



**PNBA's FALL SHOW 2011**  
**Thursday – Saturday, October 13 –15**  
**Portland Airport Holiday Inn Hotel**  
**and Convention Center**

Dear PNBA exhibitors,

Three 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 2011. This letter explains what changes have been made from earlier years, and what the basics.

- 1) We surveyed PNBA member exhibitors after the 2008 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.
- 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 through 2011. However, 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 now pay the same price as those who are exhibiting for two days.
- 4) Many vendors prefer to exhibit for just one day, Friday, October 14. Those of you who would like to exhibit on both Friday and Saturday, October 14 and 15, need to reserve your exhibit space by Friday, June 24. PNBA staff will have a short time to plan the exhibit floor and determine exactly how much space, in what locations, will be available for other uses on the second day, Saturday, October 15. Only after the exact locations of all two-day exhibits are confirmed will PNBA staff be able to plan, promote, and schedule the best uses for the spaces vacated by one-day exhibitors.
- 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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Executive Director

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