



2009 Midwest Booksellers Association Trade Show
 September 25-26 • RiverCentre • 175 West Kellogg Blvd. • Downtown St. Paul, MN



- **Registration / Payment Deadline -- August 14, 2009. Payment must include Exhibit space fees and Membership dues.**
- **The Trade Show Exhibit is SATURDAY ONLY -- 9:15 AM – 4:30 PM**
- **If you represent other publishers or companies, please e-mail kati@midwestbooksellers.org a complete list for the Show Program now.**
- **Let us know if you have any questions – we'll be happy to help!**

Fill out or attach business card

Company name	Date
Address	City/State/Zip
Trade Show Contact	Title
Phone	Fax
	E-mail

Shipping instructions will be sent when we assign your space number(s).

Do not ship directly to RiverCentre.

Print company name to appear on sign: – [Table sign is included with reserved space.]

Indemnification

Exhibitor shall indemnify, defend and hold harmless MBA and its directors, officers, employees and agents from and against any and all liabilities, losses, damages, claims (including claims for personal injury), costs or expenses (including attorneys' fees) of any kind which MBA or its insurers may incur, suffer, pay or be required to pay in any way arising from or in connection with any action, inaction or use of the premises of or by Exhibitor or any of its directors, officers, employees, agents or invitees. Exhibitor understands and agrees that MBA shall not be responsible for any damage, loss, theft or destruction of any property of Exhibitor or any personal or other injury or damage to Exhibitor or its directors, officers, employees, agents or invitees. Exhibitor shall also be fully responsible to pay for any and all damages to property owned by Minneapolis Convention Center, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of its property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury of other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of Minneapolis Convention Center, or any part thereof.

You MUST sign and date here for your registration to be complete.

Exhibitor Signature	Date	Print Name
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Reserve exhibit space: - Each reserved space includes a draped table, 2 chairs, and a sign

Reminder:

- Exhibitors at the MBA Trade Show do NOT pay additional fees for rep picks participation, author badges, their authors' participation in meal events or in formal or informal autographings, or for exhibitor personnel badges ordered by 9/13/09.
- Exhibitors receive a FREE Excel file of MBA member stores to use in sending info about their titles, authors, and special offers at the Show.
- The MBA Trade Show is a members only show. See membership form on page 4.
Provide your sales reps' contact information, as well as main office contacts.

A. Regular Exhibit Table Space – choose table size: 8' x 24" or 6' x 24"
 8' wide x 6' deep; no pipe & drape walls or backdrop
 Reserve _____ Regular Table spaces -- **\$615 ea.**-----=\$_____

B. Small Exhibit Table Space -- one 4' x 24" table only
 5' wide x 6' deep; no pipe & drape walls or backdrop
 Reserve _____ Small Table spaces -- **\$295 ea.**-----=\$_____

C. Backdrop Exhibit Table Space – choose table size: 8' x 24" or 6' x 24"
 8' wide x 8' deep; high drape backdrop, no low side drapes
 Reserve _____ Backdrop Table spaces -- **\$695 ea.**-----=\$_____

D. Premium Pipe & Drape Booth Space – choose table size: 8' x 24" or 6' x 24"
 10' wide x 10' deep; high drape backdrop & low side drapes
 Reserve _____ Premium Booth spaces -- **\$855 ea.**-----=\$_____

Position my exhibit space next to this other exhibitor:

Note these considerations in making my exhibit space assignment:

⇒Exhibit Fee Subtotal =\$_____ Enter on Payment Form

Order electrical / telephone/internet / television service:

I need electrical service. I will arrange this directly with RiverCentre. Please send details.

I will need telephone/internet service/rental. I will arrange this directly with RiverCentre. Please send details.

I will need television service/rental. I will arrange this directly with RiverCentre. Please send details.

Reminder:

- Exhibitors may not bring in their own furniture without permission in advance from MBA and our decorator A&N Convention Services. Contact the MBA office no later than the August 14 deadline if you wish to do this.
- If you plan to use a floor dump, spinner rack, or floor display unit at your table/booth, it must fit within your exhibit space, and not extend into the aisle [See space dimensions.]
- If you plan to use a free-standing portable booth or display, it must have an effective height of no more than 6' from the floor and must fit within the width of your exhibit space, and not extend into the aisle. [You must order space C or D. See space dimensions.]

Order optional furniture: NOTE: Each reserved space includes 1 draped table (choose table size on previous page), 2 chairs, and a sign.

I need the following furniture: Check one -- **instead of** **in addition to** the standard furniture which comes with spaces A, B, C and D.

Specify how many of each item you are ordering.

- _____ extra 8' x 24" draped table(s) @ \$65. = \$ _____
- _____ extra 6' x 24" draped table(s) @ \$65. = \$ _____
- _____ extra 4' x 24" draped table(s) @ \$50. = \$ _____
- _____ round cocktail table(s) 30" diameter Check one: table height or bar height @ \$40. = \$ _____
- _____ folding chair(s) @ \$5. = \$ _____
- _____ high stool(s) @ \$25. = \$ _____
- _____ 8' long x 12" high table top riser(s) @ \$40. = \$ _____
- _____ 6' long x 12" high table top riser(s) @ \$35. = \$ _____
- _____ 4' long x 12" high table top riser(s) @ \$30. = \$ _____
- _____ easel(s) @ \$20. = \$ _____

⇒ Optional Furniture Fee Subtotal = \$ _____ Enter on Payment Form

There will be no cancellation refunds after August 14, 2009. Full payment will be required of all registered exhibitors after this date. Payment must be complete by August 14, or you will not be allowed to exhibit.

You will not be invoiced unless you specifically request it.

Send exhibitor registration, membership, and payment forms to:

**Kati Gallagher, Assistant Director
Midwest Booksellers Association
3407 W 44th Street, Minneapolis, MN 55410
612-926-5868, 800-784-7522, Fax 612-926-6657
kati@midwestbooksellers.org**

Order exhibitor personnel badges: -- Deadline for ordering without charge – Friday, 9/13/09

- **There is no charge for exhibitor personnel badges ordered by Monday, 9/13/09.**
- **Exhibitor personnel badges ordered after 9/13/09 or requested at the Show will cost \$20 ea.**
- **Exhibitors' family members (including children old enough to walk around) MUST have badges to enter the exhibit. The Trade Show is a business meeting. Children may attend at their parents' discretion, but are NOT encouraged.**
- **Author badges are free. Authors' guests require badges - \$35 ea. Provide names on separate sheet or by e-mail. Include payment with registration.**
- **All badges are held for pick-up at the MBA Trade Show Registration Desk.**

Exhibitor Personnel Badges. Please print clearly! List attending authors' names on the "Your Authors at the MBA Show" form, NOT HERE.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____

FILL OUT OR ATTACH BUSINESS CARDS. List all pertinent sales, marketing, and publicity contacts. Make copies of this page as needed. Thank you for joining MBA!

Company _____

Contact name 1. _____ 2. _____

Position/title _____

Address _____

City/State/Zip _____

Phone _____

Toll free _____

Fax _____

Email _____

Website _____

States Rep serves _____

Contact name 3. _____ 4. _____

Position/title _____

Address _____

City/State/Zip _____

Phone _____

Toll free _____

Fax _____

Email _____

Website _____

States Rep serves _____

Renewal
 New Membership

We are a:

PUBLISHER
 We publish titles with Midwest regional content
 We are a Book Sense Publishing Partner

COMMISSION REP [Attach list of publishers you represent.]

DISTRIBUTOR [Attach list of publishers you distribute.]

WHOLESALER

SIDELINES

OTHER VENDOR

Our company specializes in the following types of books/products:

Susan Walker, Executive Director
Kati Gallagher, Assistant Director
MBA, 3407 W 44th Street
Minneapolis, MN 55410
612-926-5868, 800-784-7522
Fax 612-926-6657
susan@midwestbooksellers.org
kati@midwestbooksellers.org

Midwest Booksellers Association
Susan Walker, Executive Director / Kati Gallagher, Assistant Director
3407 W 44th Street, Minneapolis, MN 55410 / 612-926-5868, 800-784-7522, F 612-926-6657
susan@midwestbooksellers.org, kati@midwestbooksellers.org, www.midwestbooksellers.org

Payment Form

You must also attach pertinent paperwork for dues payment, trade show registration, meal ticket order form, ad reservation form, etc.

Date _____

Company _____ Contact _____

Payment for:

\$140.00 2009-2010 Membership Dues (complete membership form on page 4)

\$_____ **Exhibit space**

\$_____ **Optional furniture**

\$_____ **Exhibitor personnel badges ordered after 9/13/09**

\$_____ **Sponsorship**

\$_____ **Advertising (complete ad reservation form)**

\$_____ **Meals**

\$_____ **Author's guest badges, i.e. spouse, family, friend - \$35 ea.**

\$_____ **Total**

This information is being collected separately to comply with Visa and MasterCard Data Security Rules effective September 30, 2007, and with the Minnesota law effective August 1, 2007 (Minn. Stat. 325E.64; H.F. 1758). This security rule and law prohibit storage of cardholder information and require destruction of cardholder information.

Your credit card information will be stored in a secure area with limited access until the final payment is made. At that time, all information containing your credit card number (including this form) will be destroyed.

PAYMENT METHOD: ___ A check payable to MBA is enclosed for \$_____

___ Visa ___ MasterCard ___ Discover / Amount authorized \$_____ (NOTE: Amex not accepted)

Card No.

____ - ____ - ____ - ____ - ____ - ____ - ____ - ____

Expires ____ / ____

Print name on card _____

Address & Zip on statement _____

Signature _____ (MBA's Tax ID# 36-3381963)