



NORTHERN CALIFORNIA INDEPENDENT BOOKSELLERS ASSOCIATION

# NCIBA TRADE SHOW

**OCTOBER 14-16, 2010**

*Thursday-Saturday*

OAKLAND CONVENTION CENTER

CITY CENTER MARRIOTT

*Attendee Packet*

# FOREWARD

## ☐ NEW THIS YEAR!

- On Friday, the Trade Show floor will be open **for appointments only from 10-11am**. The floor opens for all at 11am.

## ☐ NEW LAST YEAR - AND AGAIN THIS YEAR

- **SHOW DAYS** - Education day is Thursday, trade show floor open Friday and Saturday. On Sunday, we rest.
- **START TIME FOR ADULT AUTHOR BREAKFAST** - Since it's on Friday this year and we don't want folks sitting in traffic, we're beginning the event at 9:30am and offering more of a brunch menu. The Children's Author breakfast begins at 8am on Saturday.
- **PRE-SIGNED BOOKS -AT AUTHOR BREAKFASTS:** This year, attendees at the Author Breakfast events will receive pre-signed copies of the featured authors' books at the breakfast -- no more waiting in line on the show floor. The \$30 admission price includes breakfast, three books, and the \$1 donation per book to ABFFE. **These authors will not be signing on the show floor**, so your attendance at the breakfasts is the only way to ensure signed copies. We will also ask authors to stay after breakfast (as time allows) to personalize copies.
- **IN-BOOTH AUTHOR AUTOGRAPHING** - All author signings on the trade show floor will occur at exhibitor tables and booths; there will be no Author Autographing area. Our autograph staff will be on hand at each signing, and we will collect our \$1 ABFFE donation as usual. The Author Autograph schedule will include the island or booth number at which each signing will take place.
- **REP PICKS SCHEDULE** - We are offering three separate Rep Picks sessions this year. **The first**, focusing on university and small press titles, will be held as part of the Day of Education on Thursday morning at 10:30. **The second**, on Friday afternoon at 4:15, will be held on the trade show floor and will feature house reps from larger publishers. **The third** will be held immediately following the Children's Author breakfast in Simmons Ballroom on Saturday morning from 10-11 and will feature children's book reps.

# COMING TO THE SHOW

## ❑ ADMISSION POLICY

- If your mailing label on this packet is **white**, you and your entire store staff are welcome free of charge. We ask stores to limit their lists to actual employees.
- If your mailing label on this packet has a **blue stripe**, you are an Associate member; you and one additional company employee are welcome free of charge. Additional employees of associate members may attend the show for \$20 each.
- If your mailing label has a **pink stripe** or your name is **handwritten**, you are not a current member. You may join NCIBA for \$100 or pay the \$60 entrance fee (\$35 one day). **NOTE: *Unless you are renewing a membership, you will need to provide a copy of your business license or other proof of your affiliation to the book industry.*** ID may be requested at door.
- All current *core bookstore* members of **SCIBA** receive two free passes.

## ❑ NO SHOW FLOOR CONCESSIONS

The concession stand will not be open, but the hotel will offer a specially-priced lunch buffet in the City Center Grill on the 2nd floor.

## ❑ BOOK SIGNING DONATIONS

We collect a \$1 donation per book for ABFFE. For convenience, booksellers can also buy \$5 Autograph tickets, at Registration or the NCIBA booth, good for five books.

## ❑ ORDER RAFFLES BOTH DAYS

We will be drawing cash prize winners from our “Place-An-Order-At-The-Show” raffle ticket entries on both Friday and Saturday afternoon. Only one winner per store; entry forms are at exhibitor tables and should be turned in at the NCIBA booth.

## ❑ NO WHEELS ON THE FLOOR

Unless you have prior approval from us, we do not allow luggage carts, suitcases, etc.



12:15 - 1:15



### LUNCH & 'A CONVERSATION WITH MICHAEL CUNNINGHAM'

Join us for a special lunch in the newly-remodeled AJ Toppers, featuring Michael Cunningham in conversation with NCIBA President Mike Barnard. Cunningham will discuss his new book, *By Nightfall*. The \$25 cost includes a copy of the book. Seating is limited and we expect to sell out, so reserve early.

1:30-2:45

#### A. PRACTICAL WAYS TO USE INDIECOMMERCE

In this session, ABA's Technology Director Matt Supko will moderate a discussion on the updated IndieCommerce product, answer questions, and provide a demonstration. Also, get the latest news on digital content, including Google Editions.



#### B. MERCHANDISING SIDELINES

Interest in bookstore sidelines has never been greater (love those margins), and we've responded to demand by soliciting more gift vendors and creating a Sidelines Specialties exhibit area for them on the trade show floor. But once you buy them, how do you display these new non-book items in your store? At this session, a panel of bookselling experts will discuss how they merchandise sidelines for maximum effect. Come prepared to take notes and ask questions.



3:00-4:15

#### A. REPS TALKING CO-OP

With the changing landscape of both bookselling and publishing, the issue of co-op – what's being offered and how best to use it – remains a topic of keen interest. We've put together a panel of local sales reps to discuss co-op going forward – new opportunities, policy changes, best practices, and the like.



#### B. BOOKSELLER ROUNDTABLES

We're offering three discussion groups at this session, with a facilitator familiar with the subject on hand to guide the conversation.

##### 1. Customer Service: how to handle challenging situations

Possible issues (bring your own as well): Amazon, politics, religion, cell phone usage hyperactive children. Moderated By Marion Abbott, Mrs. Dalloway's

##### 2. Selling used books in-store

A chance for folks who stock (or want to stock) both new and used to discuss what works, what sells, market trends, etc. Moderated by Amy Thomas, Pegasus Books

##### 3. Do your own inventory...or not

Pros and cons of counting the books yourself versus outsourcing, and best practices for DIY. Moderated by Casey Coonerty Protti, Bookshop Santa Cruz



4:30-5:30

## ANNUAL MEMBERSHIP MEETING

-- SKYLINE ROOM (FORMERLY AJ TOPPERS), 21ST FLOOR --

Once again, we will be holding our Annual Meeting today in the more relaxed setting of AJ Topper's on the top floor of the Marriott. We'll report (briskly) on NCIBA activities, field questions and comments from the audience, then present our annual awards. Plus, we'll give out tokens for a free glass of wine, beer, or soda from the Toppers bar!

5:30-7

## WELCOME RECEPTION

-- SKYLINE ROOM (FORMERLY AJ TOPPERS), 21ST FLOOR --

SPONSORED BY HARPERCOLLINS

Our annual kickoff party for exhibitors and attendees will feature a short presentation by **Justin Taylor** (right), co-author of *The Word Made Flesh: Literary Tattoos from Bookworms Worldwide* (Harper Perennial), followed by complimentary hors d'oeuvres.



# FRIDAY - OCTOBER 15

TRADE SHOW FLOOR OPEN 11AM - 4PM  
(APPOINTMENT ONLY - 10-11AM)

AUTHOR AUTOGRAPHINGS 11AM - 3PM AT EXHIBITOR TABLES AND BOOTHS

9:30-11

## AUTHOR BREAKFAST

-- SIMMONS BALLROOM --

SPONSORED BY BAKER AND TAYLOR

Join us on a new day and time for a very special breakfast event. This year's featured speakers are **Amy Sedaris** (*Simple Times: Crafts for Poor People*, Grand Central), **Walter Mosley** (*The Last Days of Ptolemy Grey* and *When the Thrill Is Gone*, Riverhead), and **Brock Clarke** (*Exley*, Algonquin). All attendees will receive signed copies of all three authors' books at the event, and the authors will not be signing on the show floor. Members \$30, non-members \$35.



Sedaris



Mosley



Clarke

**4:15-5:45**

## **NOT YOUR TYPICAL REP PICKS: BEST BOOKS BY CATEGORY**

-- TRADE SHOW FLOOR --

Last year's new Rep Picks format worked so well that we're bringing it back for an encore. Fast-paced and entertaining, this is an event for any and all booksellers. And we'll have wine, courtesy of **Evan Goldstein**, author of the UC Press title *Daring Pairings: A Master Sommelier Matches Distinctive Wines with Recipes from His Favorite Chefs*, and other complimentary refreshments to boot!

We have supplied participating reps with five categories and asking them to match a book from their lists to each category:

- \* Sleeper Alert – Here's One to Pay Attention To
- \* This Book Transported Me to a Place That I've Never Been To
- \* Surprise Hit – Bookseller Orders Exceeded Expectations On This One
- \* Best Book to Give as a Gift to Someone Who Claims That He/She Doesn't Read Books
- \* Feel-Good Title – You'll Laugh, You'll Cry, You'll Be Sorry When It Ends

We are inviting 11 sales reps. They will be seated next to each other, and we'll go down the line, one category at a time, with each rep having a minute or so to present their choice in that category before passing the mike. We will also have a master list of all picks at the event as well as at the NCIBA booth.

**4-6:00**

## **AJ TOPPERS COCKTAIL PARTY**

SPONSORED BY NCIBA

For exhibitors and attendees who'd like to take a break before heading off to evening festivities, AJ Toppers, on the top floor of the Marriott, is a great place to relax. We'll have tokens good for one glass of wine, beer, or soda plus a cash bar and light hors d'oeuvres.

**6-7:30**

## **NCIBA AUTHOR RECEPTION**

-- SIMMONS BALLROOM --

SPONSORED BY INGRAM BOOK COMPANY

This year's Author Reception features 30 invited authors, including several children's writers. They'll be signing copies of their books or ARCs and visiting with booksellers. There will be complimentary hot hors d'oeuvres, courtesy of sponsor Ingram Book Company, and wine donated by **Evan Goldstein**, author of *Daring Pairings (UC Press)*, and **Mark Oldman**, author of *Oldman's Brave New World of Wine (WW Norton)*, and a Reception participant.

Doors open at 6:00, and we'll introduce each author before we begin serving and signing so you'll know who's located where. This is a great time for all -- books, authors, colleagues, a great food spread, plus plenty of wine and beer, soda, and water.

# RECEPTION AUTHORS

1. Bill Barich, *Long Way Home: On the Trail of Steinbeck's America*, Bloomsbury
2. Rhys Bowen, *Royal Blood: A Royal Spyness Mystery* Berkley Prime Crime
3. Lisa Brown, *Vampire Boy's Good Night*, HarperCollins KIDS
4. Lewis Buzbee, *The Haunting of Charles Dickens*, Feiwel & Friends KIDS
5. Bo Caldwell, *City of Tranquil Light*, Holt
6. Ally Condie, *Matched (Dystopian Trilogy #1)* Dutton
7. Lisa Desrochers, *Personal Demons*, Tor Teen KIDS
8. Kathy Ellison, *Buzz: A Year of Paying Attention*, Hyperion/Voice
9. Jonathan Evison, *West of Here*, Algonquin
10. Siobhan Fallon, *You Know When the Men Are Gone*, Amy Einhorn/Putnam
11. Karen Joy Fowler, *What I Didn't See: Stories*, Small Beer Press
12. Jim LaMarche, *The Sea of Sleep*, Scholastic KIDS
13. David Levinson, *Everyone Helps, Everyone Wins*, Hudson Street Press
14. Michael David Lukas, *The Oracle of Stamboul*, Harper
15. MariNaomi, *Kiss & Tell*, Harper Perennial
16. Val McDermid, *Fever of the Bone*, Harper Paperbacks
17. Paul McHugh, *Deadlines*, Lost Coast Press
18. Dinaw Mengestu, *How To Read the Air*, Riverhead
19. Brandon Mull, *A World Without Heroes*, Simon & Schuster KIDS
20. Mark Oldman, *Oldman's Brave New World of Wine*, WW Norton
21. Jeff Potter, *Cooking for Geeks: Real Science, Great Hacks, & Good Food*, O'Reilly
22. Robert San Souci, *Robin Hood and the Golden Arrow*, Orchard KIDS
23. Stephen Jay Schwartz, *Beat*, Forge
24. J.otto Seibold, *Other Goose*, Chronicle KIDS
25. Elena Mauli Shapiro, *13, Rue Therese*, Reagan Arthur Books
26. Adrienne Sharp, *The True Memoirs of Little K*, FSG
27. Rebecca Solnit, *Infinite City: A San Francisco Atlas*, UC Press
28. Justin Taylor, *The Gospel of Anarchy*, Harper Perennial
29. Rosemary Wells, *On the Blue Comet*, Candlewick KIDS
30. Summer Wood, *Wrecker*, Bloomsbury

**NOTE:** This event is only open to booksellers from voting member stores and host publishers. Bring your staff - they'll have a ball!

# SATURDAY - OCTOBER 16

TRADE SHOW FLOOR OPEN 10AM - 3PM

AUTHOR AUTOGRAPHINGS 11AM - 2:30PM AT EXHIBITOR TABLES

8-9:45

## CHILDREN'S AUTHOR BREAKFAST

-- SIMMONS BALLROOM --

SPONSORED BY BAKER AND TAYLOR

Join us for a buffet breakfast and a terrific lineup of children's author speakers. Our guests are Jon Scieszka (*SPACEHEADZ: Book#1!*, Simon & Schuster), Richard Peck (*Three Quarters Dead, Dial*); and Paul O. Zelinsky (*Dust Devil*, Random House). All attendees will receive signed copies of the books at the event. The authors will not be signing on the show floor, so the breakfast is the only place to get signed books. Members \$30, Nonmember \$35.



Scieszka



Peck



Zelinsky

10:00-11

## CHILDREN'S BOOKS REP PICKS

-- SIMMONS BALLROOM --

Join sales reps for children's publishers as they show you highlights from their Fall book lists. Each rep will present for 5-7 minutes and focus on their favorite titles.

12:30-1:30

## COOKBOOK CELEBRATION

-- TRADE SHOW FLOOR --

Once again, we've got an incredible lineup of cookbooks, and we'll have recipe cards for featured recipes. Titles include:

- 🌀 *In the Kitchen with A Good Appetite* by Melissa Clark (in attendance)
- 🌀 *The Wild Table* by Connie Green and Sarah Scott
- 🌀 *Raw Food for Everyone* by Alissa Cohen and Leah Dubois
- 🌀 *Around My French Table* by Dorie Greenspan
- 🌀 *Heart of the Artichoke and Other Kitchen Journeys* by David Tanis
- 🌀 *D.I.Y. Delicious: Recipes & Ideas for Simple Food from Scratch* by Vanessa Barrington
- 🌀 *Secrets of the Sommeliers: How to Think and Drink Like the World's Top Wine Professionals*, by Raj Parr and Jordan Mackay (in attendance)



NORTHERN CALIFORNIA  
INDEPENDENT BOOKSELLERS  
ASSOCIATION

# REGISTRATION INFORMATION

## 2010 NCIBA TRADE SHOW

- **REGISTER BY OCTOBER 1 TO GUARANTEE** that your badges will be ready for you upon arrival at the Convention Center. If you do not register in advance, you will need to wait in line upon your arrival at the show to have badges made. ***We will not be mailing badges in advance.***
- **ALL NCIBA BOOKSTORE MEMBERS** may register themselves and their employees at no cost, and all registrants qualify for member prices at any paid events.
- **ASSOCIATE MEMBERS** receive 2 passes and may pay \$20/person for additional staff.
- **SCIBA BOOKSTORE MEMBERS** receive two free passes and may pay \$20/person for additional company staff.
- **NON-MEMBERS WITH PROOF OF BOOK INDUSTRY AFFILIATION** may either join as members at the show (\$100 per year) for free admission or pay \$35 per day.

Please return the form on the next page, legibly filled out and signed, to NCIBA with your check no later than Friday, October 1, 2010 -- **earlier is better.**

Photocopies of this form are OK. Faxes are accepted only if no fees are due.

**Marriott Hotel cut-off date for group rate of \$135/night is  
September 21! Book soon - the rate won't hold past that date.**

# TRADE SHOW REGISTRATION FORM

Store/Company Name (as will appear on badge) \_\_\_\_\_

Store Contact \_\_\_\_\_

Best Way to Contact (phone, email or fax) \_\_\_\_\_

**In an effort to make sure that all show attendees understand the rules of the trade show, we are asking all store owners to sign below, on behalf of themselves and their employees and to make sure their staff are also aware of this policy.**

“I understand that, with regard to giveaways at the trade show, the policy of the NCIBA is one per bookseller. Two or more employees from the same store may each accept a copy of a giveaway, but we ask that any one bookseller not collect more than one copy, even if on behalf of others.

Attendees found leaving the show floor with bags filled with multiple copies of giveaways may be asked to return the extra copies and, at our discretion, asked to leave the show. As always, if anyone is unsure whether an item is free for the taking, they should ask the exhibitor.”

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*Signature of owner or manager on behalf of all store attendees*

## **BADGE NAMES (Please Print CLEARLY):**

- |          |           |
|----------|-----------|
| 1. _____ | 6. _____  |
| 2. _____ | 7. _____  |
| 3. _____ | 8. _____  |
| 4. _____ | 9. _____  |
| 5. _____ | 10. _____ |

RETURN THIS FORM TO: NCIBA, PO Box 29169, SF, CA 94129 by September 25, or fax to 415-561-7685, or email to carol@nciba.com.

# TRADE SHOW SIGN-UP SHEET

REGISTRATION	NUMBER	TOTAL \$
VOTING BOOKSTORE MEMBERS & STAFF	_____ FREE	
ASSOCIATE MEMBERS (1 OR 2)	_____ FREE	
ADDITIONAL ASSOCIATE MEMBER STAFF	_____ x \$20	TOTAL \$ _____
NON-MEMBER (ONE DAY)	_____ x \$35	TOTAL \$ _____
NON-MEMBER (FRI./SAT.)	_____ x \$60	TOTAL \$ _____
MEMBER DUES FOR EXPIRED OR NEW MEMBERSHIP	_____ x \$100	TOTAL \$ _____

## EVENTS FOR THURSDAY, OCTOBER 14 (YOUR NUMBERS HELP US WITH ROOM SET-UP)

BOOK BLOGGER PANEL	# _____	
HEALTH CARE BENEFITS	# _____	
SMALL PRESS REP PICKS	# _____	
LUNCH - CONVERSATION W/MICHAEL CUNNINGHAM	# _____ x \$25 EACH	TOTAL \$ _____
INDIECOMMERCE	# _____	
MERCHANDISING SIDELINES	# _____	
REPS ON CO-OP	# _____	
BOOKSTORE ROUNDTABLES	# _____	

## EVENTS FOR FRIDAY, OCTOBER 15

AUTHOR BREAKFAST (INCLUDES BOOKS) AMY SEDARIS, WALTER MOSLEY, BROCK CLARKE	# _____ x \$30 MEM./\$35 NON.	TOTAL \$ _____
REP PICKS	# _____	
AUTHOR RECEPTION (BOOKSELLERS ONLY)	# _____	

## EVENTS FOR SATURDAY, OCTOBER 16

CHILDREN'S AUTHOR BREAKFAST (INCLUDES BOOKS) JON SCIESZKA, RICHARD PECK, PAUL ZELINSKY	# _____ x \$30 MEM./\$35 NON.	TOTAL \$ _____
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FINAL TOTAL DUE \$ \_\_\_\_\_

**NOTE: BREAKFAST & LUNCH ATTENDEES DO NOT RECEIVE TICKETS. WE WILL HAVE LIST OF STORES AND NUMBER ATTENDING AT THE DOOR (WE DON'T NEED NAMES).**

BOOKSTORE OR COMPANY NAME \_\_\_\_\_

CONTACT \_\_\_\_\_

EMAIL/PHONE \_\_\_\_\_

RETURN THIS FORM TO: NCIBA, PO Box 29169, SF, CA 94129 by October 1, or fax to 415-561-7685, or email to [carol@nciba.com](mailto:carol@nciba.com)

# HOTEL INFORMATION

The Oakland Marriott is our convention hotel. **Special NCIBA rates for 2010 are \$135 (plus tax).** Telephone the Oakland Marriott early and directly at 510-451-4000 or 800-991-7249 to reserve rooms; mention NCIBA in order to obtain these preferred rates. You can also book online at <http://www.marriott.com/hotels/travel/oakdt?groupCode=ncincia&app=resvlink&fromDate=10/12/10&toDate=10/19/10> (use the group code NCINCIA to receive the special rate if it's not already there)

**Cut-off date is September 21 to guarantee convention rate, so book early.**

## TRANSPORTATION

### BY CAR

#### **From the Oakland Airport or from points south VIA I-880 North**

From the airport, follow the signs for Hegenberger Road. Take Hegenberger Road until you see the sign for I-880 North. Take I-880 North to the Broadway Exit. Turn right at Broadway. The hotel is located at 1001 Broadway, between 10th and 11th Streets. For parking turn left on 10th, right on Clay Street and right on 11th. The self-parking entrance is on 11th Street. Valet parking and the hotel lobby entrance are at the corner of 11th and Broadway.

#### **From the East Bay, Walnut Creek, Concord or points east**

Drive West on Highway 24 through the Caldecott Tunnel for approximately three miles to I-980. Follow signs for Downtown Oakland. Take the 12th Street exit. Continue one block and turn left at 11th Street. Continue on 11th for four blocks to self parking entrance at 11th and Clay.

#### **From the San Francisco International Airport**

From the airport, take Hwy 101 North to San Francisco. Continue through San Francisco to the Bay Bridge. Once over the bridge stay to your right and follow the signs to I-580 East, then take I-980 and follow signs Downtown Oakland. Take the 12th Street exit. Continue one block and turn left at 11th Street. Continue on 11th for four blocks to self parking entrance at 11th and Clay.

#### **From Sacramento, Berkeley or other points via I-80 west**

Drive west on I-80 to I-580 East. Continue east to I-980 and follow signs for Downtown Oakland. Take the 12th Street exit. Continue one block and turn left at 11th Street. Continue on 11th for four blocks to self-parking entrance at 11th and Clay.

### PUBLIC TRANSPORTATION

#### **From the Oakland Airport**

Take the Oakland Air-BART Shuttle from the Airport to the Coliseum BART station. The Shuttle leaves the airport every 15 minutes from outside the Baggage Claim area. Cost is \$3.00 (exact change). At the Coliseum BART station, take the Richmond train to the 12th Street station. Fare is \$1.75 and departs every 15-20 minutes. Use the 11th Street exit from the BART station and you will be facing the hotel.

#### **BART from other locations**

Three BART lines have trains that stop at the 12th Street Station in downtown Oakland. Use the 11th Street exit from the BART station and you will be facing the hotel entrance.

#### **From the San Francisco International Airport**

BART runs directly from SFO to downtown Oakland and the 12th Street/City Center station, one block from the hotel. Cost is \$8.40; take Pittsburg/Bay Point Yellow line direct to avoid transferring.