

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

## EXHIBITOR SPECIAL SHOW OFFERS

Please provide this information ASAP -- Deadline August 21, 2009

Special offers are an important incentive in generating orders at the Trade Show.

**MBA will:**

- publish exhibitor/publisher special offers in the 2009 Trade Show Program
- post the information on our website for our bookstores
- periodically e-mail our stores notice of additions made to the special offers list

We also will run our annual "Place Those Orders" raffle for booksellers, which will encourage them to place orders at the Show.

Send this form to MBA, alerting us to expect your special offer.

YES - Our company will have a special offer for the MBA Trade Show.

**Format:**

Email either a Microsoft Word for Windows file (*filename.doc*), or a basic text file (*filename.txt*) to [kati@midwestbooksellers.org](mailto:kati@midwestbooksellers.org) by August 21.

**Important:**

Please do NOT send an Excel spread sheet or a document with any special formatting (tabs, boxes, etc.).

Provide us with your regional sales rep's contact information below. Attach sheets as necessary. Name, phone, fax, and email for each person will be included in the Special Offers listing.

FILL OUT OR ATTACH A BUSINESS CARD FOR CONTACT PERSON AND REGIONAL SALES REPS

1. Company name		Date
Address		City/State/Zip
2. Trade Show Contact		Title
Phone	Fax	E-mail
3. Regional Sales Rep		
Address		City/State/Zip
Phone	Fax	E-mail

Questions? -- Kati Gallagher, [kati@midwestbooksellers.org](mailto:kati@midwestbooksellers.org)  
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