



## PNBA's FALL SHOW 2010 Thursday – Saturday, October 7 – 9 Portland Airport Holiday Inn Hotel and Convention Center

Two years ago PNBA made some fundamental changes to our annual fall show, and most exhibitors seemed to appreciate those changes. Therefore, we are producing a show with basically the same configuration for 2010. This letter explains what changes have been made from last year.

- 1) We surveyed PNBA member exhibitors after last year's show, asking what improvements we might make. The one request most often made was to move the show dates to October, when more finished books would be available to show and when more authors may be available to participate. We also needed to make sure that our show dates did not conflict with those of Northern California or Mountains and Plains, and that our show dates did not occur during any religious holidays. For 2010, we were able to secure Oct 7 – 9. We hope that these dates will be more attractive to the majority of our exhibitors than the traditional September dates were.
- 2) The exhibits for the show will be set up in the Columbia Conference Center at the Holiday Inn at the Portland Airport. The **exhibit tables will be six feet long**, and the **booth size will be 8' x 8'**.
- 3) PNBA **reduced your cost for table and booth space in 2008, and we have kept those same low prices for 2009 and 2010**. However, after experiencing the 2008 and 2009 shows in this facility with some vendors only exhibiting for one day (see below), we now recognize that our costs for the one-day exhibits are the same as they are for the two-day exhibits. Therefore, vendors who are exhibiting for one day will pay the same price as those who are exhibiting for two days.
- 4) Many vendors prefer to **exhibit for just one day, Friday, October 8**. Those of you who tell us that you would also like to exhibit on the second day (Saturday, October 9) may sign up for two days, but will need to reserve your exhibit space earlier than the vendors who will exhibit for only one day. After the two-day exhibitor deadline (Friday, June 25), PNBA will have a short time to lay out the exhibit floor and determine exactly how much space, in what locations, will be available for other uses on the second day, Saturday, October 9. Only after then will PNBA staff be able to plan, promote, and schedule the other uses for those spaces.
- 5) There will be **no author signings on the show floor** on the first day of exhibits, Friday. The emphasis on the show floor on Friday will be only the exhibitors.
- 6) The **second day of exhibits will again feature author signings and bookseller education on the show floor**, with our exhibitors sharing the hall with a diversity of author and bookseller activities. We will place the author events in the back of the hall, to encourage booksellers to walk past your exhibits on their way to the authors.

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