

THIS IS A PRELIMINARY SCHEDULE, SUBJECT TO CHANGE

PNBA Fall Tradeshow Northwest, October 7 - 9, 2010

Holiday Inn Portland Airport Hotel & Conference Center, Portland, OR

8439 NE Columbia Blvd, Portland, OR 97220-1382

1-800-HOLIDAY, or 503-256-5000 (direct)

Thursday, October 7

7:45 am - 4:30 pm

PNBA Registration Desk Open in the hotel lobby outside Salons C & D.

8:00 - 11:45 am

Variety of Educational Sessions for retail booksellers, librarians, authors and small press publishers.

The complete education schedule is posted separately on the tradeshow page of PNBA's web site.

Noon - 1:00 pm

Lunch Session with the *Celebration of Authors* (Salons C & D)

Ten newer Northwest authors, whose books have not yet hit the bestseller lists, will speak individually for about five minutes to introduce their new books. The authors in the Celebration are chosen because we feel that their books will make great handselling opportunities in your stores. (Lunch tickets suggested.)

1:00 - 6:00 pm

Exhibit Hall available **for vendor set-up only**.

1:15 - 2:15 pm

Author Autographing, featuring the authors who spoke at the Celebration of Authors (lobby outside Salons)

2:30 - 5:15 pm

More educational sessions for retail booksellers, librarians, authors and small press publishers.

The complete schedule is posted on PNBA's web site.

5:30 - 6:30 pm

PNBA's Annual Membership Meeting (Salon A)

6:30 - 8:00 pm

Terra Communication's Second Annual Author Soirée (Mt. Bachelor Room)

8:30 - 10:00 pm

PNBA's Third Annual NIGHTCAPPER Autographing Party, featuring **twenty authors** with their new books, entertainment, and complimentary desserts and coffee. Alcoholic beverages will be available. The Nightcapper schedule will be posted separately on PNBA's web site. (Salons B, C, & D)

Friday, October 8

7:00 - 9:30 am

Exhibit Hall available for vendor set-up

7:30 - 4:30 pm

PNBA Registration Desk Open in the foyer of the Exhibit Hall

8:00 - 9:30 am

Book & Author Breakfast at the Holiday Inn, featuring **Bonny Becker** (*A Bedtime for Bear*, Candlewick);

Ivan Doig (*Work Song*, Riverhead/Penguin); **Jonathan Evison** (*West of Here*, Algonquin Books); and

Nancy Pearl (*Book Lust to Go*, Sasquatch Books), speaking about their new books. The authors will pre-sign copies of their new books, which will be given to booksellers and librarians at the conclusion of their presentations. (Salons B, C & D)

Exhibits open

9:30 am - 4:30 pm

Buffet Lunch will be available for purchase in the exhibit hall.

12:00 noon - 1:00 pm

Book Award Committee meeting (Room TBA)

12:00 noon - 1:00 pm

Author Autographing (in the lobby outside Salon D)

4:45 - 5:45 pm

The Feast of Authors, featuring **Twenty Nationally and Regionally-known Authors**. Each author will visit five tables of attendees to discuss his/her new book, while the booksellers and librarians are eating their meals. Booksellers and Librarians at the Feast will receive a bag with at least twelve signed books. (Feast tickets required) The list of authors participating in the Feast of Authors will be posted separately on PNBA's web site.

7:00 - 9:00 pm

Saturday, October 9

8:00 - 9:30 am

Book & Author Breakfast at the Holiday Inn, featuring **Steven Johnson** (*Where Good Ideas Come From*, Riverhead/Penguin); **Ingrid Law** (*Scumble*, Dial/Penguin); **Karl Marlantes** (*Matterhorn*, Atlantic Monthly Press); and **David Wiesner** (*Art and Max*, Clarion Books/Houghton), speaking about their new books. The authors will pre-sign copies of their new books, which will be given to attending booksellers and librarians at the conclusion of their presentations. (Salons B, C & D)

Exhibits open and Author Promotion Day on Exhibit Floor

9:30 am - 2:00 pm

Author Autographing on the show floor. The schedule will be posted separately on PNBA's web site.

9:45 am - 11:45 am

Bookseller Mentoring Presentations, in which volunteer booksellers will show other booksellers how to open and update a **FaceBook** account, how to start and maintain a **Twitter** account to help promote your store, how to start your own store **blog**, and how to film and post a **video** about your store on YouTube, or onto your own web site. Bring a lap top, a flash drive with your store logo and your favorite art work for a background, and your video camera, if you own one. PNBA will provide computers with internet access and cameras for those of you without your own.

10:00 am - 12:00 noon

Award Authors' Luncheon, featuring **Cherie Priest** (*Dreadnaught*, Tor/Macmillan); **Roland Smith** (*Storm Runners #1: Wind*, Scholastic); **Lauren Kessler** (*My Teenage Werewolf*, Viking/Penguin); **Robin Cody** (*Another Way the River Has*, Oregon State University Press); **Nikki McClure** (*Mama, Is It Summer Yet?*, Abrams Books for Young Readers); **Robert Michael Pyle** (*Mariposa Road*, Houghton Mifflin Harcourt); and **Kathleen Dean Moore** (*Moral Ground*, Trinity University Press). The authors, each of whom has previously won a PNBA Book Award, will discuss their new books. A buffet lunch will be available at \$5.00 per person IF PURCHASED IN ADVANCE. Tickets may be bought on site, from the hotel staff, for about \$12.

11:55 am - 12:50 pm

The Authors Featured at the **Award Authors' Luncheon** will sign copies of their new books for booksellers and librarians immediately following the lunch.

12:50 pm - 2:10 pm

The Show Closes

2:15 pm