



NORTHERN CALIFORNIA INDEPENDENT
BOOKSELLERS ASSOCIATION

NCIBA 2009 Trade Show

**Thursday, October 8 -
Saturday, October 10**

**Oakland Convention Center
Oakland Marriott City Center**

Exhibitor Packet

Facts and Figures

California Trade Show Hours

Thursday, October 8 - Exhibitor Registration and Set-Up, Noon - 6 pm

Friday, October 9 - Show Floor Open 10 am - 4 pm (exhibitor access at 9 am)

Saturday, October 10 - Show Floor Open 10 am - 3 pm (exhibitor access 9 am)

Table/Booth Costs (NEW)

With the exception of two islands by the entrance and Local Publishers Row, all tables are \$300 for members, \$350 for non-members. Wall booths are \$950 for members, \$1000 for non-members. See Registration sheet below for all prices.

Show Specifications

- This is a tabletop show. Tables are arranged in islands, with exhibitor personnel standing or sitting inside the island. **Each exhibit table is 8' x 30", comes skirted, and includes two chairs.** We also have wall booths that surround the perimeter of the show floor; each wall space includes three tables and six chairs.
- There are no pipes-and-drapes or backdrops, except in wall space booths. If you wish to utilize posters and such, we suggest tabletop easels.
- **No tabletop display may exceed 2 feet in height**, and no posters, signs, or banners may be hung above tables, although they may be attached or draped in front of the table.
- Booth assignments are handled on a first-come, first-serve basis, as long as they are accompanied by a deposit check.
- We are an order-only show; books or products may not be sold.

Other Notes

- This year, all Author Autographings will be held at Exhibitor tables or booths. NCIBA staff will provide support for all signings - details on Author Autographing Request Form.
- You will find forms for Author Autographing, Show Sponsorship, Trade Show Program Advertising, and our Cookbook Celebration on the last four pages of this file.

Exhibitor Application

Applications are processed on a first-come, first-serve basis, accompanied by a deposit. Call us if your accounting lead time is long. Deadline is September 11, 2009, unless the show floor sells out sooner. Contact us directly after deadline for space availability.

1. GENERAL RESERVATION: Name and address of company and person responsible for materials (confirmations, shipping, registration, etc.)

EXHIBITOR: _____ CONTACT _____

Address _____

City/State/Zip _____

Phone _____ Fax _____ Email _____

2. TRADE SHOW PROGRAM LISTING:

____ Check if information is the same as above

Company Name _____

Person in charge at show _____

Address _____

Phone _____ Fax _____ Email _____

3. PRODUCTS AND SERVICES (circle): Trade Books ♦ Wholesaler ♦ Distributor ♦ Audio ♦ DVD ♦ Remainders ♦ Sidelines ♦ Other (specify)

4. SHIPPING AND SET-UP (Set-up Thursday, October 8, 12- 6 pm ONLY)

See inside back page for information and how to download drayage package. Please note that the Oakland Convention Center is a union facility and subject to union rules. We have negotiated the ability for small exhibitors to hand-carry no more than four boxes onto the show floor, but no hand trucks, dollies, luggage carts, or the like are allowed.

5. SPACE RESERVATIONS (New Pricing this Year)

Please use the map on next page as a reference. Islands #1 and #2 are priced higher due to their location, and Local Publishers Row is reserved for exhibitors meeting all of the requirements printed below.

We accept requests but cannot guarantee any space. Any non-member wishing to join (\$75 annually) and qualify for the member pricing should check this box and add \$75 to payment. All prices are per table or wall space.

- Number of wall spaces at: \$950 member _____ / \$1010 non-member _____
Each space comes with three 8' tables, 6 chairs, pipe-and-drape backing **# 101-122**

- Number of tables at: \$350 member _____ / \$410 non-member _____
Comes with one 8' covered table, 2 chairs **Tables in Islands # 1-2**

- Number of tables at: \$300 member _____ / \$360 non-member _____
Comes with one 8' covered table, 2 chairs **Tables in Islands # 3-23**

- No. of tables in Local Publishers Row (reserved for Northern California independent publishers *): \$150 _____ Shared table \$85 _____ **(Space limited in this area)**

*** Please note that you qualify only if you meet the following criteria:**

- *You are locally owned and located from Monterey north to the border*
- *You have no in-house sales reps that sell your books to California independent bookstores*
- *You publish at least 5 and fewer than 50 titles each year and publish at least two authors*

NCIBA Membership is encouraged but not required. Annual dues are \$75 and include a subscription to our newsletter; discounts on exhibit space, mailing lists and other services; access to office resources; and more.

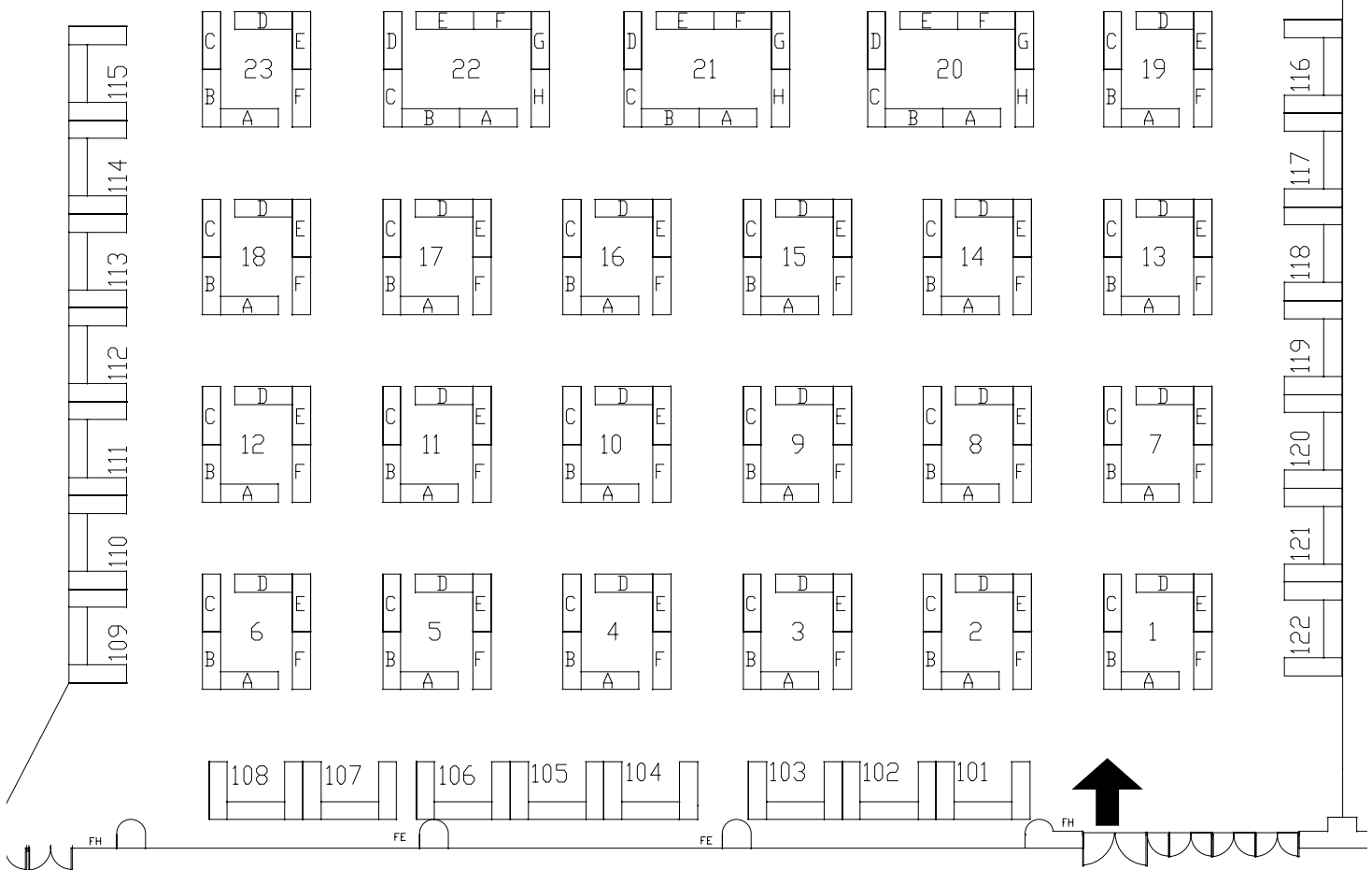
Show Specials: Please email all show specials by August 31 to ncibaoffice@gmail.com to be included in pre-show mailings and listing on our web site.

For Author Autographing requests, see the form on page 9. Signings will be held this year at exhibitor tables, and staffing support will be supplied by the NCIBA.

2009 NCIBA TRADE SHOW FLOOR MAP

LOCAL PUBLISHERS ROW

216 | 215 | 214 | 213 | 212 | 211 | 210 | 209 | 208 | 207 | 206 | 205 | 204 | 203 | 202 | 201



ALL TABLES ARE 8' X 30" AND COME COVERED AND SKIRTED WITH 2 CHAIRS

FLOOR ENTRANCE

XIT | RESTROOMS | REGISTRATION

6. BOOTH PERSONNEL

Exhibitors with one table may receive up to five complimentary badges; two or more tables earns 10 free badges. **All badges must be for employees only.** Additional badges are available for \$10 apiece at the discretion of NCIBA; contact us at ncibaoffice@gmail.com or 415-561-7686. **Please print clearly;** a copy of your badge (for proofing) will be sent with your confirmation packet. Badges are not mailed; they can be picked up at the Registration Booth at the show beginning Thursday, October 8.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

7. MAILING LABEL ORDER

We have special rates for any exhibitor wishing to purchase a member bookseller mailing list for one time use -- \$75 for members, \$100 for non-members - prepaid. The list comes on Avery labels in zip code order, and there are 200+ bookseller names.

8. PAYMENT SUMMARY

Table/Booth total _____	Membership Dues _____
Additional Badges _____	Show Sponsorship _____
Mailing Labels _____	Show Program Ad _____
<i>Make check payable to NCIBA (sorry, no credit cards)</i>	TOTAL DUE _____

Mail to: NCIBA, PO Box 29169, San Francisco, CA 94129

A deposit of at least 1/2 of your total table or booth amount (up to \$500) is required with this application. All applications are processed as they are received. Confirmations and any balance-due statements will be mailed back; all balances are due September 11, 2009. Failure to pay all fees by that date can lead to cancellation of your exhibit space, and your deposit will not be returned. Exhibitors who request unallocated space after September 11 must pay full fees at time of application.

I/we understand that neither the NCIBA or the Oakland Convention Center will be responsible for any damage to booth contents (the show floor is locked at night).

Authorized signature of exhibitor

Date

Trade Show Shipping, Load-In, Set-Up

❑ Exhibitors must utilize our drayage company, Western Event Service, to ship any advance freight and to move their exhibit materials in and out of the Convention Center, as well as to arrange for additional chairs, fixtures, other furniture, and electrical needs.

❑ **A packet describing Western Event's services is available to download at Westerneventservice.com; click on Exhibitor Service Kits.**

❑ Please DO NOT ship anything directly to the Marriott Hotel. They will charge you for storage and for delivery to the show floor, and boxes and packages can easily be misplaced or mis-delivered.

❑ Exhibitors are allowed to hand-carry no more than four of their own boxes onto the trade show floor. **The use of hand trucks, dollies, luggage carts, and hotel baggage carts is not permitted.** Also be aware that, due to union regulations, hotel bellman can only transport boxes to the entrance of the show floor; exhibitors must then hand-carry or utilize Western Event personnel at that point.

❑ Exhibitors with more than four boxes must have Western Events Service handle the delivery of their materials to their table(s). We offer a special deal that allows exhibitors to deliver their boxes (up to a pallet's worth) directly to the Convention Center loading dock on Thursday, October 8, and have transported to their exhibit space for \$75 (which includes transporting boxes back to loading dock for exhibitor pick-up on Saturday afternoon). This service will be available during the scheduled move-in hours of the show; for details and information on this special service, contact the NCIBA at 415-561-7686 or office@nciba.com.

❑ Set-up time is 12-6 pm on Thursday, October 8. **Friday morning set-up is only available with permission of NCIBA and pre-payment of a \$25 late fee.**

❑ Breakdown is at the close of the show on Saturday at 3:30 pm. All materials must be off the show floor no later than 5 pm. Boxes of leftover books can be left at the NCIBA booth for donation.

Confirmations

Once we have processed your application and assigned you space, you will be mailed a confirmation form that includes a badge proof sheet and balance-due statement. Badges are not mailed; they can be picked up at Registration at the show.

Trade Show Program

Our Trade Show Program lists every exhibitor, along with booth number and contact information. **If exhibitors also send a list of publishers, imprints, and distributed lines by September 4**, that information is also included. Exhibitor advertising is also available; refer to the insert sheet for information.

Show Specials

We greatly encourage exhibitors to offer Show Specials. All Specials received by August 31st, will be included in a pre-show mailing to our members and listed on our web site; email to ncibaoffice@gmail.com, preferably in a Word format.

Author Autographings

Use the insert sheet for nominations, or print the Author Autographing form at nciba.com.

Hotel Information

The City Center Marriott is our convention hotel, in the same building as the Convention Center. Rates are \$135, plus tax. Reservation information will be included in your confirmation.

NCIBA
Presidio National Park
1007 General Kennedy Avenue
P.O. Box 29169
San Francisco, CA 94129

NCIBA TRADE SHOW - October 8-10, 2009
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AUTHOR AUTOGRAPHING REQUEST FORM

Exhibitor _____

Contact _____

Phone _____ Fax _____

Email _____ Date _____

Name of Author _____ **Publisher** _____

Book Title _____ **Pub Date** _____

Preferred Day/Time? _____

All Author Autographings will take place at Exhibitor's table or booth.
NCIBA's Autographing staff will provide support at each signing, but exhibitors will need to make space for the author at their table during the signing. Please contact us for any special needs.

Autographings are currently being scheduled and will continue until the schedule is full.

Publishers are asked to supply a minimum of **50 books** per 1/2 hour of signing time.
We do not charge a fee for signings.

Autographings occur on Friday October 9 and Saturday, October 10
from 10:30 until 3:30 (2:30 on Sunday). Each slot is 1/2 hour.

We collect \$1 from all recipients for the
American Booksellers Foundation for Free Expression (ABFFE)

Confirmations will be faxed or emailed. We regret that we cannot accommodate all requests.

Email or fax this info to: NCIBA, PO Box 29169, San Francisco, CA 94129

ncibaoffice@gmail.com 415-561-7685 fax

Questions: 415-561-7686

NCIBA TRADE SHOW - October 8-10 2009
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Trade Show Sponsorship

*Contribute to the trade show and gain added recognition
& the gratitude of your independent bookseller customers!*

ALL SHOW SPONSORS RECEIVE

Recognition in NCIBA newsletter and Show Program

Gold skirting for trade show table

Special sponsorship signage

Free advertising in Trade Show Program

\$250 _____

Includes a ¼ page ad in Trade Show Program

\$500 _____

Includes a ½ page ad in Trade Show Program

\$1500 _____

Includes sponsorship of a Trade Show event, recognition and opportunity to introduce an author or company offer to attendees at that event, plus Full Page ad in the Trade Show Program (contact office for details)

Exhibitor _____

Contact _____

Phone _____

Email _____

Please also fill out the **Trade Show Program Guide Advertising** form.

Email or fax this info to: NCIBA, PO 29169, San Francisco, CA 94129
office@nciba.com 415-561-7685 fax

Questions: 415-561-7686

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TRADE SHOW PROGRAM ADVERTISING

(Sponsors should also use this form if they wish to take advantage of their free advertising offer)

Exhibitor _____

Contact _____

Phone _____

Fax _____

Deadlines: **August 21, 2009**: space reservations
August 28, 2009 camera-ready copy and PAYMENT DUE

Check box of requested ad

Full page, \$500
6 1/2" x 9"

Inside back cover, \$550
6 1/2" x 9"

Inside front cover, \$550
6 1/2" x 9"

Back cover, \$550
6 1/2" x 9"

Half page, \$275
6 1/2" x 4 1/2"

Electronic formats (jpeg, tiff, pdf) can be emailed to office@nciba.com - 300 dpi preferred

Email or fax this info to: NCIBA, PO Box 29169, San Francisco, CA 94129
office@nciba.com 415-561-7685 fax
Questions: 415-561-7686

NCIBA TRADE SHOW - October 8-10, 2009
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Cookbook Celebration

A tradition on the Trade Show floor and great exposure
for a new Fall cookbook!

Here's How It Works:

Our hotel chef prepares samples of recipes from 6-8 cookbooks chosen from publisher submissions, and we serve the food on the trade show for free to attendees (booksellers get first dibs).

All serving tables have space for displays of the featured cookbook, recipe cards, or other promotional materials. **Authors do not have to be present**, but if they do attend the show we encourage them to help serve their recipe samples.

Cost to the publisher is \$800 (based on the cost of preparing the food). If a recipe's preparation leads to additional unanticipated costs, we will let publisher know in advance. We ask publishers to submit three recipe choices from each cookbook (send copied pages from the book, or the book itself with pages marked) so that we may have a range of selections. We will confirm the recipe choice (and price) prior to the show. We request a copy of each cookbook be sent to the NCIBA office for display purposes at the show.

Cookbook Title _____

Publisher/Imprint _____

Contact _____

Phone _____ Email _____

We will: send cookbook with recipes marked to: OR

send copies of recipes to:

NCIBA, P.O. Box 29169, San Francisco, CA 94129

Email or fax this info to: NCIBA, PO Box 29169, San Francisco, CA 94129

office@nciba.com 415-561-7685 fax

Questions: 415-561-7686