

PNBA's FALL SHOW 2009
Thursday - Saturday, September 10 - 12
Portland Airport Holiday Inn Hotel
and Convention Center

Dear PNBA exhibitors,

Last year PNBA made some fundamental changes to our annual fall show, and most exhibitors seemed to appreciate those changes. Therefore, we are producing a show with basically the same configuration for 2009. This letter explains those basics.

- 1) The exhibits for the show will be set up in the Columbia Conference Center at the Holiday Inn at the Portland Airport. The **exhibit tables will be six feet long**, and the **booth size will be 8' x 8'**.
- 2) PNBA **reduced your cost for table and booth space in 2008, and we have kept those same low prices for 2009.**
- 3) Many vendors will prefer to **exhibit for just one day, Friday, September 11**. Those of you who tell us that you would also like to exhibit on the second day (Saturday, September 12) may sign up for two days, but will pay an additional fee for the second day, and will need to reserve your exhibit space earlier than the vendors who will exhibit for only one day. After the two-day exhibitor deadline (Friday, June 26), PNBA will have a short time to lay out the exhibit floor and determine exactly how much space, in what locations, will be available for other uses on the second day, Saturday, September 12. Only after then will PNBA staff be able to plan, promote, and schedule the other uses for those spaces.
- 4) There will be **no author autographing on the show floor** on the first day of exhibits, Friday, September 11. After the Book & Author Breakfast in the morning, there will be no author events and no educational events until after the show floor closes Friday afternoon at 4:30. The emphasis on the show floor on Friday will be completely on the exhibitors.
- 5) The **second day of exhibits will again be Author Promotion Day**, with those exhibitors who paid extra for the second day sharing the hall with a diversity of author activities. In addition to the traditional author autographings, we will have authors meeting booksellers to discuss what types of presentation the authors might make when they visit stores, panels with authors discussing how booksellers can help promote their books, and seminars with authors and booksellers discussing how we can all work together to promote book sales. We will scatter the author events throughout the hall, to encourage booksellers to walk past your exhibits on their way to the author events. And we will plan the author events so that they will not overwhelm the exhibitors who will be writing orders and talking with your customers.
- 6) We will be inviting a **larger number of librarians** to attend the show (perhaps as many as 100), offering them a variety of education on the education day while the exhibits are being set up (Thursday, Sept 10) and complete access to the exhibit hall and author promotion events.