



The **NAIBA Fall Conference** has reinvented the annual meeting to help booksellers market books. Publishers are providing booksellers with ideas on displays and events, and emphasizing the wealth of data and content available from the publisher. The new concept at this event gives both publishers and booksellers a purpose in attending, elevating booksellers to the publishers' sales team and sharing all the tips, tools, and techniques to sell the books that are in the stores in the fall and winter seasons.

Each bookseller will receive a folder upon arriving at the NAIBA Fall Conference with Event Models for all the activities taking place at the conference so you can duplicate them in your store and community. You will

then have two whole days to add materials to your folder from all the publishers who will be showing you how to market their books in your store.

To demonstrate the value and ease of what the NAIBA Fall Conference's new concept is providing for booksellers, volunteers will assemble two sample store displays with books from publishers at the show. The two table themes are "Judge a Book Buy Its Cover" and "Lions & Tigers & Bears, Oh My!" Stop by these tables on Monday to see how much fun store merchandising can be!

Booksellers who attend the NAIBA Conference and then implement an idea that they see at the NAIBA Fall Conference, (send in proof through photos or marketing materials) will be eligible for a \$100 prize. The first ten submissions will win.

NAIBA Fall Conference At-A-Glance

Date	Time	Event
Saturday	8-11pm	Supper & Quiz bowl
Sunday	8:30 – 9:30am	Breakfast
	9:45-12:15pm	Adult & Kids Pick Of The Lists by House Reps
	12:30-2:15pm	Movable Feast
Workshops:	2:30-3:30pm	Shop Local
	2:30-3:30pm	Children's Editor / Author Panel
	2:30-3:30pm	Tales From the Road (for authors)
	2:30-4pm	Customer Surveys
	2:30-4:15pm	Staff Development
	3:45-4:45pm	Children's Pick of the List by Booksellers
	3:45-4:45pm	Internet
	4:15-5:15pm	Exhibitor Orientation
	4:15-5:15pm	Getting the Most From Your Floor Space
	4:30-6:00pm	How To Be The Story
	5-6pm	Non Author Events
	5-6pm	Reading Room
	6-7:30pm	Opening Reception / Helmuth Awards / Autographing
	7:30- 11pm	Banquet / Noir Bar
Monday	8-9:30am	Breakfast, NAIBA Annual Meeting & Indie Rep's Pick of the Lists
	9:30-4pm	Exhibits
	12-1:30pm	Children's Author Illustrator
	12-1:30pm	Networking
	12-1:30pm	Networking
	12-1:30pm	Luncheon
	1 - 3:30pm	Autographing

Saturday, October 13

8P.M. – 9:30P.M. Early Bird Buffet Supper for those who took Saturday to travel and enjoy all the sites of Baltimore. We will be joined by our favorite mystery writer in residence, Laura Lippman, *What the Dead Know* (HarperCollins)

9:30P.M. – 11P.M. Quiz Bowl A laugh-a-minute that gets our literary juices flowing. A great way to break the ice and begin a weekend of networking and socializing

Sunday, October 14

8A.M. – 9A.M. Walk down to the Harbor. Enjoy the sights of Baltimore with a stroll through the historic section with Susan Weis of breathe books as our guide.

8:30 A.M. – 9:30A.M. Continental Networking Breakfast. Sponsored by BookStream Begin the conference with a relaxing breakfast, talking about your store, and brainstorming with other booksellers.

9:45 A.M. – 12:15P.M. Pick of the Lists – House Reps

After welcoming remarks from NAIBA President, Joe Drabyak of Chester County Book & Music Co, the morning will be devoted to house reps' pick of their lists. A favorite of booksellers, publishers spend a few minutes talking about their favorites on the fall and winter lists, providing marketing sheets for each title. There will be two rooms, one devoted to adult titles and one for children's and young adult titles.

12:30P.M.– 2:15 P.M. Movable Feast Luncheon Sponsored by HarperCollins

This three course meal features 18 of the hottest regional authors, a mix between picture book authors and illustrators, YA, adult fiction and nonfiction. The authors spend time at each table, talking about their books, booking store appearances, and everyone receives a bag of books. We are still inviting our favorite authors, but so far our guest list includes:

Deborah Norville. *Thank You Power* (Thomas Nelson)

Bathsheba Monk. *Now You See It* (Picador)

Lisa Tucker. *The Cure for Modern Life* (Atria Books /Washington Square Press)

Felicia Sullivan. *The Sky Isn't Visible From Here* (Algonquin)

Robin Gerber. *Eleanor vs. Ike* (HarperCollins / Avon)

Sunshine O'Donnell. *Open Me* (MacAdamCage)

Shauna Seliy. *When We Get There* (Bloomsbury)

Samantha Hunt. *The Invention of Everything Else* (Houghton Mifflin)

Jill Bialosky. *The Life Room* (Harcourt)

Afternoon workshops Sponsored by Random House They run from 2:30P.M. to 6P.M. on Sunday. They include:

2:30 – 3:30P.M. Shop Local: Forming Business Alliances in Your Community. NAIBA has partnered with AMIBA to provide the resources for bookstores to develop and operate local alliances, and to stress the value and importance of this type of community activism.

2:30 – 3:30P.M. Children's Book Editor-Author Panel. We will be joined by two of the best editors in children's publishing, Paula Wiseman and Jean Feiwel, along with their authors, Kate Feiffer (*Henry The Dog With No Tail*, S&S Books for Young Readers) and Lauren Thompson (*Ballerina Dreams*, Feiwel & Friends). They will share their stories on the life of a children's book, and the relationship between an author and their editor.

2:30 – 4:15P.M. ABA's Staff Development: An Overview This session takes a high altitude view of how hiring, training, and managing staff is as much art as it is science. Topics will include hiring people who will add strength to the store, recognizing and building upon an employee's unique abilities, and creating a work environment that motivates staff.

2:30-4:00PM ABA's How to Do a Customer Survey: A Case Study Have you ever wondered what your customers think about your store, or how they view you compared to your competition? In this session, find out how to create and execute customer surveys that will help you learn more about your customers and develop more effective strategies to meet their needs. This session will outline the "nuts-and-bolts" of how to do customer surveys using data gleaned from a case study—including how to frame questions, administer the survey in your store and online, and analyze results.

3:45 – 4:45P.M Children's Pick of the Lists selected by regional booksellers who have reviewed all the books coming out and will share their favorites and must-haves for your children's & YA sections.

3:45 – 4:45P.M Internet Marketing. After a review of basics, we'll expand into the new ideas for online marketing, including blogs, MySpace, literary links and webcasts.

4:14-5:15P.M. Getting the Most Out of Your Floor Space. An expansion of a recent NAIBAhood Gathering at McNally Robinson, we will cover store design, layout and customer impressions.

4:30-6:00PM ABA's How to Be the Story: Developing and Implementing a Public Relations Plan. On average, independent bookstores spend two percent of their annual budget on advertising. But what is the budget for

public relations? What's the difference between advertising and PR? This session will show how a comprehensive public relations plan can have a greater impact on a store's visibility than advertising and at a much lower cost. Learn how to formulate and execute a PR plan. Booksellers will break into groups to tackle hypothetical PR problems.

5:00 – 6:00P.M Non Author Events are a staple of every store, whether a general, children's or specialty store, and we'll continue to show people the clever ways to bring in customers through authorless events.

5:00 – 6:00P.M Reading Room We all know it is the story that sells the book, and NAIBA's Reading Room will continue to promote books in the purest form, with the author reading a passage from the book. The Reading Room will introduce us to four emerging regional authors.

6P.M.-7:30P.M. Opening Reception, sponsored by Ingram Book Company Publishers begin working their magic at their display tables. The day's Featured Authors will be there to autograph books and chat with booksellers. We will also present the Helmuth Sales Rep of the Year Award to Kim Gombar of HarperCollins.

7:30P.M.-9P.M. Awards Banquet NAIBA will honor Anne Tyler with the Legacy Award. Her acceptance speech will be read by her agent, the distinguished Tim Seldes. The winners of the NAIBA Book of the Year Awards will be presented with their prizes as well. The International Association of Crime Writers will be hosting the annual Dashiell Hammett Awards at the NAIBA Awards Banquet; John Case, Dan Fesperman, Robert Ward, and Jim Nisbet will be in the audience waiting to find out who gets to make the acceptance speech.

9:00P.M.-11:00P.M. Noir Bar To compliment the Dashiell Hammett Awards, NAIBA will feature a Noir Bar following the Awards Banquet, with a baker's dozen of thriller, crime and mystery writers on hand, including the Hammett finalists. Our guest list so far includes:

Dan Fesperman, *The Prisoner of Guantánamo* (Knopf)

Robert Ward. *Four Kinds of Rain* (St. Martin's Minotaur)

F. Paul Wilson. *Bloodline* (Tor/Forge Books)

Karna Bodman. *Gambit* (Tor/Forge Books)

Alison Gaylin. *Trashed* (Berkley/NAL)

Laura Lippman. *What the Dead Know* (HarperCollins)

William Lashner. *A Killer's Kiss* (HarperCollins / Morrow)

Charles Todd. *A Long Shadow* (HarperCollins / Morrow)

Jefferson Bass. *Beyond the Body Farm* (HarperCollins)

Monday, October 15

8A.M.-9:30A.M. Breakfast NAIBA's Annual Meeting and Pick of the List with Independent Rep groups.

9:30A.M. -4:00P.M. Exhibit floor is open

12noon – 1:30P.M. Children's Author / Illustrator Show & Tell, sponsored by Bookazine, where the authors and illustrators in the region who want to do store and school events will meet with booksellers to show off their talent and presentations.

12noon – 1:30P.M. Networking Lunch Since we have to eat, we should do it together. There will be some specific table topic discussions, including: emerging leaders; bookstore tourism; ABFFE; and getting the most from an ABA membership. NAIBA Board members will host a table to chat with booksellers about the new direction of the Conference, and benefits of being a member of NAIBA.

1P.M.-3:30P.M. Autographing. Authors will be signing books in the autographing area

We are adding authors to our guest list every day. Watch future mailings and online newsletters for updates.

Hotel Reservations

Sheraton Baltimore City Center

For Hotel reservations, please call 866-837-5182. (The group block is listed under "New Atlantic Independent Booksellers Assn.") **The room rate is \$159.**

Sunday / Monday, October 14 & 15, 2007 (Saturday evening will be early bird activities)

This discounted rate expires on September 13th.