



## Welcome to the NAIBA Fall Conference

Saturday, Oct 6 – Monday, Oct 8

Hyatt Regency Inner Harbor, 300 Light Street, Baltimore, MD

*(I have two hotel rooms available, if anyone needs a room. [Email me.](#))*

Your **badges and tickets** will be available for pick-up at NAIBA's registration desk in the Constellation foyer on the 2<sup>nd</sup> floor. The hours of registration are:

Saturday, October 6, Noon – 7:00pm  
Sunday, October 7, 7:30am – 7:00pm  
Monday, October 8, 7:30am – 1:00pm

**Saturday Afternoon Events:** We have a few more spots open for the Owners Retreat and Baltimore Bus Tour. If you want either of them, [email me](#).

**Special Meals:** If you didn't do so during the registration process, and need special meals (vegetarian, gluten free) please [let us know](#) right away. You will need to come by the registration desk to pick up a meal card to show waiters at the event(s).

**Roundtables:** I am very excited about this and hope you get so much information your head spins. Instead of panel sessions as our education on Monday, we will host four 30-minute roundtable sessions on Monday morning. There are many topics to choose from, and around 1/4 of them are repeated. Look over the [schedule](#) carefully. Be sure you and your team split up to cover as many topics as possible. The moderators are there to facilitate the conversation and share their ideas, but the roundtables are designed as give-and-take, with questions, ideas and how-to's flowing among the attendees. Sit at a table where you can share *your* expertise on a topic. You are also free to stay at a table topic for multiple sessions if you'd like. Here is the [final grid](#) of the topics being offered on Monday.

**Chalkboards:** Since one of our roundtable topics is sidewalk signs (chalkboards) we've decided to run with that idea and have all our conference event signs as chalkboards. If anyone would like to lend a hand in creating them, [let me know](#).

**Press Release:** Erin Matthews, Books With a Past, has volunteered to write a press release that we will share with all of you to personalize and send to your local papers after the conference. You should take pictures of yourself with authors, since newspapers loves art with their stories. Feel free to help Erin capture quotes and interesting points to include in the press release.

**IndieCommerce and IndieLite** are ABA's online platforms for marketing events and author appearances as well as selling books and other merchandise. Both users and non-users of IndieCommerce and IndieLite – including non-ABA members – are invited to (in advance) [schedule a one-on-one time](#) with program specialist Geetha Nathan. Space is limited, but walk-ins are welcome. Hours are Sunday, October 7, 9 am – 2pm in Constellation F, and 2pm - 6 pm in the exhibit hall, ABA booth #12.

**Hotel:** Parking: Self: \$30 Valet \$42. Please use the hotel's self-check-out feature to avoid any lines and guarantee you don't miss any NAIBA programming on Monday. Take the time to drop off books in your car during breaks in programming throughout the conference.

**Author Trivia:** Booksellers, when you get to the conference, pick up the trivia contest sheet and start reading up on the featured authors. Answer the questions on the sheet and hand them in at registration before Monday at 2pm. The person who gets the most correct answers in our trivia game will win two free hotel room nights at next year's conference.

**Franklin Fixtures:** if you want to do some pre-planning and look at what they can offer you, feel free to [email Lisa Uhrick](#) for an appointment at the conference and information to peruse before you get to Baltimore.

*Some quick tips on making the event more productive:*

1. Plan, if possible, to attend *everything*. You never know who you will meet or what great idea you'll hear in the most unlikely places.
2. Place some orders. Publishers mark a successful show on how many booksellers they met, new accounts, and orders placed. There are some good show specials, so take advantage of them at the show and afterwards.
3. Go to the author receptions and talk with the authors about their books. You might discover something that could sell at your store, or meet an author who might want to visit your store.
4. Visit the holiday catalog display table near the NAIBA registration desk. It's a great way to see what the books look like so you can make sure you have enough at your shop. If you aren't doing the catalog this year, you can begin thinking about it for next year.
5. Talk with the reps at the publisher tables. Introduce them to your store and see how you can partner best with each one. Is there a book of local interest or by a local author that you could feature? What are they excited about? Is there a review copy you could take? Begin building relationships with the publishers - they are our partners in this business. (PS – ask, don't just take books.)
6. Make an [appointment](#) with Geetha from ABA Indiecommerce for a one-on-one discussion about websites. Indie light is a new and less expensive option to consider. No matter what you use, you should be aware of the options available to you for this most critical part of your business.
7. Wear comfortable, casual clothing. It's not fancy.
8. Use the *Solutions Journal* we sent you and write down all the questions you have before you leave. Use it to record the ideas you hear at roundtables, at meal events, and on the exhibit floor. Use your cell phone to take pictures of items you will want for your store.
9. After the show, decompress and share what you learned with your fellow store staff. Assign people to work on implementing ideas you heard. Write up reviews and begin taking preorders for the books you discovered at the conference. Place orders and follow up with the sales reps you met at the show.
10. Have fun!