joan Steffend, AND SHE SPARKLED (Tristan Publishing)  
Simone Elkeles, RETURN TO PARADISE (Flux / Llewellyn) *and* RULES OF ATTRACTION  
(Bloomsbury USA / Macmillan)

#### Adult Book Authors: -- including the speakers

Lori Armstrong, MERCY KILL (Touchstone / S&S)  
Alex Cohen, DOWN AND DERBY (Counterpoint / PGW)  
Carl Elliott, WHITE COAT, BLACK HAT (Beacon Press)  
Kathleen Ernst, OLD WORLD MURDER (Midnight Ink / Llewellyn)  
Kevin Fenton, MERIT BADGES (New Issues / Western Michigan University Press)  
Susan Gilbert-Collins, STARTING FROM SCRATCH (Touchstone / S&S)  
Peter Geye, SAFE FROM THE SEA (Unbridled Books)  
Robert Hellenga, SNAKE WOMAN OF LITTLE EGYPT (Bloomsbury USA / Macmillan)  
Amy Lou Jenkins, EVERY NATURAL FACT (Holy Cow! Press / CBCD)  
Adam Levin, THE INSTRUCTIONS (McSweeney's / PGW)  
Wendy McClure, THE WILDER LIFE (Riverhead / Penguin)  
Harley McIlrath, POSSUM TROT (Ice Cube Press)  
John Reimringer, VESTMENTS (Milkweed Editions / PGW)  
Kimberla Lawson Roby, LOVE, HONOR, AND BETRAY (Grand Central Publishing / Hachette)  
Diane Sanvidge Sekar & Jean Sanvidge Wouters, PENNY LOAFERS & BOBBY PINS  
(Wisconsin Historical Society Press)  
\* Joan Steffend, AND SHE SPARKLED (Tristan Publishing)  
Alexa Stevenson, HALF BAKED (Running Press / Perseus Books Group)  
Jay Weiner, THIS IS NOT FLORIDA (University of MN Press)  
Stanley Gordon West, BLIND YOUR PONIES (Algonquin Books)

#### Children's Book Authors:

Andrea Cremer, NIGHTSHADE (Penguin Group)  
Michelle Edwards, THE HANUKKAH TRIKE (Albert Whitman)  
\* Simone Elkeles, RETURN TO PARADISE (Flux / Llewellyn) *and* RULES OF ATTRACTION (Bloomsbury USA)  
Kat Falls, DARK LIFE (Scholastic)  
Marie-Louise Gay, ROSLYN RUTABAGA AND THE BIGGEST HOLE ON EARTH! (Groundwood Books / PGW)  
Michael Hall, PERFECT SQUARE (HarperCollins)  
Warren Hanson, SEA OF SLEEP (Scholastic)  
Margi Preus, HEART OF A SAMURAI (Abrams)  
Phyllis Root & Betsy Bowen, BIG BELCHING BOG (University of MN Press)  
Dr. Cuthbert Soup, ANOTHER WHOLE NOTHER STORY (Bloomsbury USA)  
Clare Vanderpool, MOON OVER MANIFEST (Random House)

### 3) Author autographings

**Formal autographing sessions** will take place on Saturday, October 2, 4:30 – 6:00 PM, during our wine & cheese reception open to all show attendees. We anticipate having about 30 authors doing autographings.

**Informal signings** will take place during the Trade Show Exhibit at publishers' booths. Publishers can plan for their authors as they wish during this time, and MBA will compile an overall schedule of these informal signings.