



Attendee Registration

PNBA's 2010 Fall Tradeshow • October 7-8-9, Airport Holiday Inn, Portland, OR

This form is for Attendees only. Exhibitors please use Exhibitor Registration form.
Attendees, please read the instructions on the reverse side before filling out this form.

Prices are not valid after September 24, 2010.

A. Company Name _____
 Contact Person _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ FAX _____ Email _____

B. BADGE CATEGORY: Book Retailer Publisher Librarian
 Wholesaler/Distributor Sales Rep Author
 Prospective Bookseller Media Guest
 Independent Publicist, Media Escort, Agent

C. FOUR BADGES come with each member registration. Please list the attendees from your company below. If you want to purchase a literacy donor badge (\$20 each) for any or all, check the box after their name.

1 _____ 3 _____
 2 _____ 4 _____

D. MORE THAN FOUR BOOKSTORE BADGES (list separately). Extra badges _____ x \$5 = \$_____

E. LITERACY DONOR BADGES for your attendees are \$20 each. Literacy badges _____ x \$20 = \$_____

F. NON-MEMBER BADGE FEE for attendees is \$75. Non-member badges _____ x \$75 = \$_____
Staff of member stores, exhibitors, scheduled authors and media people do not pay a badge fee.

G. 2010 PNBA MEMBERSHIP \$125. Complete a Membership Application and include w/ payment. \$ _____

H. PRICES VALID UNTIL SEPTEMBER 24, 2010. TICKET PRICES INCREASE ON-SITE.

Thursday Lunch: _____ Turkey Croissant _____ Veggie Wrap _____ x \$20 each _____
 Friday Breakfast: _____ Scrambled Egg/Sausage _____ Veggie Tofu _____ x \$20 each _____
 Friday Author Feast: _____ Fish _____ Beef _____ Vegetarian _____ x \$35 each _____
 Saturday Breakfast: _____ Eggs Benedict _____ Granola _____ x \$20 each _____
 Saturday Lunch: A buffet-style, make-it-yourself, taco salad, plus a beverage _____ x \$5 each _____

I. **Total due:** _____ **Total enclosed \$** _____

MAIL or FAX (541-683-3910) this form with payment to PNBA. PAYMENT CHOICE:

Check enclosed Credit Card: Visa/MC Discover Am Express

Acct # _____ Exp. Date ____/____/____

V-code _____ (for Visa only, this is the last three digits of the number in the signature box on back of card)

Print Name _____ Signature _____

Legal Notice: Submission of this form constitutes your acceptance of your responsibility to adhere to PNBA guidelines, including specifically the assurance that no one from your company will re-sale any books nor ARCs obtained at the show, neither on-line nor in a retail environment.

PNBA Fall Tradeshow

Attendee Registration Instructions

October 7-8-9, Airport Holiday Inn, Portland, OR

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- A. This is for your store, company or library name and address. Authors may use the name of their publisher but should provide their own mailing address. Media should list the name of their publication or station. The company name will appear on your badge. Attendee badges, tickets and show programs will be mailed to this address.
- B. Check the appropriate affiliation. If, for instance, everyone listed will be representing your bookstore, check the designation Book Retailer. If any of the badges for people listed on this form are different than the other(s), add the appropriate affiliation next to each name. This show is not open to the public. **Attendees should be prepared to show proof of their book industry affiliation.**
- C. After each name, you have the option of checking "literacy donor." Attendees with badges so marked will not be asked to donate cash to PNBA's literacy programs at author signings. Many attendees find this saves time and hassle.
- D. If more than four people from a PNBA Member bookstore or library will need badges, list the extras on a separate sheet, and note those for whom you are paying \$20 for literacy badges. Multiply the total number of extra badges needed by \$5 and record the total here. **Extra badges will cost \$10 at the show.**
- E. Multiply the number of badges that you marked for literacy donors by \$20 and write that total here.
- F. Badge fees are for people who are not members of PNBA. Staff of pre-registered PNBA member stores, exhibitors, authors scheduled to autograph and media do not have to pay a badge fee.
- G. If you have already paid your 2010 PNBA membership dues, ignore this line. Dues are \$125 through December 2010. Membership is by mailing address. Stores or companies with multiple sites must send an application for each address seeking membership. Membership is not required to attend the show; non-members: see line (F) above.
- H. All attendees are invited to join us for the Thursday luncheon, featuring the Celebration of Authors. The lunch choices are **EITHER:** Roast Turkey Croissant w/cranberry mayo and potato salad, with choice of iced tea or coffee; **OR:** Vegetarian Wrap, with fire roasted sweet peppers, onions and yellow squash tossed with baby field greens, accompanied with sheppard salad, and iced tea or coffee.

The Friday breakfast is your choice of Metropolitan, scrambled eggs, sausage, grilled potatoes, assorted pastry and muffin basket, and orange juice, coffee or tea; **OR:** A Veggie and tofu scramble, with pancakes and a fruit cup, assorted pastry and muffin basket, and orange juice, coffee or tea.

Friday's Author Feast features your choice of Cajun Tilapia with lemon butter; **OR:** Herb Roasted Tri Tip, pepper & herb crusted, thinly sliced and finished with a mushroom cabernet sauce; **OR:** Vegetable Strudel, made of fire roasted vegetables including yellow squash, zucchini, and portobello mushroom with basil and mozzarella layered in a flakey pastry crust. Authors will rotate among the tables of booksellers, spending 15 minutes at each.

The Saturday breakfast is your choice of Eggs Benedict, consisting of an English muffin topped with poached eggs and Canadian bacon, laced with Hollandaise sauce, plus grilled potatoes, fresh fruit, assorted pastry and muffin basket, and orange juice, coffee or tea; **OR:** Granola with soy milk and a fruit cup, assorted pastry and muffin basket, and orange juice, coffee or tea.

- I. The total for lines D through I.

ACCOMMODATIONS: The Portland Airport Holiday Inn, 888-465-4329 or 503-256-5000, offers rooms for PNBA attendees for \$99.00/night (plus 12.5% tax). The cut-off date to reserve rooms at these rates is **Friday, Sept. 24, 2010**, or when the room block is sold out.

PAYMENT: Mail or fax to: PNBA, 338 West 11th Ave. #108, Eugene, OR 97401-3062
Tel 541-683-4363 • Fax 541-683-3910 • info@pnba.org • Fed ID# 91-1236405

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