

ATLANTIC CITY



AMERICA'S PLAYGROUND

Success IS **99%** Work ... **1%** Luck

Make your own luck

at the NAIBA Tradeshow!



New Atlantic Independent
Booksellers Association

www.naiba.com

The **NAIBA**
2003 Tradeshow

Sunday and Monday, September 21 & 22, 2003
The Borgata • Atlantic City, New Jersey

DISCOUNTS AVAILABLE
Register before
July 31st!

Don't
"gamble"
with your
livelihood
... the
NAIBA
Tradeshow
will show you
how to be
a winner.

Every
idea you get
and every
vendor you
meet means
more money
for you
in sales,
increased
productivity,
and
savings.

NAIBA TRADESHOW At-A-Glance

Sunday, September 21, 2003

9 a.m. – 4 p.m.
EXHIBITOR MOVE IN

10 a.m. – 5 p.m.
DROP INTO THE GAME ROOM

10:30 a.m. – 1 p.m.
Increasing Your Bookstore's Financial Odds

11 a.m. – 1 p.m.
Books That Are a Sure Bet

1:15 p.m. – 2:45 p.m.
BOOK & AUTHOR LUNCHEON
Featured authors to be announced.

3 p.m. – 5 p.m.
CONCURRENT WORKSHOPS
Book Clubs
Community Partnerships
Non-Author Events

6 p.m. – 7:30 p.m.
GRAND OPENING RECEPTION IN THE EXHIBIT HALL

7:30 p.m. – 10 p.m.
MOVABLE DINNER FEAST

Monday, September 22, 2003

7:30 a.m. – 9 a.m.
Breakfast With Champions
Courtesy of Windstone Editions.

9 a.m. – 5 p.m.
BOOK-BUYING FRENZY with more than 500 publishers and rep
group tabletop displays.

HOTEL ACCOMMODATIONS: THE BORGATA

One Borgata Way, Atlantic City, NJ 08401

Room Rate: \$145

Reservations: **866-MYBORGATA (692-6742)**

Deadline to secure this rate: **August 21, 2003**

Psst....

Did you plan to skip NAIBA because you attended BEA? Then send your staff to NAIBA so that you've covered both conferences. Your staff will come back with new ideas and share their excitement.

East Coast newspapers have been abuzz with articles about the Borgata Hotel (recently opened) in Atlantic City. The hotel has all the amenities of a luxury resort, as well as the entertainment and diversions you've come to expect from gaming facilities.

Sunday, September 21

Exhibitors will begin moving into the Exhibit Hall at 9 a.m. All work must be completed by 4 p.m.



Special thanks to Random House, Inc. for sponsoring the NAIBA Educational Workshops.

10 a.m. – 5 p.m.

Drop Into the Game Room

Life offers few guarantees but this year's NAIBA Tradeshow holds a few. We've dedicated a special GAME ROOM where sample games and crafts from exhibiting companies abound. Playing cards, trivia games, and craft kits are a few examples of what will be available. Drop by anytime you wish and enjoy a game, a craft, or have a laugh with others. Or quietly paint a decorative birdhouse if the mood suits you. Spend your down-time away from it all. Get to know, firsthand, the very merchandise you might be selling to your customers back at your store. Keep in mind that Sidelines were a huge hit with booksellers at the Spring Retreat this past April.

10:30 a.m. – 1 p.m.

Increasing Your Bookstore's Financial Odds

Avin Dominitz, ABA CEO, will provide crucial financial guidance and information concerning the three basic financial documents — the balance sheet, operating statement, and cash flow statement. This workshop will help you understand how these are created and more importantly, how they are best utilized; further, how they relate to one another in a proactive system of budgeting and planning

will be discussed. And finally, you will receive financial budgeting and monitoring Excel worksheets on a computer disk to help you operate your bookstore in a productive manner. To get you started, we will review each worksheet and explain how to use them. This seminar is a must for bookstore owners, managers, and financial staff.

11 a.m. – 1 p.m.

Books That Are a Sure Bet

The perennial favorite "Picks of the Lists" will feature an hour of titles from house reps (from 11 a.m. to noon) and an hour with independent reps (from noon to 1 p.m.). Each rep will share their top favorites (and explain why) so you'll be ready for the season's bestsellers. This is the perfect session for staff members and book buyers. What better way to spend two hours than talking about phenomenal books?

1:15 p.m. – 2:45 p.m.

NAIBA Book & Author Luncheon

While the authors are not yet ready to be announced, four featured authors (two children and two adult) will make you laugh, cry, and think, "This is why I'm a bookseller!" Each attendee will receive a tote bag with auto-graphed copies of the featured books. **Ticket price: \$25 per person (discounted price good until July 31st).**

3 p.m. – 5 p.m.

IT PAYS TO PLAY: *Bookselling is fun and we've got three concurrent sessions that will show you how working with your staff, your customers, and local community groups bring financial and emotional pay-offs. The three sessions will be held for 45 minutes, and then reconvene for the second hour so that you can attend two out of the three sessions.*

CONCURRENT WORKSHOPS

Book Clubs

Find out all the ways you can market and service this burgeoning social group. These dedicated readers can become your dedicated book buyers with some simple planning on your part.

Community Partnerships

If you look around your neighborhood, you'll find dozens of groups that you could cultivate. Working closely with these organizations, you'll have a dependable, reliable source of customers for events. You'll have access to new mailing lists, and possibly their facilities for programs. Think "Synergy."

Non-Author Events:

Have fun with your staff creating non-author events around books that appeal to you and can generate excitement in the store. This is a low-cost, highly-effective way to surprise and thrill your customers, and sell tons of books

6 p.m. – 7:30 p.m.

Grand Opening Reception

While booksellers were busy getting great ideas at workshops and spending time in the GAME ROOM, publishers were toiling in the ballroom setting up their displays. The Opening Reception will be held in the Exhibit Hall so booksellers can preview the great books and merchandise they've brought, and everyone will have an opportunity to greet one another.

7:30 p.m. – 10 p.m.

Movable Dinner Feast

The highlight of our tradeshow, the Movable Dinner Feast, introduces booksellers to 20 of this year's hottest authors. (We don't have a complete list yet, but you won't be disappointed!) Authors spend time at each table, talking about their books and answering questions. AND ... everyone will leave with a bag of autographed books. The perfect end to a perfect day. **Ticket price: \$55 per person (discounted price good until July 31st).**

Monday, September 22

7:30 a.m. - 9 a.m.

Breakfast With Champions

Start your day off with a complimentary breakfast and a presentation of the NAIBA Book Awards and the Helmuth Sales Rep of the Year Award, along with the NAIBA annual meeting. Breakfast is courtesy of Windstone Editions, whose profit-sharing program donates funds to regional bookseller associations.

9 a.m. - 5 p.m.

Book-Buying Frenzy

The tradeshow will be open all day. Take advantage of show specials, discover some new publishers. More than 500 publishers will be represented at 275 display tables. One hundred authors are on hand to autograph books.

Holiday Catalog Display

The titles featured in the NAIBA Holiday Catalog will be on display on the tradeshow floor, both in publishers' booths as well as a free-standing Catalog display. Be sure to stop by and preview the books to make sure you've ordered enough. The entire display will be part of a silent auction, with the proceeds going directly to ABFFE. (Stop by their table to fill out the silent auction sheet.)

BETTER THAN A ROLL OF QUARTERS ...

Register and buy tickets to the Book and Author Luncheon and/or Movable Dinner Feast **before July 31st** to take advantage of the discounted prices listed in this brochure.

Come August 1st the prices will increase \$10 per ticket.



NAIBA REGISTRATION FORM

September 21 & 22, 2003 • The Borgata • Atlantic City, NJ

Submit registrations by **September 5, 2003** and we'll mail your badges and tickets to you before you leave for Atlantic City. Registrations received after September 5th will be held for pick-up at the NAIBA registration desk at the Borgata.

NAIBA
 2667 Hyacinth Street
 Westbury, NY 11590
 T: 877-866-2422
 F: 516-333-0689
 E: info@naiba.com

CHECK ONE:
 Bookstore
 Publisher
 Other
 Specify: _____

REGISTRATION FEES:

- FREE** if you are a current member of NAIBA
- \$75** includes one-year business membership in NAIBA (and all the benefits of membership) and up to eight conference registrations for your company.
- \$45** per person for those who don't want to join NAIBA, but are from the industry.

Exhibitors: Registration is included in your exhibit rental fees.

Names of Attendees (If an author, please include book title)

1. _____ 3. _____
 2. _____ 4. _____

Duplicate form for additional registrants. Provide addresses for people if different from the address below (so we can mail their badge to them, directly).

Company _____
Address _____
City _____ **State** _____ **Zip** _____
Phone _____ **Fax** _____
Email _____

SUMMARY OF TICKETS AND REGISTRATION FEES

<input type="checkbox"/> Conference Registration <i>(includes one year business membership in NAIBA, and up to eight registrations for the conference)</i>		\$ 75 (per company)
OR		
<input type="checkbox"/> Individual Registration <i>(conference badge only)</i>	\$45 ea. x _____ =	\$ _____
<input type="checkbox"/> Book & Author Luncheon*	\$25 ea. x _____ =	\$ _____
<input type="checkbox"/> Moveable Dinner Feast*	\$55 ea. x _____ =	\$ _____
Total Registration Fees:		\$ _____

Make checks payable to **NAIBA** and mail to: **NAIBA, 2667 Hyacinth St., Westbury, NY 11590.**

***REGISTER BEFORE JULY 31ST TO GET THESE DISCOUNTED MEAL TICKETS!
Price goes up \$10 per ticket on August 1st.**

Card No. _____ Exp. Date ____/____/____
 Card Holder Signature _____
 Card Holder Name _____
(please print)

On-Site Registration is \$90 per company or \$55 per person.



New Atlantic Independent
Booksellers Association

2667 Hyacinth Street • Westbury, NY 11590

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Take a chance and PLAY
before the busy holiday season.

