



Attendee Registration

PNBA's 2009 Fall Tradeshow • September 10-12, Airport Holiday Inn, Portland, OR

*This form is for Attendees only. Exhibitors please use Exhibitor Registration form.
Attendees, please read the instructions on the reverse side before filling out this form.
Prices are not valid after August 28, 2009.*

A. Company Name _____
Contact Person _____
Address _____
City _____ State _____ Zip _____
Phone _____ FAX _____ Email _____

B. BADGE CATEGORY: Book Retailer Publisher Librarian
 Wholesaler/Distributor Sales Rep Author
 Prospective Bookseller Media Guest
 Independent Publicist, Media Escort, Agent

C. FOUR BADGES come with each member registration. Please list the attendees from your company below. If you want to purchase a literacy donor badge (\$20 each) for any or all, check the box after their name.

1 _____ 3 _____
2 _____ 4 _____

D. MORE THAN FOUR BOOKSTORE BADGES (list separately). Extra badges _____ x \$5 = \$ _____

E. LITERACY DONOR BADGES for your attendees are \$20 each. Literacy badges _____ x \$20 = \$ _____

F. NON-MEMBER BADGE FEE for attendees is \$75. Non-member badges _____ x \$75 = \$ _____
Staff of member stores, exhibitors, scheduled authors and media people do not pay a badge fee.

G. 2009 PNBA MEMBERSHIP \$125. Complete a Membership Application and include w/payment. \$ _____

H. Bookstore attendees: New to PNBA's tradeshow? Check here to request a guide? _____
Name _____ E-mail _____

I. EVENT TICKETS (indicate quantity)
PRICES VALID UNTIL AUGUST 28, 2009. TICKET PRICES INCREASE ON-SITE.
Thursday Featured Lunch: _____ Turkey Croissant _____ Veggie Wrap _____ x \$20 each _____
Friday Breakfast: _____ Scrambled Egg/Sausage _____ Veggie Tofu _____ x \$20 each _____
Friday Author Feast: _____ Chicken _____ Beef _____ Vegetarian _____ x \$35 each _____
Saturday Breakfast: _____ Eggs Benedict _____ Granola _____ x \$20 each _____

J. Total due: _____ Total enclosed \$ _____

MAIL or FAX (541-683-3910) this form with payment to PNBA. PAYMENT CHOICE:

Check enclosed Credit Card: Visa/MC Discover Am Express

Acct # _____ Exp. Date ____/____/____

V-code _____ (for Visa only, this is the last three digits of the number in the signature box on back of card)

Print Name _____ Signature _____

PNBA Fall Tradeshow Attendee Registration Instructions

September 10 - 12, Airport Holiday Inn, Portland, OR

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- A. This is for your store, company or library name and address. Authors may use the name of their publisher but should provide their own mailing address. Media should list the name of their publication or station. The company name will appear on your badge. Attendee badges, tickets and show programs will be mailed to this address.
- B. Check the appropriate affiliation. If, for instance, everyone listed will be representing your bookstore, check the designation Book Retailer. If any of the badges for people listed on this form are different than the other(s), add the appropriate affiliation next to each name. This show is not open to the public. **Attendees should be prepared to show proof of their book industry affiliation.**
- C. After each name, you have the option of checking "literacy donor." Attendees with badges so marked will not be asked to donate cash to PNBA's literacy programs at author signings. Many attendees find this saves time and hassle.
- D. If more than four people from a PNBA Member bookstore or library will need badges, list the extras on a separate sheet, and note those for whom you are paying \$20 for literacy badges. Multiply the total number of extra badges needed by \$5 and record the total here. **Extra badges will cost \$10 at the show.**
- E. Multiply the number of badges that you marked for literacy donors by \$20 and write that total here.
- F. Badge fees are for people who are not members of PNBA. Staff of pre-registered PNBA member stores, exhibitors, authors scheduled to autograph and media do not have to pay a badge fee.
- G. If you have already paid your 2009 PNBA membership dues, ignore this line. Dues are \$125 through December 2009. Membership is by mailing address. Stores or companies with multiple sites must send an application for each address seeking membership. Membership is not required to attend the show; non-members: see line (F) above.
- H. For **Bookstore attendees only**: Check if you'd like to be paired with a mentor to answer questions and take you around the exhibitor floor. Your mentor will contact you before the show to answer questions and set up a time to meet.
- I. All attendees are invited to join us for the Thursday luncheon, featuring the Celebration of Authors. The lunch choices are **EITHER**: Roast Turkey Croissant w/cranberry mayo and potato salad, with choice of iced tea or coffee; **OR**: Vegetarian Wrap, with fire roasted sweet peppers, onions and yellow squash tossed with baby field greens, accompanied with sheppard salad, and iced tea or coffee.

The Friday breakfast is your choice of scrambled eggs, sausage, and grilled potatoes **OR** Veggie and tofu scramble, with pancakes and a fruit cup. All breakfasts include juice, assorted pastry basket, and coffee, tea or decaf.

Friday's Author Feast features your choice of Chicken Parmesan, lightly breaded breast, topped with marinara sauce and sprinkled with parmesan cheese; **OR**: Herb Roasted Tri Tip, pepper & herb crusted, thinly sliced and finished with a mushroom cabernet sauce; **OR**: Vegetable Strudel, made of fire roasted vegetables including yellow squash, zucchini, and portobello mushroom with basil and mozzarella layered in a flakey pastry crust. Each dinner includes a seasonal house salad, a complementing starch and a seasonal vegetable, rolls and butter, dessert, and coffee, decaf or tea. Authors will rotate among the tables of booksellers, spending 15 minutes at each. Reps are encouraged to buy dinner tickets for your key booksellers.

The Saturday breakfast is your choice of Eggs Benedict, topped with poached eggs, Canadian bacon, laced with Hollandaise sauce, grilled potatoes, fresh fruit, assorted pastry and muffin basket, and orange juice, coffee or tea; **OR**: Granola with soy milk and a fruit cup. All breakfasts include orange juice, assorted pastry and muffin basket, and coffee, tea or decaf.

- J. The total for lines D through I.

ACCOMMODATIONS: The Portland Airport Holiday Inn, 888-465-4329 or 503-256-5000, offers rooms for PNBA attendees for \$99.00/night (plus tax, which is currently 12.5%). The cut-off date to reserve rooms at these rates is **Friday, August 28, 2009**, or when the room block is sold out.