



An Association for Independent Booksellers

## Midwest Booksellers Association

3407 West 44<sup>th</sup> Street, Minneapolis, MN 55410

Phone 612-926-5868 / Fax 612-926-6657

E-mail [susan@midwestbooksellers.org](mailto:susan@midwestbooksellers.org)

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

Trade Show info at <http://www.midwestbooksellers.org/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.

**PLEASE GIVE THIS LETTER TO THE CORRECT PERSON  
IF YOU ARE NOT THE ONE WHO NEEDS THIS INFORMATION. THANKS!**

May 19, 2010

Dear Publicity, Events, Marketing and Sales Directors and Managers,

The 2010 Midwest Booksellers Association (MBA) Trade Show will be held **Friday – Saturday, October 1-2**, at **RiverCentre (the St. Paul Convention Center) and nearby downtown St. Paul venues, Minnesota.**

The response to last year's 2-day MBA Trade Show was strong. Close to 900 people attended, including 360 booksellers representing close to 100 bookstores, and 237 publishing personnel representing nearly 500 publishing companies, either directly or through distribution or commission sales groups. Publishers sponsored 134 authors, who are always one of the highlights of our show. We are looking forward to welcoming you and your authors to the MBA Trade Show again in 2010!

Each year our MBA Trade Show book & author events, particularly our Book & Author Dinner [*probably converting to a Breakfast this year*], our Children's Book & Author Breakfast, and our Authors Lunch: A Moveable Feast, are key attractions at our show, proven incentives which encourage enthusiastic bookseller participation. Last year, 250 people attended our Children's Book & Author Breakfast, and our Book & Author Dinner drew a sell-out crowd of over 150 people. Our Authors Lunch brought 30 authors and over 100 booksellers together for lively conversations which were thoroughly enjoyed by all. Behind these events, of course, lies MBA's on-going partnership with YOU, our publisher members, for which we thank all of you. Your very generous support in sponsoring your authors and these events and providing books for autographings is essential to our Trade Show's success.

**We welcome your recommendations of your Fall or late Summer 2010, or Winter 2011 authors for our 2010 MBA Trade Show book and author events. Please note the specific days and dates for this year's events.**

- ◆ **FRIDAY, 10/1/10 -- Authors Lunch: A Moveable Feast (both adult and children's authors)**
- ◆ **FRIDAY, 10/1/10 -- Book & Author BREAKFAST [formerly Dinner] (adult authors) BREAKFAST is probable**

**NOTE:** We are expecting to change our Book & Author Dinner to a BREAKFAST on the same day because we found in 2009 that holding both our Midwest Booksellers' Choice Awards Reception AND our Book & Author Dinner on the same evening was tiring for everyone, even though both events were very successful.

- ◆ **SATURDAY, 10/2/10 -- Children's Book & Author Breakfast (children's and YA authors and illustrators)**

**Please E-mail, mail, or fax details about your author(s) -- catalog copy, author bios, press releases, etc. -- to the MBA office at your earliest convenience. Ideally we would like to receive your information ASAP -- by mid-May and before BEA -- although we'll consider authors submitted by our June 4 DEADLINE (and afterwards, as space permits.)**

**Our Board of Directors will review our possible choices and make preliminary selections before BEA, if we can.** We anticipate making final decisions by late spring or early summer -- by mid-June at the latest. Although we are interested primarily in authors with new late Summer or Fall 2010 or forthcoming Winter 2011 books, we are willing to consider an author with a Spring 2010 book who complements our overall roster of speakers -- particularly if he or she is a major author from our region.

Our goal for these book & author events is to offer our booksellers the most interesting and entertaining group of author speakers possible. Acclaimed and popular "big name" authors are an essential part of the program, of course. We also will be highlighting authors whose books are among our **2010 MIDWEST CONNECTIONS PICKS**. **We are requesting that publishers propose these authors NOW so that we can establish as many early commitments as possible.** Overall we are looking for a balanced line-up of speakers. A mix of Midwest regional and national authors, authors from a range of publishers, well-known authors and those who are fast on the rise, fiction versus nonfiction, humor versus serious subject matter, author gender, age, and ethnicity are just some of the factors we consider when putting together what we believe will be exciting and enlightening events for booksellers. An author's experience and ease with public speaking also are very important considerations, particularly for the Breakfast (formerly Dinner), Children's Breakfast, and Authors Lunch featured speakers.

We are eager to have ALL interested authors attend the 2010 MBA Trade Show to meet our booksellers. This summer you will receive information and forms to use in submitting your authors for our popular formal autographing sessions, which will be held again this year in conjunction with our final Wine & Cheese Reception on Saturday, October 2.

Thank you in advance for your prompt response. If you have any questions or comments, please be sure to let me know. With your help, we anticipate another series of highly successful book and author events for the 2010 MBA Trade Show!

Best wishes,

Go to <http://www.midwestbooksellers.org/trade-show/> for preliminary 2010 MBA Trade Show information.

*Susan Walker*

Susan Walker, MBA Executive Director -- on behalf of the MBA Board of Directors