

## TOP TEN REASONS WHY LIBRARIANS SHOULD ATTEND PNBA'S TRADE SHOW

For the past four years the Pacific NW Booksellers Association has been inviting librarians to their annual trade show held in Portland. And it's not just for booksellers! PNBA is being held October 13-15 at the Portland Airport Holiday Inn and is again welcoming librarians. Following are ten reasons why you should consider attending:

1. Straight from New York it's BEA presenters! Didn't get to attend Book Expo America in New York City last May? No problem! Three librarians (plus a special guest—see #10) who presented sessions will be reprising their programs at this year's PNBA. Every year PNBA offers a selection of educational sessions to rival anything offered at library conferences and this year topics will include Readalike authors, e-book readers (along with a petting zoo) and NW authors who write for kids and teens.
2. It won't break your training budget! If your library joins PNBA (cost \$150), then up to FOUR people from your library may attend the show for free. (Individual book professionals may attend the show for a \$85 badge fee.) That's a mere \$37.50 per staff member! Where else can you attend educational sessions, meet and greet authors of great renown, and tour exhibits for that amount? Granted, meals are extra, but notable authors will be at each meal.
3. It's exclusive! The shows are not open to the public so everyone you meet will be associated with books in some way. It's a bibliomaniac's paradise.
4. Meet and chat with authors! The Thursday night Nightcapper party is free and you will meet 20 authors. The meals also feature famous authors, and this year three notable authors appearing are Chuck Palahniuk, David Guterson, and Christopher Paolini. Last year those attending the Feast of Authors dinner literally rubbed elbows with the likes of Lisa Jackson and Eric Kimmel.
5. It's not just for adults! There are educational sessions aimed at serving youth, many children's book authors present at the meals, and exhibitors give away many books for children and teens.
6. It's valuable for collection development librarians! Hearing the authors speak and touring exhibits will give you a heads up as to what's new and forthcoming. Your patrons will be most impressed when you get books of local interest in your library before they are reviewed in your local newspaper.
7. Books, books, and more books are available! Exhibitors give away advance reading copies and authors will be signing their forthcoming or new books (purchase a low cost literary badge to receive everything available).
8. Network! You will meet Indie booksellers from all over the NW and it's fun to meet new book smart people.
9. PNBA is courting librarians! Come feel the love.
10. And saving the best for last, Nora Rawlinson, former editor of Library Journal and Publishers Weekly, and currently co-founder of EarlyWord, a fantastic blog for librarians, will be giving a special presentation on Thursday. You won't want to miss it!

Feel free to email me directly if you have any questions. – Robin Beerbower