MPIBA FallCon 2019

Attendee Tips for a Great Show

- Wear comfortable, casual clothing.
  - And though it's not fancy, feel free to dress up a bit for the Gala Author Dinner Party.
- Wear your badge and introduce yourself.
- Stay hydrated and get some rest.

- Plan to visit every booth in the Exhibit Hall.
  - Bring something about your store to share: press kit, postcard, bookmark, business cards.
  - Have each exhibitor stamp your Explorers Passport (exhibit hall map), and enter to win some amazing prizes.
  - Remember that publishers and other exhibitors make this show possible. Thank them and engage with them!
- Look at the Exhibitor Show Specials and be prepared to place orders.
  - Many specials extend after the show, so plan for future orders as well.
  - For every order you place at the show, you’ll receive an entry ticket for a $250 prize drawing.
- Never take something from an exhibitor booth without asking.
- Look for the Holiday Gift Guide catalog titles on display in the exhibitor booths and at the MPIBA table.
  - Plan for your in-store displays and consider increasing your initial orders of these titles.
- Check out the gift and sideline vendors.
  - Bringing in more sideline items can be an important way to improve your margin.
  - Most have show specials for orders during and immediately after the show.

- Go to the author events, and visit the authors signing in the exhibit hall.
  - Hearing an author talk about their own book is the best way to understand how to sell a title.
  - Meet authors who might want to visit your store.
  - Also a great opportunity to meet other booksellers and reps.
- Attend Pick of the Lists.
  - A fun and fast introduction to some key books from each publisher.
  - Take advantage of breaks, and stand and stretch when you need to.
- Connect with the ABA IndieCommerce folk to talk about your website, or explore your options.
- Introduce yourself to the MPIBA and ABA staff and talk with them about what each association has to offer a new store.
- Go to the MPIBA annual meeting.
  - Learn about the health of our association, new programs, and important issues in bookselling.
  - Ask questions and make comments.
- Go to as many round-tables and education sessions as you can.
  - You can learn a lot, even if a session seems like it isn’t a fit for your store.
  - Bring something for taking notes, you’ll be glad you did.
  - Participate!
- Support Binc
  - Purchase a colorful bandana and join in the Heads or Tails fun!

In a perfect world, you'll have set aside three days after the show to place orders and follow up on the ideas and information you gained at the show. Good luck and most importantly, have fun!