

BOOKSELLER: Membership Information 2011/2012

Mountains & Plains Independent Booksellers Association welcomes independent booksellers from Arizona, Colorado, Kansas, Montana, Nebraska, Nevada, New Mexico, Oklahoma, South Dakota, Texas, Utah, and Wyoming to join as Core Members.



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 165 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.

Statement of Purpose

The mission of Mountains & Plains is to support independent booksellers in our region, to foster a sense of community among booksellers in our region and to raise awareness of the value of independent businesses within our communities.

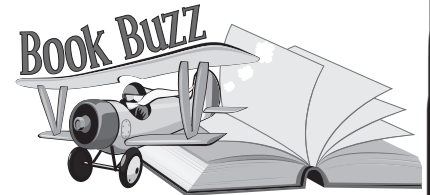
The Association will ...

- provide a forum and conduit for communication and information exchange at the regional and national levels.
- provide information and services for the benefit and advancement of independent booksellers.
- promote excellence in publishing, distribution, promotion and selling of books.
- promote literacy and defend freedom of speech and of the press as guaranteed by the First Amendment.
- promote and work for fair, competitive practices within the book industry, taking action—including legal action—to achieve such purposes.
- provide direct access to a strong book community whose goals and concerns reflect your own.

Projects & Activities

Fall Trade Show

September 20-22, 2012, The Denver Renaissance Hotel in Denver, Colorado

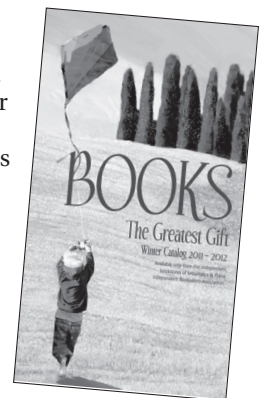


- **Free admission** for active member stores and employees.
- **"Book Buzz"** – We showcase "buzz" books with new events and sessions, and have retained the perennial favorite "Pick of the Lists."
- **Publisher and Sidelines Exhibits** – Sales representatives display books and related merchandise from hundreds of publishers and vendors.
- **Educational Seminars** – Seminars and panels which are geared to the needs of our members.
- **Author Events** – Events last year included: Children's Author & Illustrator Breakfast, Authors of Buzz Books Breakfast, Author of Future Releases Breakfast, Author Tea/Children's & Adult, Author Banquet for Literacy, and Reading the West Book Awards Luncheon.

Winter Catalog

Reaching over 350,000 consumers, this beautifully designed, full-color catalog features over 100 of the best new fall titles and "Booksellers Favorites" comprised of selected trade paper backlist titles.

The catalog is provided to MPIBA booksellers as a FREE benefit of membership; you pay only for shipping. Many of our stores order the catalog imprinted with their logo and a coupon, map, or other special offer when they insert the catalog into local newspapers, complete a direct mail campaign, and/or distribute in their stores. The full catalog is posted on the MPIBA website.



MPIBA member bookstores may receive free, imprinted catalogs when they agree to:

- Use the 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.

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Projects & Activities

Website – www.mountainsplains.org

The MPIBA website promotes our bookstore members with a separate “Booklovers” section for the public that promotes the “Shop Local” philosophy generally and our indie stores specifically. This area includes “Find a Bookstore” search functions that provide address information and links to stores’ websites. The website also provides our store members with online forms for MPIBA activities and links to a variety of useful sites.

BOYB – Bring On Your Books!

We have created a new advertising program for MPIBA and are offering it to bookstores as an alternative to your annual membership dues. As a member of MPIBA, you can choose to forgo your annual dues of \$100 and in turn commit to placing a banner ad, above the fold, in your e-Newsletter communication once per month for a twelve-month cycle. MPIBA will coordinate the ads and handle all publisher communiqués; the bookstore’s role will be to upload/insert the ad after it has been provided to you.

Buzzaboutbooks.com New Consumer-Facing Website

MPIBA has developed a new consumer-facing website to help drive traffic to member bookstores’ websites which will in turn assist with stores’ sales efforts. The main feature of this site is to promote and help sell your additional inventory of signed author copies. Your store will list its signed copies—for a standing time only—on the website on a weekly/bi-weekly basis. When a customer clicks on the signed copy in which they are interested, they will be redirected back to your website to complete the purchase. MPIBA will promote this site on social networks as well as advertising on popular book-related sites for consumer exposure.

e-Communiqués

MPIBA is tweeting it up and posting like crazy! We are constantly posting information relating to all of our wonderful events, happenings, and interesting industry chatter. Become a fan and follow us on Facebook: [mountainsplains](https://www.facebook.com/mountainsplains) and on Twitter: [TwitterMPIBA](https://twitter.com/MPIBA).

The MPIBA office keeps members up to date on Association matters and critical industry news via e-communiqués including the weekly Regional Indie Bestsellers list, e-blasts for critical information and project updates, and e-newsletters for general information to our membership.

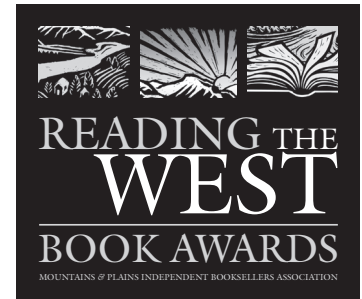
Online Databases, Forms, Payments

Currently member booksellers are listed in the “Find a Bookstore” section of the website. And soon, the information formerly available in the yearly Handbook will be available as interactive, updatable databases of member booksellers, publishers’ sales reps, wholesalers, and other MPIBA members such as authors, sidelines companies, and industry professionals.

We are planning for forms and payments for projects such as Winter Catalog and Trade Show to be available online in 2012.

Reading the West Book Awards

This exciting new program, a compilation of the long-running Regional Book Awards and the Reading the West program, has been devised to recognize, promote, and honor exceptional books which are uniquely suited to the MPIBA region.



In order to be nominated, the content must relate to the MPIBA region or the author/illustrator must reside in the region; member stores, publishers, sales reps, and authors can nominate titles.

An MPIBA committee selects both the short list and the winners. Booksellers are notified of the selections in an e-blast, and special decals placed on winning jackets distinguish these exceptional titles displayed on bookstore shelves.

Nominated books are featured on the website, and winners are honored at a Reading the West Book Awards luncheon at the Trade Show.

Literacy Grants

Awarded annually to nonprofit literacy groups active in our region. MPIBA has awarded grants amounting to over \$84,000 since 1990.

Free Expression

The preservation of the right to free expression is a priority for MPIBA. We strive to be alert to free speech challenges on both national and local levels and to respond to them through appropriate means.

MPIBA as Resource Center

Membership in MPIBA provides members with ready access to a network of industry professionals through our newsletters, website, and various communications throughout the year.

The MPIBA office acts as a clearinghouse for industry information to our members, the media, and general public.

BOOKSELLER: Membership Application 2011/2012

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

Membership Category

Core Members

Dues are \$100.00 per year;
please check one payment option below:

An independent, privately-owned business whose primary source of income is derived from the retail sale of books or other printed materials. These are voting members and are eligible to serve on the Board of Directors. Trade Show badges are free.

- I'm paying regular yearly dues of \$100.00.
- Waive my dues for a year! I want to participate in the "Bring On Your Books" program.

Bookseller Associate Members

Dues are \$100.00 per year.
For prospective booksellers, chain bookstores, and bookstores headquartered outside the MPIBA region. Members from these three categories are not voting members and may not serve on the Board of Directors. Trade Show badges are \$35 per person.

Business Name:

Owner's Name:

Owner's E-Mail Address:

Manager's Name:

Manager's E-Mail Address:

Mailing Address:

Street Address (if different from mailing address):

City:

State: _____

Zip: _____

Phone: _____

Fax: _____

E-Mail Addresses:

Please attach a list of e-mail addresses for store employees who want to receive e-Communiqués.

Please complete where appropriate

Web Address

- Website _____
- Blog _____
- Facebook _____

Does your store produce a newsletter? Yes No
If yes: print online
(If yes, please add laura@mountainplains.org to your mailing list.)

Store Information

Currently operating a bookstore

Please supply the following information:

- Storefront
- Mail Order Only
- Internet Only
- Other _____

Is yours a *general* bookstore? Yes No
Is yours a *specialty* bookstore? Yes No
If yes, please indicate type of specialty below:

Prospective Bookseller

Please complete the contact information at left and supply the following information:

Address of proposed bookstore:

City: _____

State: _____

Zip: _____

Projected opening date:

Please provide a business reference:

Name: _____

Company: _____

Address: _____

Phone: _____

Sales Tax Number: _____

Employer ID Number: _____

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Sales Information:

Your store's annual gross sales volume:

(This information is solely for the use of MPIBA, to help us more effectively serve you):

- \$0 - \$125,000
 \$125,000 - \$250,000
 \$250,000 - \$500,000
 \$500,000 - \$750,000
 \$750,000 - \$1.5 million
 \$1.5 million up

_____ % of this amount from book sales

Affiliations:

Do you belong to the ABA? Yes No

Note: MPIBA is not an affiliate or chapter of the ABA; however, we work closely with them on numerous projects, recognize and are grateful for their national advocacy on behalf of independent booksellers, and believe strongly that membership in ABA is of great benefit to independent booksellers.

I would like to receive information about the American Booksellers Association: Yes No

Do you report to the IndieBound Bestseller list? Yes No

Do you participate in IndieCommerce? Yes No

Are you a member of the American Booksellers Foundation for Free Expression? Yes No

Do you participate in a "Buy Local" consortium? Yes No

If yes, name and website of consortium(s): _____

If no, are you interested in receiving information on creating such a group? Yes No

Store Data:

Year Store Opened: _____

Year Current Owner Purchased Store: _____

Store Hours: _____

Total Number of Employees (include yourself if applicable):

Full-time: _____ Part-time: _____

Square Footage: _____

Square Footage devoted to books: _____ %

Used Books: _____ % of titles stocked

Do you sell e-books? Yes No

Do you host book clubs? Yes No

Do you provide information about your book clubs on your website? Yes No

Do you solicit website/online orders? Yes No

Does your store have:

a café a coffeeshop other

If "other," please describe: _____

Inventory Systems/Ordering:

Point of Sale software: _____

What percentage of orders do you place with:
publishers _____ % wholesalers _____ %

Suggested Educational Seminars:

Comments-we want to hear from you!

Please complete this application form and return to MPIBA's Administrative Office with your check or credit card information:

Visa MasterCard American Express

Card Number: _____

Exp. Date: _____ Security Code: _____

Signature: _____

Mountains & Plains

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