

PNBA Fall Tradeshow Northwest, September 10 - 12, 2009

Holiday Inn Portland Airport Hotel & Conference Center, Portland, OR

8439 NE Columbia Blvd, Portland, OR 97220-1382

1-800-HOLIDAY, or 503-256-5000 (direct)

Thursday, September 10

7:45 am-4:30 pm

PNBA Registration Desk Open

8:00-11:45 am

Variety of Educational Sessions for retail booksellers, librarians, and authors and small press publishers.

The complete education schedule is posted separately on the tradeshow page of PNBA's web site.

Noon-1:00 pm

Lunch Session with the *Celebration of Authors*:

Ten newer Northwest authors, whose books have not yet hit the bestseller lists, will speak individually for about five minutes to introduce their new books. The authors in the Celebration are chosen because we feel that their books will make great handselling opportunities in your stores. (Lunch tickets suggested.)

1:00-6:00 pm

Exhibit Hall available **for vendor set-up only**.

1:15 - 2:15 pm

Author Autographing, featuring the authors who spoke at the Celebration of Authors

2:30-5:15 pm

More educational sessions for retail booksellers, librarians, authors and small press publishers, including a presentation by **John Rubin** from *Above of the Treeline* about their new free program to help use on-line publisher catalogs most efficiently, *Edelweiss*. The complete schedule is posted on PNBA's web site.

5:30-6:30 pm

PNBA's Annual Membership Meeting (Salon A)

8:30-9:30 pm

PNBA's Second annual NIGHTCAPPER Autographing Party, featuring **twenty authors** with their new books, entertainment, and complimentary desserts and coffee. Alcoholic beverages will be available.

Friday, September 11

7:00-9:30 am

Exhibit Hall available for vendor set-up

7:30-4:30 pm

PNBA Registration Desk Open in the foyer of the Exhibit Hall

8:00-9:30 am

Book & Author Breakfast at the Holiday Inn, featuring **Libba Bray** (*Going Bovine*, Random House); **Jonathan Safran Foer** (*Eating Animals*, Little Brown); **Loren Long** (*Otis*, Philomel/Penguin); and **Robert Spector** (*The Mom & Pop Store*, Walker & Co.). The authors will pre-sign copies of their new books, which will be given to booksellers and librarians at the conclusion of their presentations. (Salons B, C & D)

9:30 am-4:30 pm

Exhibits open

11:30 am - 1:30 pm

Buffet Lunch will be available for purchase in the exhibit hall.

12:00 noon - 1:00 pm

Book Award Committee meeting (Room TBA)

4:45-5:45 pm

Author Autographing (in the lobby outside Salon D)

7:00-9:00 pm

The Feast of Authors, featuring **Keith Baker** (*Just How Long Can a Long String Be?!*, Scholastic); **Dale Basye** (*Rapacia: The Second Circle of Heck*, Random House Children's Books); **Dave Boling** (*Guernica* [paperback edition], Bloomsbury USA); **Gennifer Choldenko** (*Al Capone Shines My Shoes*, Dial/Penguin); **Randy Sue Coburn** (*A Better View of Paradise*, Ballantine Books/RH); **Kevin Connolly** (*Doubletake*, HarperStudio); **John Daniel** (*The Far Corner*, Counterpoint); **Craig Danner** (*The Fires of Edgarville*, Crispin Hammer Publishing); **Heidi Durrow** (*The Girl Who Fell from the Sky*, Algonquin Books); **Amy Foster** (*When Autumn Leaves*, The Overlook Press); **Elizabeth Grossman** (*Chasing Molecules*, Island Press); **Brian Herbert** (*The Winds of Dune*, Tor Books); **Cathy Lamb** (*Henry's Sisters*, Kensington Books); **Jessica Maxwell** (*Roll Around Heaven, Beyond Words*); **Jack Nisbet** (*The Collector: David Douglas and the Natural History of the Northwest*, Sasquatch Books); **Gregg Olsen** (*A Twisted Faith*, St. Martin's Press); **Mattox Roesch** (*Sometimes We're Always Real Same-Same*, Unbridled Books); **Ken Scholes** (*Canticle*, Tor Books); **Doug Scott** (*Our Wilderness*, Fulcrum); and **Susan Wiggs** (*Lakeshore Christmas*, MIRA). Each author will visit five tables of attendees to discuss his/her new book, while the booksellers and librarians are eating their meals. Booksellers and Librarians at the Feast will receive a bag with at least twelve signed books. (Feast tickets required)

Saturday, September 12

8:00 - 9:30 am

Book & Author Breakfast at the Holiday Inn, featuring **Timothy Egan** (*The Big Burn*, Houghton Mifflin Harcourt); **Gina Ochsner** (*The Russian Dreambook of Color & Flight*, Houghton Mifflin Harcourt);

Mark Teague (*How Do Dinosaurs Say I Love You?*, Scholastic); and **Jess Walter** (*The Financial Lives of the Poets*, HarperCollins). The authors will pre-sign copies of their new books, which will be given to attending booksellers and librarians at the conclusion of their presentations. (Salons B, C & D)

9:30 am - 2:00 pm

Exhibits open and Author Promotion Day on Exhibit Floor

10:00 am - 1:30 pm

Author Autographing on the show floor. The schedule is posted separately on PNBA's web site.

10:00 am - 1:00 pm

Bookseller Mentoring Presentations, in which volunteer booksellers will show other booksellers how to

open and update a **Facebook** account, how to start and maintain a **Twitter** account to help promote your store, how to start your own store **blog**, and how to film and post a **video** about your store on YouTube, or onto your own web site. Bring a lap top, a flash drive with your store logo and your favorite art work for a background, and your video camera, if you own one. PNBA will provide computers with internet access and cameras for those of you without your own.

12:00 noon - 1:30 pm

Buffet Lunch will be available for purchase in the exhibit hall.

2:00 pm

The Show Closes