

BOOK INDUSTRY PROFESSIONALS

Membership Information 2011/2012

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 which includes: Arizona, Colorado, Kansas, Montana, Nebraska, Nevada, New Mexico, Oklahoma, South Dakota, Texas, Utah, and Wyoming. However, we welcome our colleagues from other segments of the industry and appreciate the many viewpoints that they bring to the Association.

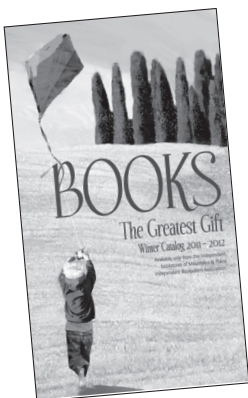
Membership Benefits

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 Trade Show, e-communications, website, online databases, and various Association communications throughout the year.

Plus ...

- Discounts on Fall Trade Show booth and Trade Show Directory ads.
- Discounts on website, e-newsletter, and e-blast ads.
- Discounts on bookseller member list rental and mailing labels.
- Upcoming listing in the member section of the MPIBA website.
- Direct access to independent booksellers in the MPIBA region.

Projects & Programs:



Winter Catalog

Now in its 34th year!

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



Distribution and Marketing

MPIBA member bookstores may receive an unlimited quantity of free, imprinted catalogs 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; and create a store display using free point of purchase materials.

Promotion at the Trade Show

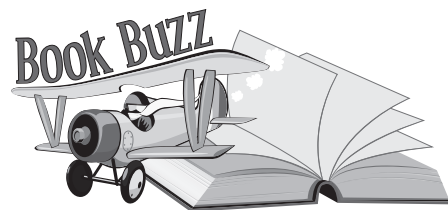
Titles are showcased in a special display and experienced booksellers share their most successful strategies for selling more catalog titles during the busy holiday season.

Wholesaler Participation

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

Trade Show

We're All About the "Buzz"



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 Denver in late September or early October each year.

We added some exciting new features to the show last year, including Sidelines exhibitors, Authors of Buzz Books Breakfast, Author Tea/Children's, Author Tea/Adult, and Booksellers Lounge, along with perennial favorites such as Pick of the Lists, Author Banquet for Literacy, and Children's Author & Illustrator Breakfast.

Dates - the 2012 Trade Show will be held at The Renaissance Denver Hotel September 20-22, 2012.

Directory - a guide to the Show for everyone, ad space is a targeted way to reach bookseller attendees.

Show Specials, Promotions, & Sponsorships

Increase traffic and orders at your table through Show Special listings in the Directory, and through other promotions such as Event Sponsorship, Booksellers Welcome Bag, Banner Placement, Dedicated e-Blast to booksellers, and more!

To view the schedule, author lineup, exhibitor reservation forms, and exhibit hall layout, please visit our website.

BOOK INDUSTRY PROFESSIONALS

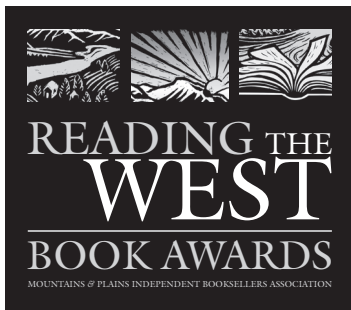
Membership Information 2011/2012

Projects & Programs:

Reading the West Book Awards

Reading the West is a program sponsored by MPIBA that assists publishers, authors, and booksellers in promoting and building sales for exceptional books and authors in the Mountains and Plains region. Selections are adult and children's titles which exemplify the best in writing and/or illustrations, whose subject matter deals with our region, or whose authors and illustrators live in the region.

There have been several evolutions of the program, and based on input from booksellers and publishers, it now includes the best aspects of our long-running Regional Book Awards program and will be known as the Reading the West Book Awards.



Publishers, booksellers, sales reps, and authors can nominate outstanding regional books each year to receive awards

and promotion through MPIBA. The winning authors are honored at an event during the Fall Trade Show. Please visit our website for more information and downloadable forms.

List Rental/Mailing Labels

MPIBA offers member discounts on membership list rental and mailing labels. For more information, please visit our website.

Online Projects:

www.mountainsplains.org

Please explore the new online face of MPIBA! Divided into three sections—Publishers, Booklovers, and Booksellers—the publisher section contains information about the Winter Catalog, Trade Show, Reading the West Book Awards, and much more! Please visit our website for advertising specifications and rates,



downloadable forms, in-depth information about projects, services, activities, and membership, and updated bookstore information.

www.buzzaboutbooks.com

MPIBA has created an exciting consumer-facing website that will help member booksellers sell signed copies of books. Booksellers will register their titles—for a limited time or for standing signed stock—and they will provide content including links and images. Orders will be fulfilled by the bookstores that the site will link back to. Publishers can purchase advertising on this exciting site, which also has the dual benefits of building sales for member bookstores and driving traffic to bookstore websites.

“Bring on Your Books”

Booksellers commit to placing a banner ad, above the fold, in their e-Newsletter communication once per month for a twelve-month cycle. For one fee and with one ad, publishers can obtain maximum exposure through multiple bookstores and thereby reach thousands of consumers.

e-Communiqués

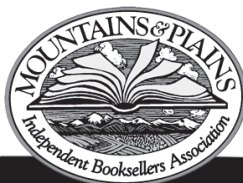
MPIBA is tweeting it up and posting like crazy! We are constantly posting information relating to all of our wonderful events, happenings, and interesting industry chatter. Become a fan and follow us on Facebook: mountainsplains and on Twitter: TwitterMPIBA.

We issue 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 the 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 publishers, authors, sidelines companies, and industry professionals.

Additionally, we are planning for forms and payments for projects such as Winter Catalog and Trade Show to be available online starting in 2012. Advertising space will be available on these pages.



BOOK INDUSTRY PROFESSIONALS

Membership Application 2011/2012

The membership year runs from July through June.

New members joining December through June will pay pro-rated dues of \$85.00.

Membership Category

Please choose a membership category below:

Professional Members

Dues are \$150.00 per year.

Publishers, wholesalers, and their representatives who regularly conduct 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 \$150.00 per year.

Authors, sidelines/gift companies, agents, publicists, associations, and other non-book vendors. These are not voting members, and may not serve on the Board of Directors.

Membership Application

Name: _____

Title: _____

Business Name: _____

Mailing Address: _____

Street Address *(if different from mailing address):* _____

City: _____

State: _____

Zip: _____

Phone: _____

Fax: _____

E-Mail Address: _____

Website: _____

Please indicate which of the following categories applies to you:

- | | |
|--|---|
| <input type="checkbox"/> Publisher | <input type="checkbox"/> Sidelines/Gift Company |
| <input type="checkbox"/> Wholesaler | <input type="checkbox"/> Author |
| <input type="checkbox"/> Sales Rep | <input type="checkbox"/> Agent/Publicist |
| <input type="checkbox"/> Marketing/Advertising | <input type="checkbox"/> Other |

If "other," please describe your business:

If you are a publisher with sales reps in our region (Arizona, Colorado, Kansas, Montana, Nebraska, Nevada, New Mexico, Oklahoma, South Dakota, Texas, Utah, Wyoming) **please list names & e-mail:**

Visit our website for more information on:

Winter Catalog	Reading the West
Trade Show	Advertising Opportunities
Special Projects	Bookstore List Rental

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

www.mountainsplains.org

Association Office • Laura Ayrey

8020 Springshire Drive • Park City, UT 84098

Phone: (435) 649-6079 • Fax: (435) 649-6105

laura@mountainsplains.org

Administrative Office • Kathy Keel

908 Akin Avenue • Fort Collins, CO 80521

Phone: (970) 484-3939 • Fax: (970) 484-0037

Toll Free: (800) 752-0249 • info@mountainsplains.org