

# Mountains & Plains Independent Booksellers Association Publishers and Book Industry Professionals - Membership Application

## Who Can Join MPIBA?

The membership year runs from July through June. New members joining December through June will pay pro-rated dues of \$60.00.

Please check a membership category below:

### Professional Members

Dues are \$100.00 per year.

Publishers, wholesalers, and their representatives having regularly conducted business with booksellers in the MPIBA region.\* These are voting members and are eligible to serve on the Board of Directors.

### Industry Associate Members

Dues are \$100.00 per year.

Agents, publicists, and non-book vendors. These are not voting members, and may not serve on the Board of Directors.

### \*The MPIBA Region:

Arizona, Colorado, Idaho, Iowa, Kansas, Montana, Nebraska, Nevada, New Mexico, Oklahoma, South Dakota, Texas, Utah, and Wyoming.

## Membership Application

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Website Address: \_\_\_\_\_

Please indicate which of the following categories applies to you:

- Publisher
- Wholesaler
- Sales Rep
- Sidelines Manufacturer
- Marketing/Advertising
- Other

If "other" please describe your business:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If you are a publisher with sales reps in our region, please give their names, phone numbers and email addresses:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I would like to receive advertising information for:

- Winter Catalog
- Trade Show
- Handbook
- e-Newsletter
- Website

I would rather not join MPIBA at this time, but please send advertising information for:

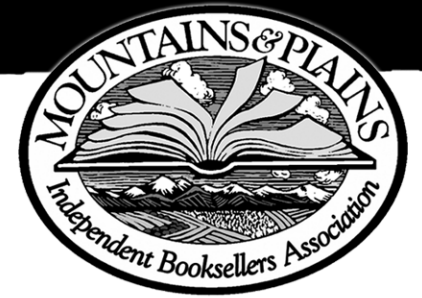
- Winter Catalog
- Trade Show
- Handbook
- e-Newsletter
- Website

Please complete this application form and return it to MPIBA with your check for dues made payable to:

### MPIBA

19 Old Town Square, Suite 238  
Fort Collins, CO 80524

Phone: (970) 484-5856  
Toll-free: (800) 752-0249  
Fax: (970) 407-1479  
E-mail: [lisa@mountainsplains.org](mailto:lisa@mountainsplains.org)  
Website: [www.mountainsplains.org](http://www.mountainsplains.org)



# PUBLISHERS & BOOK INDUSTRY PROFESSIONALS

## Membership Information and Application



# Mountains & Plains Independent Booksellers Association Membership Benefits & Advertising Opportunities

Please visit MPIBA's website at [www.mountainsplains.org](http://www.mountainsplains.org) for advertisement specifications, downloadable forms, and additional information.



## What Is MPIBA?

The Mountains & Plains Independent Booksellers Association is a nonprofit trade association of independent booksellers, book wholesalers, publishers, and other industry professionals located throughout the Rocky Mountain region and beyond.

Formed almost 40 years ago, MPIBA has 250 bookstore members and an equal number of members who are publishers, sales representatives, and wholesalers.

Mountains & Plains is first and foremost a professional association formed to promote the welfare of independent bookstores in our region. However, we welcome our colleagues from other segments of the industry and appreciate the many viewpoints that they bring to the Association.

## Membership Benefits

Your membership in MPIBA will put you in touch with a broad spectrum of independent booksellers and give you ready access to a network of industry professionals through our newsletters, Handbook, website, and various mailings throughout the year.

### Plus ...

- Discounted advertising opportunities in the Trade Show Directory, newsletters, Handbook, and "Kyle's Box."
- Free admission and table discounts at the Fall Trade Show (Professional and Associate Members not exhibiting at the Trade Show receive free admission for two people. Additional badges are \$35.00 each.)
- Free Handbook
- Free newsletter four times a year
- Free listing for publishers' representatives in the members-only section of our website
- Discounts on list rental.

## Advertising ~ Winter Catalog

### "Books—The Greatest Gift" Now in its 31st Year!

Major advertising exposure is created by this beautifully-designed, full-color catalog of new fall titles that reaches over half a million readers through insertion in regional newspapers, direct mail, free distribution to member bookstores, and posting on the MPIBA website.



To receive an advertising packet, please check the appropriate box on this membership form or visit our website at: [www.mountainsplains.org](http://www.mountainsplains.org).

### Distribution & Marketing

**Booksellers** - MPIBA member bookstores may receive up to 10,000 free, imprinted catalogs and reimbursement of one-half the cost of their insertion or postage costs when they agree to:

- Use the Winter Catalog as their primary holiday sales piece;
- Insert the catalog into local newspapers or direct mail the catalog to a customer list;
- Create a front-of-store display, using free point of purchase materials.

**Wholesalers** - National and regional wholesalers receive the complete list of advertised titles well in advance of publication. The wholesalers support the catalog by keeping the titles in stock and by making generous stock offers to our member stores.

### Trade Show Showcase

- Titles are showcased in a special display;
- Sales reps are provided free point of purchase materials to display with their catalog titles;
- Experienced booksellers share their most successful strategies for selling more catalog titles during the busy holiday season.

## Advertising ~ Trade Show

### Fall Trade Show

Join the hundreds of vendors who display books and related merchandise at this nationally acclaimed annual Fall Trade Show. The event attracts booksellers from the entire Mountains & Plains region, and is held in late September or early October each year.

To receive an exhibitor packet, please check the appropriate box on this form or visit our website.

### Trade Show Dates

**2008** September 17-20

**Crowne Plaza Hotel • Colorado Springs, CO**

**2009** September 9-13

**Crowne Plaza Hotel (DIA) • Denver, CO**

### Trade Show Registration Fee Includes:

- 10% table discount with early registration or 20% discount for first-time exhibitors;
- Carpeting and signage;
- Bookstore attendee listing mailed to exhibitors after the show.

### Trade Show Advertising & Promotional Opportunities:

#### Trade Show Directory

Distributed to each attendee; mailed in advance to all MPIBA members. For details on ad rates, visit [www.mountainsplains.org](http://www.mountainsplains.org)

#### Show Specials

Increase traffic and orders at your table.

#### Sponsorships

Includes newsletter and Directory recognition, event signage and special booth signs. Sponsorships are available for: Literacy Grants, Author Breakfast for Literacy, Children's Author & Illustrator Breakfast, Welcome Cocktail Party, Friday and Saturday Author Receptions, "Pick of the Lists" sessions, and general sponsorships to support educational seminars for booksellers.

## Advertising ~ Other

### Handbook

Available only to members, the Handbook is distributed in early February each year. This valuable tool, which is used daily by our bookstore members, provides a detailed directory of sales reps active in our region cross-referenced to their publishers. In addition, the Handbook includes wholesaler listings and detailed bookstore information.

Advertising space in the Handbook is available. Please check the box on this membership form for more information or visit our website.

### Newsletter

The e-newsletter is published each week and highlights regional news and activities as well as issues of national concern to members.

Professional members obtain early information about Trade Show dates, Spring Meeting, announcements about new or prospective stores who join throughout the year, Regional Book Awards, censorship challenges, and more.

Advertising space is available in the e-newsletter on a limited basis. For more information, please visit our website.

### List Rental & Mailing Labels

MPIBA offers members discounts on membership list rental and mailing labels. MPIBA has approximately 250 bookstore members.

## Website

[www.mountainsplains.org](http://www.mountainsplains.org)

Please visit our website for:

- Advertising specifications and rates
- Downloadable forms
- In-depth information about projects, services, activities and membership
- Updated bookstore information.