



2009 MBA PUBLISHER / VENDOR MEMBERSHIP BENEFITS

www.midwestbooksellers.org

**We help you partner with our member independent bookstores
to SELL MORE BOOKS!**

MBA PROGRAMS & SERVICES - *An Overview of Opportunities for Publishers*

Please contact us for more information and assistance:

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Go first to our new MBA website www.midwestbooksellers.org for information, news posts and updates, popular downloads, and more. Contact us with questions, requests, suggestions. We want to work with you!

Our "Strong Partnerships" strategic initiative

Building bookseller/publisher connections that SELL BOOKS

- MBA - your first source for information about our Midwest bookstores - targeted marketing advice, inside knowledge, maps, directories, and more.
- FREE customized and targeted MBA bookstores list in Excel file format - effective sales & marketing assistance in connecting with our stores.
- NEW value-added advertising packages coming soon - combine electronic and print advertising opportunities to reach MBA booksellers and/or their book-reading customers.
- Pro-active communication outreach to members - by e-mail & phone to both booksellers and publishers.

Our "Bricks and Clicks" strategic initiative

featuring the MBA website -- www.midwestbooksellers.org

- MBA's NEW expanded and re-designed website - greater public visibility for our stores; more information and resources for members in an easier-to-use format.
- News posts and updates on the MBA website home page - *sign up for RSS feeds, too!*
- NEW MBA member bookstores directory at www.midwestbooksellers.org . The directory is be searchable by store name, city, state, and other categories such as book clubs and events.
- Weekly Heartland Bestseller List e-mailed to 1200+ in the book industry and posted on our website. Many of our member bookstores post this list in their stores and on their websites.
- Frequent "MBA Flash" news e-mails to members.
- FREE! *We can help distribute your time-sensitive information to our stores via broadcast e-mails. These will reach stores publishers don't include in their direct accounts contacts lists.*
- NEW online advertising opportunities for vendors on our redesigned website.
NEW electronic advertising opportunities on our weekly Constant Contact Bestseller Lists e-mails.
- MBA education and information support helps our booksellers use technology effectively to SELL MORE BOOKS.

Our innovative MIDWEST CONNECTIONS Regional Marketing Program



Go to www.midwestbooksellers.org/category/midwest-connections/ for more info.

- MBA's comprehensive regional marketing initiative, now entering its third full year, promotes books and authors and SELLS MORE BOOKS. 12 Midwest Connections Picks titles were on the Heartland Indie Bestseller List during 2008!
- Prominent banners and web pages for Midwest Connections Picks books on the MBA website. Stores can download FREE promotional materials, photos, and book information from these pages.
- Customized promotions developed jointly by MBA and publishers, incorporating author and other events, in-store promotion, advertising, plus MBA's Catalog, Trade Show, Book Awards, education, website, and more.
- Our FREE customized and targeted MBA bookstores list in Excel file format matches each Midwest Connections Picks book and author with the stores most interested in them.
- Our Bookstore Event & Media Guide is available FREE to publishers as an Excel spreadsheet file for flexibility of use.
- MBA's FREE "Advance Access" e-mail service for publishers & booksellers helps you get your ARCs to interested booksellers. This service is available for any titles you want to promote to our stores.
- Targeted assistance with regional bookstore itineraries for author events. MBA store location maps and lists available on request.
- MBA bookstore specialties list and demographic information available on request.
- FREE "Midwest Connections Picks" book stickers for bookstores and participating publishers. Free Midwest Connections promotional, advertising and display materials for stores.
- Midwest Connections has a low \$250 per title publisher participation fee.

The 2009 MBA Trade Show -- St. Paul, Minnesota: - Friday-Saturday, September 25-26

"I am planning on bringing as many of my staff as I can to the regional trade shows. As a new bookstore, I can't afford to send many people to BEA. The regional shows will be 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 is 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!" Lanora Hurley, Owner/Children's Buyer/Accounts Payable, Next Chapter Bookshop (formerly Harry W. Schwartz), Mequon, WI

- Exhibit opportunities focused on doing business and selling books - new schedule options to maximize the impact of the Exhibit.
- "Pick-of-the-Lists" presentations and other opportunities for publishers and booksellers.
- Education for both booksellers and publishers - including more computer technology sessions.
- Many author event opportunities, including our popular Midwest Booksellers' Choice Awards Reception.
- Please see the Trade Show page at www.midwestbooksellers.org for more testimonials from our booksellers about the importance of your presence at our show, and for more details about the show itself.

The 2009 MBA Catalog

"Not only were sales WAY up this year, but this has been my BEST holiday season in the 8 years I have been in business! MBA Catalog sales are up. In addition, because of what they saw in the Catalog, I sold other related titles. I think it is important to note this because the MBA Catalog sales actually transcend the catalog's own content."

-- Angela Grafstrom, Inspiration Hollow, Roseau, MN

- Incentive programs for booksellers and publishers to increase participation and SELL MORE BOOKS.
- Cross-promotion with our MIDWEST CONNECTIONS marketing program, our Midwest Booksellers' Choice Awards, the MBA Trade Show, our online advertising opportunities, and more.
- The MBA Catalog promoted online through the MBA website and our member stores' websites.
- More personal recommendations from MBA booksellers for advertised titles.
- Customized catalogs and individualized marketing guidance for MBA bookstores to maximize the effectiveness of the MBA Catalog.

Our 2009 Midwest Booksellers' Choice Awards

- Opportunities for our booksellers and publishers to promote Midwest titles and authors and SELL MORE BOOKS.
- Cross-promotion with our MIDWEST CONNECTIONS marketing program, the MBA Catalog, the MBA Trade Show, the MBA website, and more.
- Award-winning authors featured at the Midwest Booksellers' Choice Awards Reception during the MBA Trade Show - a hit with booksellers every year!
- Opportunities for media exposure and author events with MBA stores and book clubs around the region.
- Award-winning titles featured in the MBA Catalog at no charge to their publishers.
- Award and Honor Book stickers, shelf-talkers and signs available free to MBA bookstores. Publishers can purchase rolls of stickers from MBA at a low cost.



Our MBA Spring Meeting

- Bookseller education; booksellers and publishers networking lunch.
- Publishers and sales rep groups "Pick of the Lists" presentations.
- Midwest Connections Authors Reception with 5-6 featured authors of books set in the Midwest.

MBA products: "Signed Copy" book stickers, acrylic book easels

- Our "Signed Copy" book stickers are used by bookstores, publishers, and authors alike.
- Our clear acrylic book easels make trade show exhibit displays easy to set up - and you can create a great display with fewer books this way, too.

The Midwest Booksellers Association Mission Statement

To strengthen Midwest independent booksellers and their partnerships within the larger bookselling and publishing community by providing opportunities to network and exchange information, educational programs, and tools to sell books to their customers and to grow a vibrant book culture.

**Publisher/Vendor membership dues are \$140 per company
for the current membership year -- July 1, 2009 – June 30, 2010
Please join us and partner with our independent booksellers
to SELL MORE BOOKS in the Midwest!**

*Thank you for supporting the Midwest Booksellers Association
and our member independent bookstores!*