

# WELCOME TO THE 2009 MBA TRADE SHOW!

## Welcome, Midwest Booksellers Association members!

If you're a new member joining us for the first time, we look forward to meeting you at the show and introducing you to all our association has to offer. If you're a returning member, we're glad to see you again!

We have a very full two-day schedule this year. **Be sure to take a close look at the Schedule of Events included in this program!** In addition, please download and print in advance, or pick up at the show, the separate lists of exhibitors' special offers, author autographing sessions, MBA Catalog titles, and Midwest Connections Picks titles that you will need. There's plenty to keep you busy!

Please be sure to let us know if you have questions or need assistance during the Trade Show (or throughout the year, of course...). Our MBA Board members will be happy to talk with you— look for the people with the *Board of Directors* ribbons on their badges. And our MBA Registration staff are eager to help you—they're the people with the bright green ribbons on their badges.

### MBA BOOKSELLERS -- Don't Delay!

#### Plan Today to Save \$\$ and Get Great Deals at the Show!

Booksellers, the Trade Show Exhibit is a great chance to buy books and save money for your stores. We have an outstanding group of exhibitors ready to do business with you this year. In fact, the Trade Show wouldn't even be *possible* without the involvement and financial support of the publishers, distributors, wholesalers, and other vendors who will be exhibiting with us.

It takes both booksellers and exhibitors working together productively to make the MBA Trade Show a success. Our exhibitors want to meet you face-to-face, discuss issues and ideas with you, and—of course—sell you the wide range of books, products, and services that they have to offer.

**We urge every MBA bookseller to:**

**Schedule appointments with all of the exhibitors you particularly want to see.** Don't take a chance on missing the vendors with whom you need to do business. Organize your time in advance to be as productive as possible.

**Put your store on publishers' "radar"!** **Promote your store actively and effectively.** If you're looking for author events, promotional support, coop, and help with developing new business, give publishers a reason to help you. Come to the Trade Show with information, photos, and hand-outs about your store, your community, and your ideas that you can share with vendors.

**Talk! Communicate! Voice your concerns!** Changes don't take place by themselves. The Trade Show is a perfect opportunity to be heard. Take full advantage of it.

**Place orders.** Many of our exhibitors have special offers available at the Trade Show. In order to take maximum advantage of them, review carefully the **Special Offers** information that you can download from the Trade Show "2009 Bookseller Registration & Information" page on the MBA website. Prepare your orders and bring them to the show, or place them electronically and bring documentation with you. The final updated printed list of

Special Offers will be available at the show, too. Be sure to call or see your rep if you have questions. In addition, if you don't see some publishers listed here, they may have missed our deadline, so please contact your rep to check.

**Be sure to order MBA Catalog titles!** The list of 2009 MBA Catalog titles in an Excel file is posted on the "Bookseller Catalog Information" page on the MBA website, and printed copies are available at the show. Look for Catalog titles on display throughout the exhibit area— they'll be flagged so you can spot them easily. **Visit the MBA Catalog Display - along the left side of the Exhibit - to check out these books!** **Preview the 2009 MBA Catalog itself, too.**

**Order, promote and sell our Midwest Booksellers' Choice Award winners and honor books.** You'll find a list of these winning titles on page 7 in this program, or on the MBA website - click on AWARDS. Meet many of the winning authors at our Book Awards Reception on Friday, too!

**Order, promote and sell our featured 2009 Midwest Connections Picks books.** Take a look at all of these books at our display in the Trade Show Exhibit. Many Midwest Connections authors will be at the Show this weekend, too. Meet them in person and get signed copies of their books!

**Enter the 13th annual MBA "Place Those Orders!" Contest - for BOTH Booksellers and Exhibitors!** This year again, MBA is sponsoring our contest to encourage orders at the show. The more orders you place or receive, the more chances you'll have to win! See page 25 for all the details.

**QUESTIONS? Please contact us during the show or in advance at the MBA office. We'll be glad to help.**

### TRADE SHOW PHONE NUMBERS & CONTACTS

Midwest Booksellers Association Office  
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Twitter <http://twitter.com/MidwestBooks>

MBA Trade Show Registration  
Roy Wilkins Auditorium Foyer at RiverCentre  
TEL 651-726-1810 at the show on September 25-26 only

RIVERCENTRE - the St. Paul Convention Center  
175 West Kellogg Blvd, St. Paul, MN 55102  
Pat Lealos, Event Manager  
E-MAIL [plealos@rivercentre.org](mailto:plealos@rivercentre.org)  
WEBSITES [www.rivercentre.org](http://www.rivercentre.org) ; [www.visitstpaul.com](http://www.visitstpaul.com)  
*maps, floor plans, parking, city information*  
TEL 651.265.4830 / FAX 651.265.4899 / CELL 651-707-2560

A&N Convention Services, Inc. *MBA Trade Show decorator*  
Roger Taylor, President  
E-MAIL [info@anconvention.com](mailto:info@anconvention.com)  
TEL 320/253-4050 / FAX 320/253-3324

**PROBABLE FUTURE MBA TRADE SHOW DATES**  
October 1-2, 2010 / *Friday-Saturday*  
RiverCentre, St. Paul, MN