

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

YOUR AUTHORS AT THE MBA SHOW -- Submit Authors for Autographings / Request Author Badges
Please return this form ASAP -- Deadline August 21

FORMAL AUTOGRAPHING SCHEDULE:

Author badges are free. MBA does not charge an administrative or participation fee for autographings.

On Saturday, September 26, from approximately 4:30-6:00 PM, MBA invites our exhibitors' authors to autograph books and meet booksellers during our Formal Autographing Sessions. Each author will sign books for 30 minutes.

These autographings will be held during in the Roy Wilkins Auditorium in RiverCentre, accompanied by a reception with cash bar. Formal autographings will take place only during these specific hours, and the number of authors we can include is limited. A complete formal autographing schedule will posted online and at the show.

MBA will set the autograph schedule for the authors we select for these Formal Autographings. While we cannot provide formal autographing times for all authors proposed to us or guarantee that your authors will be assigned the times requested, we try to accommodate as many requests as we can.

You are welcome to have all of your authors sign books informally at your exhibit booth or table anytime during the MBA Trade Show Exhibit hours: 9:15 AM – 4:30 PM on Saturday, September 26. Exhibitors are urged to bring as many authors as you wish to the Trade Show. You may set your own schedule for your authors to sign books informally at your own exhibit booth or table, and inform MBA of the schedule so that ALL authors' signing times can be included in the complete autographing schedule.

Please note: Authors who are speakers at our book & author meal events also are encouraged to sign books informally during the Exhibit

on Saturday. However, because we expect the speakers' publishers to provide pre-signed copies of the speakers' books for the people who pay to attend these meal events, it is *optional* for speakers to sign extra books during the Exhibit. **Please note that we will NOT schedule formal autographing sessions for book & author meal event speakers, UNLESS you specifically request them for your authors.**

Exhibitors need to provide *at least* 50 complimentary copies (finished books or ARCs) of an author's book for a 30 minute formal autographing – or more, if your author is popular with booksellers. Be certain to assign one of your exhibit staff to assist your authors during their formal autographing sessions. While MBA provides overall supervision and assistance for these autographings, we are not able to assign an MBA staff person to every author individually.

DO NOT SHIP BOOKS BEFORE YOU HAVE YOUR EXHIBIT TABLE NUMBERS AND INSTRUCTIONS. Do NOT ship books directly to RiverCentre. Shipping instructions to our decorator's warehouse will be provided. **Important: Mark book cartons "autographing" and monitor your shipments to ensure their safe arrival.**

We encourage you to host your authors at the MBA Book & Author Dinner or Children's Breakfast [see the Schedule of Events for dates, times, locations]. Be sure to purchase meal tickets in advance for your authors and staff for these events. (Authors who are speakers at these meal events do not need tickets for their own events.)

If you have authors whose attendance is tentative, or if you have questions, contact:

**Susan Walker -- susan@midwestbooksellers.org
Kati Gallagher -- kati@midwestbooksellers.org**

Fill out the form on the second page and return it as soon as possible — no later than August 21 Thank you!
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