

**2009 MBA TRADE SHOW LIST OF EXHIBITORS & SPECIAL OFFERS
As of September 24, 2009**

Plan Today to Save \$\$\$ & Get Great Deals at the 2009 MBA Trade Show!

-- **Place orders.** Many exhibitors have special offers available at the Trade Show. In order to take maximum advantage of them, review the following information carefully & take action to prepare your orders & bring them to the Show. Contact or meet with your rep if you need more details. Some publishers may have missed our deadline to be listed here, so please call your rep to check.

-- **Don't forget to order MBA Catalog titles.** The list of 2009 Catalog titles was included in the mailing you received in early August. The same list with any updates that occur will be available in the Trade Show Program & at the Trade Show itself, plus on the MBA website. Look for 2009 Catalog titles on display throughout the exhibit area -- they'll be flagged so you can spot them easily. Also visit the MBA Catalog Display near the back of the exhibit floor.

-- **Pick of the Lists presentations** held on Friday from 9:55-11:50 AM and 2:00-2:25 PM will highlight upcoming titles. Handouts and order forms from participating publishers will be available to each bookseller attending.

-- **The annual MBA "Place Those Orders!" Drawing.** With the help of some of our exhibitors, MBA again will sponsor a drawing to encourage booksellers to place orders at the Show. Each time you give an order to an exhibitor during our Trade Show Exhibit hours, he or she will give you a ticket to fill out. A few days after the Show, when the dust has settled, we'll hold a drawing for prizes. The more orders you place, the more chances you'll have to win!

-- **Promote your store actively & visually.** If you're looking for author events, promotional support, coop, help with developing new business, give publishers a reason to help you. Come to the Trade Show with info and photos, brochures or fact sheets & ideas about your store, events, and community to share with vendors.

Abraham Associates, 305, 307, 309, 311, 404, 406, 408, 410
Steven Horwitz, Sales Rep, 952-927-7920, F 952-927-8089,
steve@abrahamassociatesinc.com

- Adventure: FF on one order per account
- Career Press: 20+ assorted titles=50%, FF
- Chronicle: 50+ units backlist* = extra 2% (*backlist is defined as anything not NYP. This special is applied to any Chronicle Books product as well as distributed publishers, excluding Moleskine); Offer good through October 24th. Promo codes BTBT09 and BTBS09.
- Moleskine: 24+= FF. Offer good from Sept. 10-October 24th. Promos Code MSFF24
- Candlewick: 20 + units backlist= 50% + 90 days dating. Offer good from Sept.8-October 26, 2009. Cannot be combined with any other Fall 2009 Candlewick Press backlist offer. For mailed or e-mailed orders use Reason Code EC7. For EDI orders, use RCP007.
- Continuum: Backlist = +2%, FF
- Consortium: 20+ FL or BL= + 3% Over annual volume discount. Offer valid from September 10-October 30, 2009. All orders MUST include source code: CREG09. Valid for one order. No backorders.
- Crabtree: FL and BL=50% FF
- DAP: 10+ = 50% (no backorders; all orders for out-of-stock or NYP titles will cancel). All orders must be labeled "2009 Fall Regional Special" Offer good September 1-October 15th.

- Indiana University Press: FL and BL =47%, FF (excluding text, library, POD). No minimum.
- Inner Traditions: 12+ units=50% FF. Offer good for 1 full week from the last day of the show.
- Lerner : 10+ BL=50% FF on orders of 10+ backlist titles. Applicable for one month surrounding the show. (i.e. MBA = September 25 - October 25, 2008). Please note "Regional Trade Show Special" on orders.
- Liturgical: 45%, FF
- Lonely Planet: 20 + BL=50% FF. Offer good September 15th through October 15th.
- LSU: FL/BL = 45% Trade, 40% short (no minimum.). FF on orders taken at the show. Source code: 04MBA09F. Offer good 9/24-9/26
- W.W. Norton: 15 + BL trade books placed between 9/20-11/3= 2% extra discount, FF and 90-days dating.* *Orders must say WINTER BACKLIST OFFER *PUBNET orders must have WINOFF in the comments field* Titles must be 6 months beyond pub date. Titles less than 6 months old will not receive extra discount, but will count towards quantity build-up. Books will be backordered unless you indicate "cancel backorders" on purchase order
- Peter Pauper Press: Returnable=50%, Non-returnable, 55%, 36+ assorted titles= FF
- Potomac: 50%; no backorders; One order per customer. Offer good through October 31st.

Abraham Associates continued

- Rutgers: 50% FL & BL on trade titles. 44% on short discount titles. Offer good 09/01-10/31. Promo Code: 02AART09
- SCB Distributors: 10+ BL=50% returnable; 1-order per ship-to, no backorders.
- Sleeping Bear Press: Retailers (Returnable) who order 12+ assorted backlist titles (published before July 1, 2009) receive 50% discount - please use source code: SBP00810. Non-Returnable accounts receive 53% discount - please use source code: SBP00910. One order per location. Offer valid Sept. 1 - Oct. 31, 2009.
- University of Arizona Press: FF on all orders
- University of Illinois Press: 47% FL or BL, Trade and Short, no minimums.
- University of North Carolina: 50% on all titles; one order; retail and library accounts only; course adoptions excluded; OS titles cancel except NYP; expires October 31, 2009
- Red Wheel/Weiser: 20+ FL or 10+ BL= 50% FF. Select Titles Specials:
- The Witches' Almanac, Issue 29 -- 5 units or more for 50% and all orders of 13 units or more will receive a free 13-copy counter display holder (978-0-9773793-5-1)
- Book in a Box Collection -- All titles 50% for 2 units or more

Adventure Publications, 105

Bo Sherman, Sales, 763-689-9800 x226, F 763-689-9039,
Bo@adventurepublications.net, www.adventurepublications.net

Free Freight on one order placed at show, pick your ship date.

Barron's Educational Series, Inc., 505

Lucy Guarino, 631-434-3311, F 631-434-3723,
lguarino@barronseduc.com, www.barronseduc.com

50% off on 35 assorted books (Offer good at show only)

Bookmark Trentz / Christiansen & Associates, 509

Todd Christiansen, Owner, 800-741-6108, F 239-332-3935,
office@magneticbookmark.com

CODE order: XR09 to apply discounts for customer
DISCOUNTS

- \$200 orders - 5% discount - Christmas Dating 12/15/09 (dating for accounts with established terms only)

Bookmark Trentz continued

- \$500 orders - 10% discount - Christmas Dating 12/15/09 (dating for accounts with established terms only)
- \$1,000 orders - 10% discount - January 15, 2010 dating (dating for accounts with established terms only)
- PAY BY CREDIT CARD at time of shipment - receive an additional 3% discount (all dating subject to credit approval)

FREE DISPLAYS -- mark order "Free Display". FREE DISPLAY SPECIALS cannot be combined with Discount Special- dating applies for both DISPLAYS & Assortments are attached to this email - please print out for future reference

- 3D BOOKMARKS - minimum order \$176.40 (72 bookmarks)
 - Floor Display Pegboard - minimum order \$614.65 (see attached)
 - Floor Display Metal - minimum order \$390.60 (see attached)
 - Counter Display Pegboard - minimum order \$328.05 (see attached)
 - "NEW" Acrylic Endcap - minimum \$380.40 (see attached) (same applies for Endcap with ALL MAGNETIC BOOKMARKS -catalog pg. 38)
 - Wire Endcap Display - minimum \$200.00 (see attached)
- (Specials cannot be combined, i.e. FREE display cannot be combined with a discount)

Cinzia Designs, 111

Jamie Ressie, Sales Rep, 503-737-5479, jressie@cinziadesigns.com,
www.cinziadesigns.com

** Show Specials: Freebie Necklaces & Complimentary Cinzia Tote Bags
Cinzia will be giving away new Cinzia tote bags and freebie necklaces to customers who come by the booth during the show. The freebie necklaces are made of ribbon and metal eyeglass pendants used to hang your eyewear when not in use (they show the function of our eyewear necklaces). The tote bags have an awesome new design this season... check out the photo below:

- *24 piece Reader Pack*
 - \$192.00, includes complimentary Display
 - Pre-selected Readers from our 5x5, Cinzia** & Trendies Collections
 - Price of \$8.00 per frame locked in for reorder
 - *48 piece Reader Pack*
 - \$288.00, includes complimentary Display
 - Pre-selected Readers from our 5x5, Cinzia** & Trendies Collections
 - Price of \$6.00 per frame locked in for reorders
- * Must purchase full pack on initial order to receive special pricing.

Cinzia Designs continued

** Readers available include: (limited quantities) Original price shown.

5x5 Collection

- Noble (\$45) - Uptown (\$45)

Trendies Collection

- No Nonsense (\$8) - Stencil (\$10)

- Stripes (\$10) - Z Tone (\$18)

**Display Complimentary with package purchase

Cinzia Collection	Cosmo (\$20)
Dots (\$30)	Double Take (\$30)
Fragment (\$35)	Gizmo (\$35)
Invention (\$35)	Jet Set (\$20)
Kinky (\$30)	Lace (\$35)
Mesh (\$35)	Sharp (\$30)
Smart (\$20)	Striking (\$20)
Studied (\$20)	Trim (\$35)
Zipper (\$35)	

Columbia University Press, 523

Kevin Kurtz, Midwest Sales Rep, 773-316-1116, F: 773-489-2941, 800-944-1844; kkurtz5@earthlink.net, www.cup.columbia.edu

Retailers' non-text adoption orders of 15+ backlist books per ship-to address will be invoiced at 50%. Granger's, Gazetteer, and electronic products are not eligible. Orders must be placed with a sales rep by October 31, 2009 and be clearly marked, "Fall Special."

Finney Company, 109

Ann Prescott, Marketing Manager, 952-469-6699, 800-846-7027; F 952-469-1968, 800-330-6232; feedback@finneyco.com, www.finneyco.com

Finney Company: 10 or more titles = 50% discount and FREE shipping. Good through October 1, 2009.

Fujii Associates, Inc., 323, 325, 327, 422, 424, 426

Barbara Aronson, Trade Rep, barbara@fujiiassociates.com, Mark Fleeman, Sales Rep, mark@fujiiassociates.com, www.fujiiassociates.com

- Abbeville Press: FF or Add'l 10% Backlist or 5% for 5+ Frontlist
- Barefoot Books: 3% 20-49 Units (any mix), 5% 50+ Units (SCFALL9)

Fujii Associates continued

- Checkmark Books: Fall 2009 Specials Including White Sale
- Free Spirit Publishing: FF & additional 5% (FALL09)
- Gibbs Smith Publisher: FF, 2% & 90 Days Dating on 40+ Over Normal Retail Return.
- Globe Pequot & Lyons Press: FF or 3% 24+ Units
- Good Books: No Special
- Harry N. Abrams: FF & 48% 25+ BL (returnable), FF & 52% 25+ BL, 5/50% Toon Treasury
- Holiday House: FF & 45% 10+ or 46% 10+
- IPG-Trade: 50% 25+ BL
- Kumon Publishing: Add'l 5% (FUJI5)
- Marshall Cavendish: FF & 47%
- Mountain Press: FF & 50%
- Phaidon: 15+ Assorted BL & FL
- Sourcebooks: FF & 50% 20+ BL and all 5/50% Specials
- Tiger Tales: FF
- US Games Systems: FF >\$150 wholesale purchase & Free Demo 6+ Ball of Whacks or Xball
- Workman: FF & 55% 50+ All imprints combine to meet minimum BK1F09

David R. Godine, Publisher, 313

David R. Godine, Publisher, 617-451-9600, F 617-350-0250, drg@godine.com, www.godine.com

50% discount on orders placed at show of 25 copies or more of in-stock backlist titles, plus free freight. Prize drawing of three Godine gift certificates worth \$50 each for Godine books of your choice.

Llewellyn Worldwide, Ltd., 125, 127

Michelle Palazzolo, 651-312-8419, F 651-291-1908, michellep@llewellyn.com, www.llewellyn.com

50% off retail for entire order. With the purchase of 25 assorted items, free shipping within the contiguous USA. Plus a free gift! All orders must be marked "Show Special". No other discounts or specials apply with these sales.

Macmillan, 512, 514, 516

Tom Leigh, Sales Rep, 5853 Emerson Avenue S, Minneapolis, MN 55419, 612-861-1413, F 612-861-5800

Extra 2% discount on eligible backlist orders. Stop by the booth for details.

Magnetic Poetry, Inc., 507

Jeanne Carter, Sales and Marketing, 612-638-1040, F 612-638-1079,
jcarter@magneticpoetry.com, www.magneticpoetry.com

Special #1: Orders of \$350 or more receive a 3% freight allowance off the invoice total.

Special #2: Orders of \$500 or more receive FREE FREIGHT.

McGraw-Hill Professional, 306

Burt Rynders, Field Sales Representative, 763-208-1028, F 763-208-1051, Cell 414-793-3045, burt_rynders@mcgraw-hill.com,
www.mhprofessional.com

- 3% extra discount for all trade backlist orders of 25 or more.
- Free freight available & Big Red Bag Giveaway! For orders of 25+
- Print and fill out your form in advance to get your Big Red Bag while supplies last! www.mhprofessional.com/regionalshows

Miller Trade Book Marketing, 204, 206

Eric Miller, 312-423-7880, 866-829-0824; F 312-276-8109,
orders@millertrade.com

- Academy Chicago - 2 + copies = 45%
- Brookings Institution Press - 10 + copies = 45% and free freight
- Duke Univ Press - 10 + backlist copies = 50% any qty, show orders, one time
- Univ of Georgia Press - 48% flat discount - one order
- Univ Press of Kansas - 50 backlist, any qty
- Kent State Univ Press - 45% any qty
- Interlink - 10 + copies = 50% show orders
- IPM - 50% any qty, show orders
- John F Blair, Publisher - 10 + copies = 45% and free freight
- Jessica Kingsley Publishers - 50% free freight, any qty, show orders
- Little Pim - Free freight, show orders
- Univ of Michigan Press - Retailers, 50% backlist, any qty
- Univ of Minnesota Press - 48% any qty, show orders
- Museum of New Mexico Press - 50% any qty
- Univ of Nevada Press - Trade boks - 50% any qty
- Parkhurst Bros - 50% any qty, show orders
- Paradigm Publishers - Free freight, show orders
- RDR Books - 5 + copies= 50% and free freight, Free Harry Potter Lexicon posters available
- Stylus Publishing - Front and Backlist, 50% good thru 10/31/09
- Toby Press - 45% free freight - any qty -- Koren imprint: 42% free freight
- Univ of Utah Press - 6 + copies = 50% any qty, one time order

Minnesota Historical Society Press/Borealis Books, 212, 214

Alison Aten, Publicity & Promotions Manager, 651-259-3203, F 651-297-1345, alison.aten@mnhs.org, www.mnhs.org/mhspress

47% discount off of retail show order, no minimum order, frontlist and backlist combined

North Star Press of St. Cloud, Inc., 332

Seal Dwyer, 320-558-9062, F 320-558-9063,
info@northstarpress.com, www.northstarpress.com

Free shipping on all orders referencing MBA Trade Show through the end of the year (2009).

W. W. Norton & Company, Inc., 308

Johanna Hynes, Sales Rep, 502-896-1606, F 502-893-4407,
jhynes@wwnorton.com, www.wwnorton.com

- * EXTRA 2% DISCOUNT * FREE FREIGHT *
- * 90 DAY DATING *

The above terms will apply to an order of a minimum of 15+ trade books

The offer applies to trade books only.

To qualify, titles must be 6 months beyond pub date.

Titles less than 6 months old will not receive extra discount, but will count towards quantity build-up.

Outskirts Press, 331

Diane Dettmann, ddettmann@q.com, 651-436-6718,
<http://outskirtspress.com/dianedettmann>

Limited Copies of *Miriam Daughter of Finnish Immigrants* by Diane Dettmann

Available At Booth #331 for Full Trade Discount of 40% "Cash/Check and Carry"

Purchase Books Saturday And Have Them In Your Store Monday!

Autographed Copies Available

Also, 55% discount available from Outskirts Press

Paperblanks, 430

Jill Sundberg, Principal, Access Marketing Systems, Minnetonka, MN, 877-788-1591, accessmktg@comcast.net

New Accounts: Free Freight

Existing Accounts: Order 40 units and receive 4 additional free journals**

-OR-

Order any filled acrylic display and receive a FREE display and FREE FREIGHT on the display pieces (customer pays for shipping on journals only)

** of equal or lesser value to ordered journals and in increments of "2"

Partners Book Distributing, Inc., 223

Sam Speigel, Vice President, 517-694-3205, F 517-694-0617, sspeigel@partners-east.com, info@partners-east.com

Orders placed from the 2009 MBA Catalog are eligible for a 43% discount and one return without penalty.

Terms of order special:

- One order only
- Order must be marked "Catalog Special." Please mark your order or let your customer service representative know when you are placing your order that it is for the Catalog Special.
- 25 assorted books minimum.

Terms of return special:

- One return may be made of titles from the Catalog Special invoice.
- Return and packing list must be marked "Catalog Special."
- Return must be received by 1/31/10

Penguin Group (USA), Inc. / DK Publishing, 405, 407, 409, 411, 413, 504, 506, 508, 510

Alex Genis, Young Readers Group, 952-888-7814, F 952-888-7814, Alex.Genis@us.penguin.com
 Brian Wilson, Sales Rep, 773-539-1980, F 773-539-1982, Brian.Wilson@us.penguin.com

50% OFF 50 - all lines combine

Quayside Publishing Group, 527

Wybel Marketing, 847-382-0384 x24, F 847-640-7852, prazur@wybel.com, www.quaysidepublishinggroup.com

SHOW SPECIAL! Extra 2% off!

Returnable

1-9 Units	30%
10 - 149 Units	45%
150+ Units	48%

Non-Returnable

1-9 Units	30%
10 - 149 Units	48%
150+ Units	50%

Terms: Net 30 Days

Freight: Receive Free Freight on orders of (20) Units or more. Carrier and standard routing controlled by Quayside Publishing Group when publisher pays freight. Note: Hawaii and Alaska will ship Parcel Post. Code: SHOW

Scholastic, Inc., 412, 414, 416

Barbara Holloway, National Accounts Manager, 630-971-9217, F 630-971-9271, bholloway@scholastic.com, Telemarketer 800-229-9406, www.scholastic.com

EXTRA 2% DISCOUNT

OR

DELAYED BILLING

NO PAYMENT UNTIL FEBRUARY 15, 2010

Place your Scholastic backlist order between September 1, 2009 and November 15, 2009 and you may choose to receive either 2% extra discount or delayed billing.

This is a great opportunity to stock up on 39 Clues, Allie Finkle's Rules for Girls, Can You See What I See?, Clifford, Fly Guy, Goosebumps Horrorland, How Do Dinosaurs, Hunger Games, The Invention of Hugo Cabret, Rainbow Magic, and Three Questions in addition to any other Scholastic backlist books for back to school. Remember to reorder titles for upcoming holidays such as Halloween, Thanksgiving and Christmas. Harry Potter titles are excluded from this offer.

Scholastic, Inc. continued

SCHOLASTIC BACKLIST OFFER

- All Scholastic backlist titles, hardcover and paperback in store by August 1, 2009 are eligible.
- Minimum order of 50 assorted books.
- All qualifying orders must be placed between September 1, 2009 and November 15, 2009. Two orders per season.
- Orders are subject to approval by Scholastic's credit department.
- Delayed billing payment terms: net February 15, 2010.
- Delayed billing promotion code: S49611
- Extra 2% discount promotion code: S49511
- Harry Potter titles are excluded from this offer.

* When placing your order, please include the appropriate promotion code for the option you have chosen.

Simon & Schuster, Inc., 121

Chris Nitsch, 630-513-0359, F 630-626-3741,
chris.nitsch@simonandschuster.com, www.simonandschuster.com

Effective Dates: 9/1/09 - 11/6/09-- Promo Code: TK (Active)

Discount: +2%

Minimum: 75 units per ship-to -- Maximum: 2,000 units per bill-to
of Orders: 1

- Accounts that signed up for the RDC Backlist Plan or Retail Incentive Plan are ineligible for this promotion.
- An order is defined as one order per title, per ship-to. Accounts may place multiple orders if necessary to complete a full backlist review. (e.g. Accounts may choose to review backlist by category over several weeks, to complete a thorough S&S backlist review.)
- Retailer must provide additional, or incremental, merchandising exposure for eligible titles ordered with this promotion

Eligible Titles:

All S&S wholly-owned and distributed titles on sale 90 days prior to the 1st of order month are eligible (for example if the order month is June, titles on sale prior to 3/1/09 are eligible). Short Discount titles are excluded.

Singing River Publications, Inc.,

Christine Moroni, 218-365-3498, F 218-365-5792,
cmoroni@singingriverpublications.com,
www.singingriverpublications.com

Free freight on all orders place at Show

Trim Associates, 326

Gary Trim, Sales Rep, Phone/Fax 773-871-1249, garytrim@msn.com;
Marty Granfield, Sales Rep, Phone/Fax 262-942-1153,
mxgranfield@gmail.com

- University of Alabama Press: 46% discount on 6 or more titles
- University of Arkansas Press : 44% discount and free freight
- University Press of Florida: Extra 2% discount on 10+ units, single or mixed titles. Free freight on frontlist backorders. Retail accounts only
- University of Hawaii Press: 50% discount on titles published by UHP (ISBN prefix 97808248). 40% discount on distributed titles
- University of Nebraska Press: Free freight on one order for 5+ units. Expires October 26
- University of Pennsylvania Press: 45% discount and free freight on 10+ backlist units
- Peterson Institute for International Economics: 45% discount and free freight. Expires October 26
- Routledge/Taylor & Francis: Flat 45% discount on T, F, and V discount titles. Minimum 15-unit order, including at least 8 ISBNs. Mixed frontlist and backlist okay. No textbook orders, please. Use promo code 428EO
- Teachers College Press: Free freight on 5+ units, single or mixed titles. Free POP display with any order of 3+ copies of THE BEST CHILDREN'S BOOKS OF THE YEAR, 100th Anniversary Edition
- Texas Tech University Press: 45% discount and free freight
- University of Toronto Press: Extra 5% discount on show orders
- University of Wisconsin Press: 50% discount on trade and short titles. Expires October 31
- World Scientific Publishing Co.: Free freight

Tristan Publishing, Inc., 113, 115

Sheila Waldman, 763-545-1383, F 763-545-1387,
swaldman@tristanpublishing.com, www.tristanpublishing.com

Free Freight and 50% discount on all orders of 48 copies* or more!!! *Any combination of titles.

Albert Whitman & Co., 329

Michelle Bayuk, Director of Marketing, 847-581-0033, F 847-581-0039, mbayuk@albertwhitman.com, www.albertwhitman.com

50% discount and free freight on a minimum order of 25 assorted books. Please see your rep or call 800-255-7675 to order.

John Wiley & Sons, Inc., 525

Tom Wilson, National Accounts Manager, twilson@wiley.com, www.wiley.com

Place a purchase order between September 7 and November 15, 2009 and receive the following special discounts:

- 50% Trade Titles (T)
- 50% Pet and Tax Titles (TC)
- 52% Branded, Meredith and Technology (CT)
- 55% CliffsNotes (CL)
- 40% Professional Titles (P)
- 40% Blackwell academic (BT)
- 43% Blackwell general interest (ST)
- PLUS FREE FREIGHT!
- 25 unit order minimum, limited to one order per location

Please send orders to our office: John Wiley & Sons, Attn: Trade Sales Department, Mail Stop 4-02, 111 River Street, Hoboken, NJ 07030. Or fax to: 201.748.8641. For more information, call (800) 225-5945 ext. 26273.

Promo code FTS09

Wisconsin Historical Society Press, 218, 220

Melanie Roth, Marketing Coordinator, 608-264-6465, F 608-264-6486, melanie.roth@wisconsinhistory.org, www.wisconsinhistory.org; Bailey Walsh, University of Chicago Press, 608-218-1669, bwalsh@press.uchicago.edu

Receive 47% off a minimum quantity order of 10 units of frontlist and backlist combined.
Must order with us at the show to receive this special discount.
Please visit our booth and get a free Wisconsin Historical Society Press tote bag!

University of Wisconsin Press, 211

Fred Lauing, Sales Manager, 608-263-0795, F 608-263-1132, flauing@wisc.edu, www.wisc.edu/wisconsinpress. Gary Trim, Trim Associates, Phone/Fax: 773-871-1249 garytrim@msn.com

50% on all orders through 11/15/09