



NORTHERN CALIFORNIA
INDEPENDENT BOOKSELLERS ASSOCIATION

NCIBA TRADE SHOW

2010

THURSDAY, OCTOBER 14 -
SATURDAY, OCTOBER 16

OAKLAND CONVENTION CENTER
OAKLAND MARRIOTT
CITY CENTER

EXHIBITOR PACKET

FACTS AND FIGURES

NCIBA TRADE SHOW HOURS

Thursday, October 14 – Show Floor Schedule

12 - 6 pm - Exhibitor Registration and Set-Up

Friday, October 15 - Show Floor Schedule – *NEW HOURS!*

From 9 am - Exhibitor access, as needed

10-11 am – Open for bookseller appointments only

11 am - 4 pm – Open to all attendees

Saturday, October 16 - Show Floor Schedule

From 9 am - Exhibitor access, as needed

10 am - 3 pm – Open to all attendees

TABLE/BOOTH COSTS

With the exception of one island by the entrance and Local Publishers Row, all tables are \$300 for members, \$360 for non-members. Wall booths are \$950 for members, \$1010 for non-members.

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 spaces. 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

- Author Autographings will be held at Exhibitor tables or booths. NCIBA volunteers will provide support for all signings - details on Author Autographing Request Form, which is at the end of this document along with information about sponsorship, program advertising, and membership.

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 17, 2010, unless the show floor sells out sooner. After deadline, contact us directly 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:

Fill out if person in charge at the show (sales rep, etc.) will be different than contact above

Company Name _____

Person in charge _____

Address _____

City/State/Zip _____

Phone _____ Fax _____ Email _____

3. PRODUCTS AND SERVICES (circle all that apply): Publisher • Wholesaler • Distributor • Remainders • Sidelines • Other (specify)

4. SHIPPING AND SET-UP (Set-up Thursday, October 14, 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

Please use the map on next page as a reference. Island #1 costs more due to its location, and Local Publishers Row is reserved for exhibitors meeting all of the requirements listed below.

We accept requests but cannot guarantee any space. Any non-member wishing to join (\$100 annually) and qualify for the member pricing please add \$100 to payment (below).

Prices listed are per table or wall space.

● **No. of wall spaces (#101-119)** ___ \$950 member ___ \$1010 non
Each space comes with three 8' tables, 6 chairs, pipe-and-drape backing; we can also accommodate alternative layouts

● **No. of tables at Island #1:** ___ \$350 member ___ \$410 non
Comes with one 8' covered table, 2 chairs

● **No. of tables at Islands #2-18:** ___ \$300 member ___ \$360 non
Comes with one 8' covered table, 2 chairs

● **Local Publishers Row** (reserved for Northern California independent publishers – qualifications below, space limited)

Comes with one 8' covered table, 2 chairs ___ \$150 ___ Half table \$85

Please note that you qualify for the Local Publishers Row 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

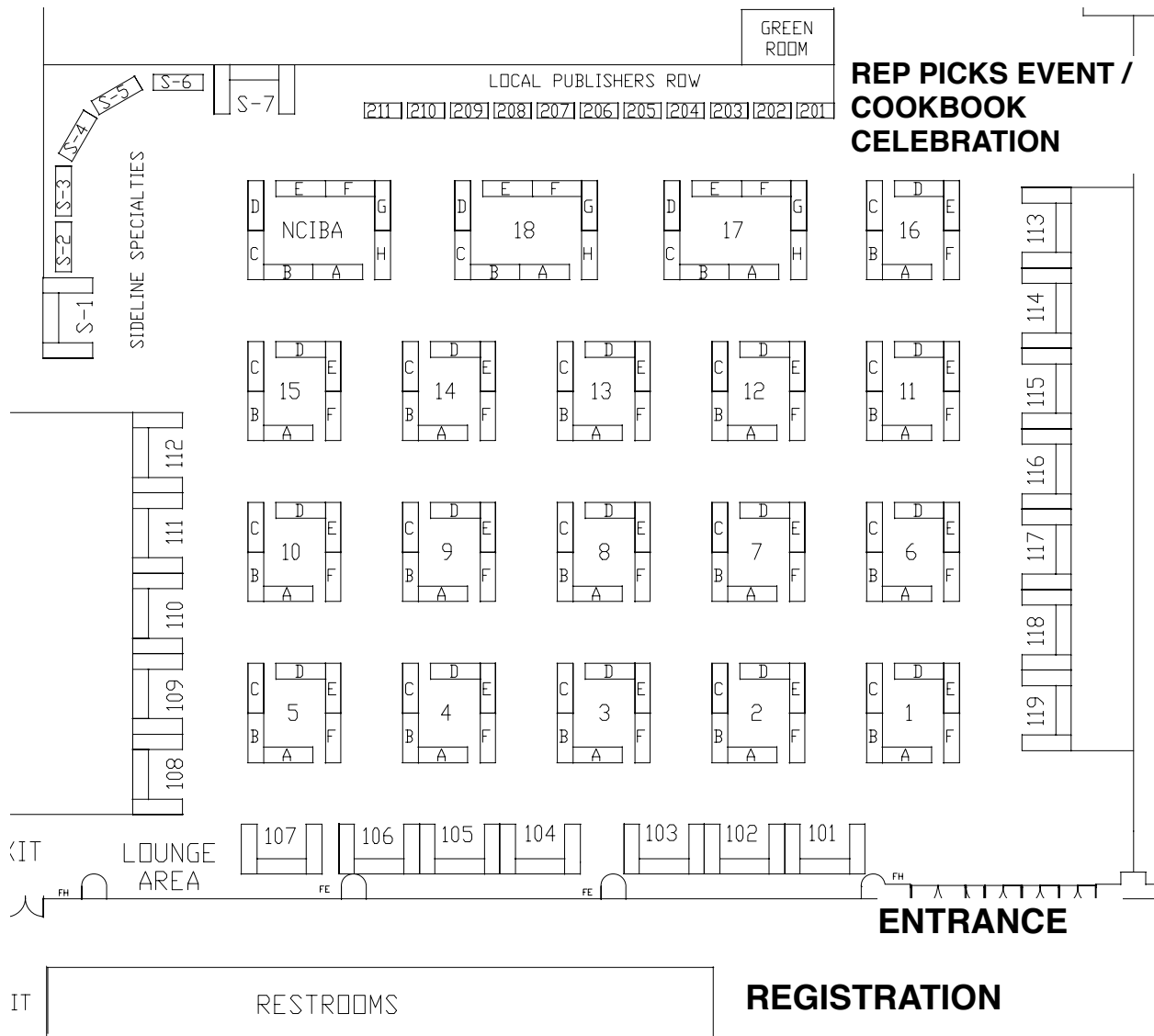
NCIBA Membership is encouraged but not required. Annual dues are \$100 and include a subscription to our newsletter; discounts on exhibit space, mailing lists and other services; access to office resources; and more.

Show Specials should be emailed to carol@nciba.com by August 31 to be included in pre-show mailings and listing on our web site.

For Author Autographing requests, see Autographing Request Form later in this document. Signings will be held at exhibitor tables, and staffing support will be supplied by the NCIBA.

NCIBA TRADE SHOW FLOOR MAP

OCTOBER 14-16, 2010
OAKLAND CONVENTION CENTER
OAKLAND CITY CENTER MARRIOTT



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 carol@nciba.com or 415-561-7686.

Please print **clearly**. Badges are not mailed; they can be picked up at the Registration Booth at the show beginning Thursday, October 14.

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 (see separate sheet) _____
Additional Badges _____	Show Sponsorship (see separate sheet) _____
Mailing Labels _____	Show Program Ad (see separate sheet) _____

Make check payable to NCIBA (sorry, no credit cards) TOTAL DUE _____

Mail with check to: NCIBA Trade Show, PO Box 29169, SF, CA 94129

OR

Fax application, noting when check will be mailed, to 415-561-7685

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 when deposit is received. Confirmations and any balance-due statements will be mailed back; all balances are due September 17, 2010. 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 17 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). They 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 14, 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 (Thursday, Oct. 14, 12-6pm); 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 14. 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 3:00 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 your space, we will mail you a confirmation form with any 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 3, 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 carol@nciba.com, preferably in a Word format.

AUTHOR AUTOGRAPHINGS

Use the insert sheet for nominations, or print the Author Autographing form included as a page of the Trade Show Exhibitor Registration Packet online at nciba.com.

HOTEL INFORMATION

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

NCIBA
Presidio National Park
1007 General Kennedy Avenue
P.O. Box 29169
San Francisco, CA 94129
office@nciba.com
415-561-7686
415-561-7685

NCIBA TRADE SHOW - October 14-16, 2010
Oakland Convention Center/City Center Marriott

AUTHOR AUTOGRAPHING REQUEST FORM

Exhibitor _____

Contact _____

Phone _____ Fax _____

Email _____ Date _____

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 now being booked; cutoff date is Sept. 17

Publishers are asked to supply a minimum of **50 books**.
Signings are a 1/2 hour long. We do not charge a fee.

**Autographings occur on Friday, October 15 from 11:00 - 3:30
and Saturday, October 16 from 11:00 - 2:00.**

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 always
accommodate all requests.

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

NCIBA TRADE SHOW - October 14-16 2010
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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 27, 2010**: space reservations
September 3, 2010 camera-ready copy and PAYMENT DUE

Check box of requested ad

- | | |
|---|--|
| <input type="checkbox"/> Inside front cover, \$550
6 1/2" x 9" | <input type="checkbox"/> Full page, \$500
6 1/2" x 9" |
| <input type="checkbox"/> Inside back cover, \$550
6 1/2" x 9" | <input type="checkbox"/> Half page, \$275
6 1/2" x 4 1/2" |
| <input type="checkbox"/> Back cover, \$550
6 1/2" x 9" | |

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 14-16, 2010
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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



**NORTHERN CALIFORNIA
INDEPENDENT
BOOKSELLERS ASSOCIATION**

2010-2011 Membership Application

Yearly membership for regular Voting and Associate members is \$100.00. The membership year runs April 1- March 31; we do not prorate. Membership entitles you to:

- ◆Free admission to our Trade Show
- ◆Invitation to educational programs
- ◆Participation in member services programs
- ◆Free subscription to our newsletter
- ◆One free copy of the annual Rep Guide
- ◆Appropriate inclusion (for Voting members only) on our web site
- ◆Optional subscription to NCIBA ListServ
- ◆Many other benefits.

There is only one Voting Member per retail business; single location bookstores with a Voting Member may designate additional booksellers to receive complementary newsletters and other mailings. Associate Members may add additional company memberships for \$40 per person. Retired members may rejoin as Emeritus Member for \$25, contact the office.



Basic Information:

- Voting @ \$100 per year** **Associate @ \$100 per year**
- Additional Store Location @ \$40 per year** **Additional Associate @ \$40 per year**

Voting members must be in a retail bookselling business whose storefront location and major place of business is in California. **Associate** Members include Sales Reps, Authors, Publishers, and other book trade professionals as well as gift stores, those selling books online or by catalog, prospective booksellers and the like.

Date: _____ Renewing Member New Member **Total Enclosed \$** _____

Member Name _____

Company _____

Address _____

City/ State/ Zip _____

Phone _____ Fax _____ E-Mail _____

Website URL _____

Membership Category:

- Bookseller – Brick & Mortar Prospective Bookseller Sales Rep
- Bookseller MailOrder/Online Publisher Wholesaler Sideline/Supply Vendor
- Media Literary Agent Librarian Author/Illustrator Publicist
- Other _____