

Frequently Asked Questions, for Vendors PNBA's Fall Show 2009

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

Q: We are wondering if the 1-day tables will be in the same area as the 2-day tables. This question came up because we always have our table next to our sales rep. Our rep is planning to sign up for just 1 day and we would like to sign up for 2 days. Can we still be next to each other?

A: Lines 14 (2-day) and 15 (1-day) on the registration forms are where you can note other vendors next to whom you would like to be placed. PNBA will TRY to accommodate those requests as much as possible, as we have done in the past. Unfortunately, we expect that it will not always be possible, because of the problem you mention.

ALL of the two-day exhibitors will be placed near the front of the hall, so that they do not have to move or re-arrange their exhibits when the one-day exhibitors leave on Tuesday afternoon. The "back of the hall" will then be allocated to the one-day exhibitors as their registrations are received. It might be possible for SOME of the two-day exhibitors to be across the aisle from an associated one-day vendor, but it is also probable that we will not be able to provide that proximity to all vendors who request it. We'll try. It will help, of course, if we have your registration on hand by June 27, which is when we will start defining the layout for the two-day exhibitors.

Q: Are author signing, workshop speaking, and other promotional and educational event opportunities on Saturday only open to two-day exhibitors?

A: NO, anyone with a fall 09 PNBA badge, including those who exhibit one day, will have access to the entire show, including Saturday. If you exhibit for only one day, you are welcome to attend the events on Saturday, you just won't have your own exhibit space that day.

Q: I am a little confused as to how that extra day (Saturday, the second day of exhibits) will work.

A: The second "day of exhibits" will have fewer exhibitors, and those exhibitors will be situated (both days) near the front of the exhibit hall (generally speaking), so that all attendees entering the hall on the second day will need to walk past the exhibitors' tables or booths before reaching the Author Promotions area. There will be authors signing their new books, authors talking about what they will do when they visit a store for an appearance, an author/bookseller/librarian panel discussion about working together, a series of authors talking about their experiences with libraries, etc. etc. The exact details are yet to be determined, because we won't know how much space we will have nor what kind of authors will be made available to us until after the two-day registration deadline at the end of June; but we have some experience based on last year's show, and plan to schedule interesting activities that will be attractive to both booksellers and librarians. The idea is to arrange it so that the attendees will have to walk past the exhibitors on the second day to get to the author presentations.

Q: Who will be exhibiting on the second day of exhibits, and when are author events planned besides Saturday?

A: The bulk of the author signings at the show will take place on Saturday, so we expect plenty of booksellers and librarians will want to be there. Besides the author events on the show floor on Saturday, we will have our usual author events on Thursday and Friday, except for the autographing on the floor on Friday, which we will not do. There will be an Autographing Party on Thursday night; on Friday morning, we'll have the Book & Author Breakfast (with four authors, all books pre-signed). Then Friday afternoon, after the show floor has closed, we'll have some autographing, and THEN the Author Feast, featuring twenty authors visiting six different tables of booksellers to talk about their new books. Saturday morning we will have the second Book & Author Breakfast, with four authors speaking before the exhibits open.

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Q: I don't really know why booksellers go (to the show). Is it education, free stuff, socializing, or ordering?

A: The booksellers with whom we talk tell us that they LOVE connecting with the reps, most of whom they no longer see in their stores. They also connect with books that they may have missed for whatever reason; find new sidelines that they could use in their stores; attend the education sessions to get new ideas for their stores; gather good info about books that they may have not thought worth their time; and meet authors whom they may want to invite to visit their stores. The author connections are huge for some of our booksellers. Yes, they like the free ARCs, too!

Q: Can you serve good free coffee all day and make the lunch buffet so good nobody would leave for the typical 2-hour lunch?

A: If we can afford better coffee, we will have it! We heard a lot of complaints about the coffee at this facility last year, so I'm looking into hiring a high quality coffee vendor. They're not cheap. Making the lunch buffet "good" is actually a lot more challenging. We're talking hotel food here, but we will try.

Q: Why not extend the Friday trade show an extra hour, from 8:30 am to whatever?

A: This is difficult, but I appreciate the concept. We have found that we cannot start our Book & Author Breakfast before 8:00 am, or the attendance numbers decline. We want to encourage attendance at the Breakfast, so we don't open the show floor until AFTER the Breakfast ends, about 9:30. It may be easier for us to keep the show floor open later, say until 5:00 pm, but that would cause problems with the dinner event that follows, the Feast of Authors. We rely a lot on bookseller help to produce that Feast, and they need to be there early to work with the authors. Unfortunately, there is very little "wobble room" in our schedule, which has been honed from more than a decade of experience.

Q: One question regarding authors on the floor for Friday: Can we have our authors there for informal signings?

A: SURE!! You can continue to do whatever you want to do in your own booth, or at your table, or whatever. Just so it doesn't drown out (loud) or crowd out (people in the way) the others around you.

Q: Will you continue the Buzz Books program, which has proved quite successful for us?

A: Oh, YES, very definitely. The second day really will be more of an Author/Book Promo Day.

Q: I'd love to get my authors into better contact with booksellers and hope that there will be plenty of opportunities.

A: Exactly: it's author/bookseller and author/librarian connections that we plan to facilitate.

Q: When and where will next year's (2010) show be held?

A: The PNBA Board of Directors has instructed staff to try to rotate the shows between the Portland and Seattle areas, whenever possible. We are considering locations in the greater Seattle area, but are having trouble finding facilities with the right size for our exhibits and the relatively low-cost of overnight rooms that we require. In addition, this year is particularly tricky, because of the enormous difficulties being experienced by some publishers with the international monetary crisis. Until we know for sure, after this year's show, how much space our exhibitors will want and how many overnight rooms we will need (assuming that both will be lower as a result of publishers' cutbacks), we are not able to commit to a contracted number of hotel rooms, meal sales or exhibit space. We expect to receive bids from several properties in late September and early October, and to make a decision about the 2010 show by next November. As soon as we have signed contracts for the 2010 show, we will post the information on the PNBA web site and announce it to our members.
