



2009 MBA Trade Show

Roy Wilkins Auditorium, RiverCentre, and nearby venues in downtown St. Paul, MN

Friday-Saturday, September 25-26

AUTHOR EVENTS at the MBA TRADE SHOW

MBA does NOT charge publishers fees for our author events & autographings!

- Friday, September 25 * Authors Lunch "Moveable Feast" - *one keynote speaker confirmed*
-- 30-32 authors, both adult and children's authors
-- one or two keynote speakers, who are included in total # of authors
-- keynote speakers speak for 10 minutes each
-- approximately 110+ booksellers attend this event
- Friday, September 25 * Book & Author Dinner - *all speakers already confirmed*
-- 3 or 4 author speakers, usually adult authors
-- each author speaks for 10-12 minutes
-- approximately 150+ people attend this event
- Saturday, September 26 Children's Book & Author Breakfast - *all speakers already confirmed*
-- 3 or 4 children's book authors and illustrators, picture book to YA
-- each author or illustrator speaks for 10-12 minutes
-- approximately 250 people attend this event
- Saturday, September 26 Formal Autographing Sessions & Cocktail Reception
-- three 30-minute rounds of autographing sessions
-- approximately 10 tables with 1 or 2 authors per table
- Saturday, September 26 Informal In-Booth Signings during the MBA Trade Show Exhibit
-- exhibitors are encouraged to host their authors at their booths
-- exhibitors schedule their authors as they wish during exhibit hours

NOTE: The 2009 Midwest Booksellers' Choice Awards Reception is our other major author event. It will take place on Friday evening, September 25, before the Book & Author Dinner. The featured authors will be the Award and Honor Book winners who are able to join us and speak at this event.

- ◆ Publishers must provide complimentary books or ARCs in appropriate quantities for these events.
- ◆ Authors pre-sign their books for the three meal events and the Book Awards Reception.

* Publishers are urged to submit authors for consideration as speakers ASAP. Please provide your information by June 26 at the latest. Although we will accept speaker submissions after this date, we may not be able to use an author for one of these featured events if we receive details too late!

Submission Deadlines - *but please give us your info ASAP!*

- * June 26 Author recommendations for SPEAKERS for the Book & Author Dinner and the KEYNOTE SPEAKER(s) for the Authors Lunch
- July 6 Author recommendations for participation in the Authors Lunch
- August 21 Author requests for formal autographing sessions and informal in-booth signings

Please contact us if you have questions.

Thank you in advance for sponsoring your authors at the MBA Trade Show!

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Please E-mail or mail information about each author and book, including catalog copy, author bio, ARC.