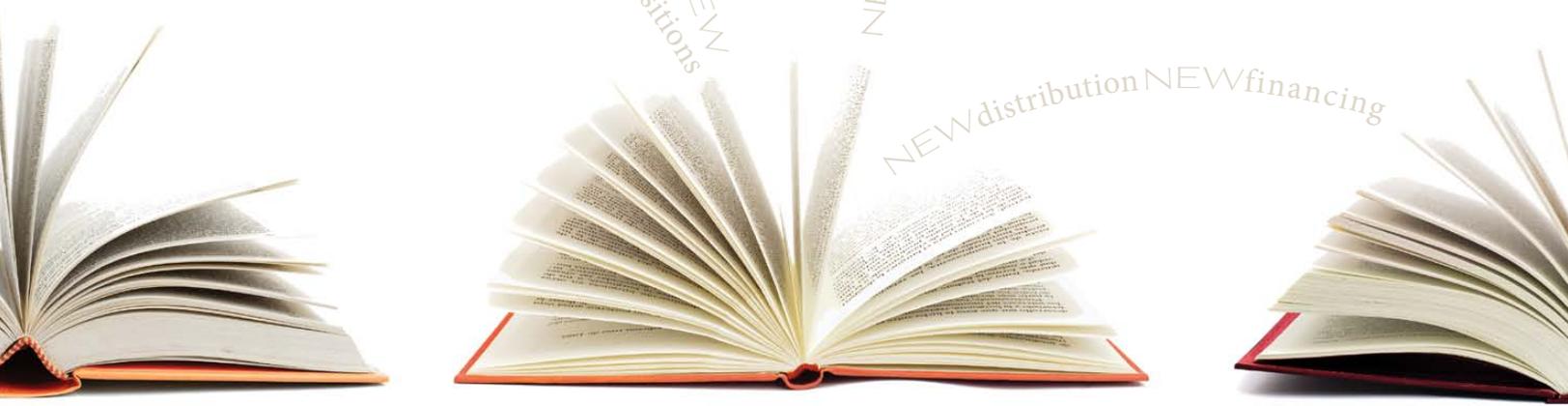




NEW marketing NEW

PubWest 2012 Publishing's NEW MODEL

NEW sales channels NEW distribution NEW publishers NEW financing NEW workflow NEW printing NEW
formats NEW media outlets NEW distribution NEW publishers NEW financing NEW workflow NEW printing NEW
NEW sales channels NEW distribution NEW marketing NEW acquisitions NEW publishers NEW distribution NEW publishing
NEW distribution NEW financing



October 25-27, 2012 Keystone Resort and Conference Center, Keystone, Colorado

PubWest2012 Publishing's NEW MODEL

October 25-27 Keystone Resort and Conference Center, Keystone, Colorado

Nestled in the heart of the Rocky Mountains, and just 90 minutes from Denver International Airport (DEN), Keystone Resort and Conference Center is the destination for PubWest 2012. It's time for you to get away from daily office distractions and join publishing professionals from throughout North America for PubWest's three-day program offering a total immersion in book publishing.

New publishing models have never been more critical to book publishers. Whether you are a new or seasoned publishing professional, PubWest brings together fresh ideas and information and helps bridge the gap between challenges and solutions. Publishers will gain critical insights to help navigate and thrive as technology advances and the industry experiences monumental change.

► PROGRAM HIGHLIGHTS

- Keynotes by **Oren Teicher**, CEO of American Booksellers Association; **Otis Chandler**, CEO and cofounder of Goodreads; and **Len Vlahos**, executive director of the Book Industry Study Group (BISG)
- Intensives on social media and sales and a metadata makeover
- Extended publisher roundtable
- Exploration and discussion of how to sell more books to the chains, independents, and online
- Provocative sessions focused on publishing's new model
- Cross-discipline roundtables perfect for face-to-face peer discussion on developing trends, shared challenges, success stories, lessons learned, and more.
- An exclusive session featuring key **Barnes & Noble staff** on how to work with B&N to sell more books

► NEW THIS YEAR

- **Ski-Run game:** Visit PubWest sponsors and exhibitors to "ski" runs on Keystone Mountain. Complete your entire ski map to be entered in the running for PubWest prizes. Grand Prize: a free 2013 PubWest Conference registration valued at \$475!
- **Breckenridge Distillery tour and tasting:** Learn how clear Colorado water helps create award-winning small-batch bourbon, vodka, bitters, and other spirits.
- A **closing keynote** on the book industry by its numbers

THURSDAY, OCTOBER 25 Intensive Tracks & Tour

Each year, PubWest offers intensive sessions before the conference begins to explore topics more deeply than is possible in a large-group setting. PubWest recruits experts from book publishing and the broader content industry to discuss cutting-edge solutions to our industry's most pressing questions. Intensives are priced separately from conference tuition.

- 9:00 a.m. – 2:00 p.m.

Intensive Track One: Metadata Makeover

Lunch is included during this session.

Whether the source of your metadata is ONIX or an Excel spreadsheet, this intensive will show you how to give it a makeover for increased discoverability and sales. Using actual titles from PubWest members, we will follow metadata through the supply chain to show what publishers input versus what is used by retailers and libraries to make a product discoverable. Selected titles will be reviewed to see how their metadata is performing on customer websites, in libraries, on social networks, and more, while also noting at each stage or channel whether the data is correct. Then, using the same titles, Bowker will share examples of the content it creates through indexing or identified via third parties that can enhance the metadata already available to a publisher. Bowker also will provide general guidance on outsourcing metadata distribution.

Presenters: Chris Kenneally (moderator); Patricia Payton, Bowker; Melissa Serdinsky, Perseus Books Group/Constellation Digital Services

▶ 9:00 a.m. – 12:00 p.m.

Intensive Track Two: Monetizing Social Media for Book Publishers

Lunch is included during this session.

Finding ways to monetize your social media presence and campaigns is no easy task. In this intensive session we will show you best practices and effective techniques to begin finding and evaluating your own sales. With examples and success stories from our highly engaged presenters, we will discuss: building brand awareness, engaging your audience, customer retention, advertising on social media, traditional marketing using social media, special promotions, tracking your campaigns, apps and app development. Media covered will include Twitter, Facebook, Pinterest, and others. With step-by-step ideas you can take back to your team, frontline expertise to help understand the current social media landscape, and inspiration from those who are making it work, this session will be an invaluable tool for creating a plan for your own publishing program.

Presenters: Derek Lawrence (moderator); Steve Koenig, Thomas Nelson; Jamie Guthals, Interweave

▶ 2:00 p.m. – 5:00 p.m.

Intensive Track Three: Publishers Roundtable

No cost for publishers or heads of house.

Publishers and heads of house are invited to attend this extended publishers roundtable. As an intensive it is designed to give publishers ample time to engage in smart, open-forum discussion on the ever-changing landscape of publishing. Share challenges, explore a range of topics, and exchange valuable information with your peers. Attendance is limited to publishers and heads of house.

Presenter: Katie Burke, Pomegranate Communications (moderator)

▶ 2:30 – 4:00 p.m.

Breckenridge Distillery Tour and Tasting

Tour maximum: 25 people.

Come visit the highest-elevation distillery in the United States. This tour of the 4,000-square-foot facility will explain how mash, fermentation, distilling, and Colorado water create internationally renowned bourbon, vodka, bitters, and other spirits. The distillery uses traditional open-top Scottish-style fermenters and distills in a 700-gallon Vendome custom copper combination pot still. Includes complimentary bourbon tasting!



PubWest2012 Begins

▶ 5:30 – 6:30 p.m.

Opening Reception in the Exhibit Hall

*(The first annual PubWest **Innovators Award** is presented and the **Ski-run game** begins.)*

▶ 6:45 p.m.

PubWest Bowling Tournament sponsored by Thomson-Shore, Inc.

(A PubWest tradition! Optional event; separate registration required.)

PubWest continues its favorite tradition of opening night bowling. Bowling has been a part of the conference for years, as everyone enjoys a fun evening of friendly competition. And who doesn't love the stylish bowling shoes? Come and enjoy knocking down the pins, and chat with old and new friends. Grab a slice of pizza while you're at it. Transportation is included.



"[PubWest is] the best investment in your company's future that you can make. Bring as many of your folks as you can afford."

—Linda Netschert, Farcountry Press

- ▶ 6:45–7:30 a.m. **Three-mile walk/jog/run guided by VeloPress**
- ▶ 8:00 a.m.–5:00 p.m. **Registration Desk open**
- ▶ 8:00 a.m.–3:00 p.m. **Exhibit Hall open**
- ▶ 8:00–9:00 a.m. **Coffee and muffins in Exhibit Hall**
- ▶ 8:30–9:15 a.m. **KEYNOTE SESSION: OREN TEICHER, CEO of American Booksellers Association**



The New Frontier of Bookselling Celebrating more than 20 years in the book industry, Oren Teicher is a publishing veteran who sees the current rate of change across the industry as unprecedented. Independent ABA members have faced and adapted to the rapidly changing world in which we live, but even in the best of times, owning and operating an independent bookstore has always been a challenge. The good news is that there has been modest growth in the number of ABA member bookstores for each of the past three years—and sales in this channel have seen significant increases over the past year. The new frontier of bookselling will investigate the current world of booksellers and examine how they are moving forward to sell more books and work more closely with publishers.

▶ 9:30 a.m.–12:00 p.m. **PEER-TO-PEER SEMINARS**

Publishing professionals present four focused discipline-specific seminar tracks in an exciting panel format geared for mid-to-senior managers. Publishers and heads of houses are encouraged to select the track that is of most interest to them.

SALES/MARKETING TRACK Lessons for the Future from Distributors

How publishers and distributors work together is an ever-shifting landscape. With fewer traditional book retailers, how are distributors serving the needs of their clients? What lessons are distributors learning from the numerous publishers they represent? How are they addressing the growing digital marketplace? With the lines between sales and marketing blurred more than ever, how can distributors help support a title's complete life cycle? What other services can a distributor offer to provide a publisher with a full-service experience? Get the answers to these and other questions from a panel of distinguished distributors representing hundreds of small-to-midsize publishers.

Panelists: Derek Lawrence, Corvus (moderator); Julie Schaper, Consortium; Mark Ouimet, Ingram; Aaron Silverman, SCB Distributors; John Teall, Midpoint Trade Books

EDITORIAL TRACK New Indexing in e-Books and e-Content: Adding Value

Indexes provide the reader with pre-analysis of a text, but they are not being implemented well in e-books and e-content. As a result, the reader loses a navigation tool that could help at several stages of search, and the e-book loses potentially useful semantic metadata that could be implemented and used in coming editions of EPUB3.0 and in more powerful e-readers. This session will cover the process of searching and discuss four methods of providing additional indexing tools to help navigate content and “aboutness.”

Panelist: Jan Wright, Wright Information

PRODUCTION/DESIGN TRACK Buy This Book! How to Create Irresistible Covers that Work at Every Size and for Every Reader

Good design has always required an understanding of appropriate typefaces, colors, and composition. In today's new model for graphic design, we must also create covers that retain their power at thumbnail size and are both innovative and practical, conforming to dual outputs for electronic and print. How do designers accomplish all that and still please the publisher and author? Attendees will have the opportunity to share best practices and give examples of their own successes or failures, inviting feedback from panelists and other attendees.

Panelists: Vicky Shea, Ponderosa Pine Design; Hobie Hobart, Dunn + Associates; Katie Burke, Pomegranate; Dave Raymond, Thomson-Shore; Joe Upton, Edwards Brothers Malloy

FINANCIAL/ADMINISTRATIVE TRACK **What Is the True Cost of That Book?**

Title P&Ls in the New World of Short Print Runs and E-Books

What elements of a Title P&L are different in today's publishing model? Are you being realistic and conservative with your sales numbers? What are the components of your cost of goods? Have you factored all development costs into your Title P&L? Do XML-conversion costs count as a development cost? Are you conserving cash by making good decisions using your Title P&L? Are your titles and your business really maintaining profitability? This panel of experienced publishers and consultants will share their knowledge of how to correctly use this powerful tool to make informed decisions for each title you publish, and improve your publishing company's profitability.

Panelists: Doug Pfeiffer, Graphic Arts Books; Brad Farmer, Gibbs Smith Publishers; Deirdre Smerillo, Smerillo and Associates

▶ 12:00–2:00 p.m. **Membership and Business Meeting and lunch**

Voting members are strongly encouraged to attend this brief but critical business meeting to help make important decisions on the association's future.

▶ 2:00–3:00 p.m. **Free time to visit Exhibit Hall/Ski-run game** (*Exhibit Hall closes for the day at 3:00 p.m.*)

▶ 3:00–5:30 p.m. **Roundtables**

Colleagues from each of publishing's primary job functions meet to discuss developments, trends, and lessons learned. Build on topics introduced in the morning sessions, share ideas, tackle problems, and meet people. New ideas abound during these spirited discussions. Roundtables run concurrently and are led by PubWest members. This year's moderators are: **Editorial: Iris Llewellyn, American Animal Hospital Association; Sales/Marketing: Dave Trendler, VeloPress; Financial/Administrative Doug Pfeiffer, Graphic Arts Books; Design: Vicky Shea, Ponderosa Pine Design**

▶ **Free Evening** Enjoy a stroll through the scenic paths along the Snake River and take in the incredible panorama of the Rocky Mountains. Dine with colleagues, or simply enjoy some downtime with this event-free evening. A complete map of the Keystone Resort is available at pubwest.org/conference.

SATURDAY, OCTOBER 27

▶ 8:30 a.m. – 5:00 p.m. **Registration Desk open**

▶ 8:30 a.m. – 3:45 p.m. **Exhibit Hall open**

▶ 8:30 – 9:30 a.m. **Coffee and muffins in Exhibit Hall, Ski-Run Game**

▶ 9:30 – 10:30 a.m. **KEYNOTE SESSION: OTIS CHANDLER, CEO of Goodreads**

Book Discovery: Fitting the Pieces Together Every second, two books are discovered on Goodreads. What must happen to get a book to that magical moment when a reader sees it and says "I want to read this"? Otis Chandler, CEO of Goodreads, the largest site for readers and book recommendations, will show there's no silver bullet, but there are best practices that publishers can incorporate into their promotional plans. Attendees will hear case studies and consumer insights and walk away with a list of actionable marketing ideas—including when and in what order to implement them—for their upcoming books.

Cross-training sessions give everyone the chance to learn something new and outside their normal work. Take a look at how other parts of publishing approach problems and go home with new ideas to try. Choose one of the two sessions per time slot.

▶ 10:45 a.m. – 12:00 p.m. **CROSS-TRAINING SESSIONS (select one)**

Session A1: **Presentation: Content and Copyright Issues in the New Model**

The publishing environment is changing rapidly. Each day, publishers face new challenges in obtaining content, utilizing new and older content, and protecting content in this digital age. This session will discuss from business and legal perspectives (1) author publishing contract issues, (2) e-book and e-content license contracts and key clauses, and (3) proposed measures to combat online piracy. You will walk away with concrete information to help you successfully meet the challenges of publishing's new model.

Panelists: Lloyd Rich, Law Office of Lloyd Rich; Jon Tandler Esq, Ryley Carlock & Applewhite



Session A2: **Multiplatform Bookselling at Barnes & Noble**

Barnes & Noble touts being the only content retailer that can offer the complete multiplatform experience, from product on the physical shelf in its store, to an extended shelf available to order, to a digital extension of the shelf. In addition to having an endless shelf available to its customers, B&N executes a multichannel marketing and merchandising strategy designed to fit publishing at every level. Learn about these tools available to publishers, whether the book is a national seller, targeted to niche markets, available in physical stores, an e-short, or meant for another channel.

Presenters: Liz Harwell, director of trade book merchandising; Lynne Widli, director of co-op advertising and promotions; Kashif Zafar, director of category management, e-Books; Bryan Oettel, director of book merchandising and editorial, bn.com

► 12:00 – 1:30 p.m. **Awards Luncheon**

PubWest honors members and industry leaders for their outstanding contributions to the association and the industry. PubWest will recognize the recipients of the President's Award, Executive Director's Award, Associate Member of the Year Award, and PubWest's highest honor, the Jack D. Rittenhouse Award. This year's Rittenhouse Award recipient will be announced soon. Please check <http://pubwest.org/other-programs/rittenhouse/> for more information.

► 2:00 – 3:15 p.m. **CROSS-TRAINING SESSIONS (select one)**

Session B1: **From the Page to the Screen: Content Development Strategies for Digital Delivery**

Today's readers have high expectations of e-books and digital media. Advances in tablet and e-reader technology have raised the bar for publishers, but how do we develop, edit, design, and deliver content to meet these expectations? Publishers can no longer afford simply to output page files as an EPUB. This session will provide new models and strategies for content development that are sure to demystify concepts and tools used in digital delivery. Attendees will get hands-on experience applying strategies such as content chunking, layering, storyboarding, and more.

Panelists: Michael Greer, Pearson Higher Ed (moderator); as well as additional speakers from editorial, design, and production.

Session B2: **From Libraries to Car Washes: What's the New Model for Special Sales?**

As much as we love and support bookstores, we know it's vital to maximize sales in other venues. But how do we find alternate outlets for our titles? How do we get their attention? Are terms of a sale different? What if you're selling through a master distributor? This panel will share tips and advice for selling to the library, gift, and specialty markets.

Panelists: Michael Campbell, consultant; Kristen Frantz, Berrett-Koehler Publishers; Jane Hoehner, Wayne State University Press; Katie Burke, Pomegranate Communications

► 3:15 – 3:45 p.m. **Exhibits-only Time:**

Browse the many excellent sponsor and vendor exhibits. **And don't miss your last chance to complete your ski-run game!**

► 3:45 p.m. **Ski-Run Game Showdown!**

Did you "ski" all of the runs at Keystone by visiting the exhibitors at PubWest 2012? If so, it's time for you to compete for a chance to win free conference registration next year!

► 4:00 – 5:15 p.m. **CROSS-TRAINING SESSIONS (select one)**

Session C1: **New Ways to Use Content**

Content is still king, so raising awareness of your content is a recipe for success. This session will uncover new ways to provide content in all available formats, including customization, new sales channels, and use of ISBNs in the digital supply chain. We'll also detail several of the emerging identifiers (e.g., ISTCs, ISNIs, and DOIs) that publishers are finding essential for making their content more discoverable in the world of e-books.

Panelists: Laura Dawson, Bowker; Kristen Frantz, Berrett-Koehler Publishers, Adam Salomone, Harvard Common Press

Session C2: **Blockbuster Movies and Indie Bands: Selling into Today's Bookselling Market**

PubWest Vice President Dave Trendler will open this revealing panel conversation by presenting real sales data for a frontlist title launch and a backlist evergreen. Contrasting Amazon and Barnes & Noble preorders against Nielsen sales, Trendler will pose this question to a panel of trade distributors: Can publishers rig the reorder algorithm? This discussion will shed light on the nature of today's bookselling market. Is publishing's new model more like Hollywood or Nashville?

Panelists: Dave Trendler, VeloPress (moderator); Katie Burke, Pomegranate Communications; Julie Schaper, Consortium; Mark Ouimet, Ingram Publisher Services

► 5:15 – 6:00 p.m. **KEYNOTE SESSION: LEN VLAHOS**, Executive Director of the Book Industry Study Group
BISG Presents the Book Industry by the Numbers Book Industry Study Group executive director Len Vlahos will cull data from a variety of BISG studies, including BookStats, Consumer Attitudes Toward E-Book Reading, and a recently published report on the use and flow of metadata in the book industry, to identify and examine important trends facing publishers and other industry stakeholders. Hear how e-books are impacting different book categories and channels, better understand trends in the behavior of consumers using digital products, and learn how you can position your company to profit from the transformational change facing the entire industry.

► 6:30 p.m. **Annual PubWest Party**

The annual PubWest Party is an evening to unwind and spend time sharing insights gained from the previous three days. Join us for and don't miss this last chance to connect with fellow conference attendees and relax together before returning to the office. PubWest thanks **Ingram Content Group** for sponsoring this year's party with music from the band the **Trading Fours!**

Conference programming can occasionally change between press time and the conference. Please check Pubwest.org for updates.

KEYSTONE, COLORADO

► HOTEL INFORMATION

Keystone Resort sits at 9,280 feet elevation and is just minutes from the Continental Divide. Here, the art of being actively engaged comes easily. Take a guided hike and learn about local history, wildlife, and flowers. View Orion Nebulous from a state-of-the-art observatory. Absorb the vibrant gold of the changing aspen leaves. Go fly-fishing along the banks of the Snake River. Relax at the blissful Keystone Spa. Sample award-winning dining options, including The Keystone Ranch Restaurant, a AAA, 4-Diamond, Wine Spectator DiRoNa winner serving Colorado cuisine and wild game specialty entrees. Or, seek out other unique experiences like a trip to the historic Ski Tip Lodge or a horse-drawn dinner wagon ride. Keystone offers the best of Colorado all in one place.

Keystone Resort and Conference Center 22010 US Hwy #6, Keystone, CO 80435

Winner of the AAA-Four Diamond Award for more than twenty years, this elegant hotel boasts:

- 152 rooms, including 14 loft suites
- Complimentary Wi-Fi in guestrooms and common areas of the Hotel
- Complimentary self-parking; valet parking at \$12 per day
- Two restaurants, a relaxing fireplace lounge, and a tasty deli
- Complimentary access to the spa and fitness center, which has a pool and hot tubs
- More than 100,000 square feet of versatile and unique meeting space, including spacious foyers and three ballrooms
- An award-winning conference services and culinary team
- Large outdoor terraces to take in the Rocky Mountain scenery

Hotel Room Reservation Deadline: Wednesday, September 26, 2012. PubWest has reserved a discounted block of rooms for conference attendees, but the number of rooms is limited. Proceeds from room reservations support PubWest, and hotel guests earn a discount on conference registration.

Room Rate for Single/Double Occupancy: Traditional rooms are \$129.00 per night. A taxable surcharge of 5.9% per room, per night, is in addition to the room rate. This special conference guest room rate also will apply three days before and after the official conference dates, based on availability. This is a chance to take a little extra time for rest and relaxation in Colorado!

Reservations by phone: Call 800-258-0437. Please be sure to specify that you are with PubWest to receive our rate and provide the group code: **CZ1WST!**

► GETTING TO KEYSTONE, COLORADO: EASILY ACCESSIBLE!

Keystone is the closest mountain meeting facility to Denver. Attendees fly into DEN, which boasts more than 1,500 flights a day! Combine that with the convenience of Colorado Mountain Express door-to-door airport shuttles. Ground Transportation can be made via Colorado Mountain Express at the same time as you make your lodging accommodations. Full details can be found online at www.coloradomountainexpress.com or by calling 800-525-6363.

► SHUTTLE SERVICES

Keystone provides complimentary transportation on-site that supports our environmental-friendly "green" philosophy and makes it easy to move effortlessly through the property.

PubWest2012 Exhibitor PRICE SHEET

Online registration will begin in July. To register, go to www.pubwest.org and click the link **Register for Conference**. This link will take you through an easy step-by-step registration process. You will be asked for a credit card to complete the transaction.

	Members	Non-members
10' x 10' wall space	\$850	\$950
8' Tabletop	\$700	\$800
8' Tabletop Sole Proprietor/Freelancer	\$600	\$750

► DISCOUNTS

Early Bird Discount: Save 15% before September 24, 2012. You will see instructions for taking the Early Bird Discount on our online registration form.

Hotel Discount: Save \$20 if you stay at the host hotel, Keystone Resort and Conference Center. Click the appropriate box on our online registration form to receive this discount.

Conference programming can occasionally change between press time and the conference. Please check Pubwest.org for updates.

► EXHIBITOR REGISTRATION INCLUDES:

- Thursday evening Opening Reception
- Friday morning 3 mile walk/run
- Friday Annual Membership Meeting Luncheon
- Saturday Awards Luncheon
- Morning coffee and pastries
- All midmorning and afternoon coffee breaks
- Saturday night PubWest Party
- We invite and encourage exhibitors to attend conference sessions, as their schedules allow.

If more than one person is coming from your company, please register them online as a Supplemental Exhibitor. They must be registered to receive a name badge, to be included in the conference Who's Who, and to join us for meals. Meal prices range from \$25-\$35 for Supplemental Exhibitors.

► OPTIONAL ACTIVITIES (REQUIRING SEPARATE FEES)

Thursday Intensive Sessions

These sessions are not included in the regular conference tuition. Fees include all course materials and boxed lunch. Advance registration is required for admittance.

Metadata Makeover (9:00 a.m. to 2:00 p.m.)

PubWest member	\$275
Non-member	\$325
Student rate	\$225 (with valid ID)

New Social Media & Sales (9:00 a.m. to 12:00 p.m.)

PubWest member	\$225
Non-member	\$275
Student rate	\$200 (with valid ID)

ADDITIONAL THURSDAY ACTIVITIES

Breckenridge Distillery Tour (2:30 p.m.)

Fee includes transportation. Tour maximum: 25 people

PubWest member	\$50
Non-member	\$55

Bowling Tournament (6:45 p.m.)

Fee includes games and light dinner **\$45**

Maximum: 40 people

"As a first-time exhibitor we made many new contacts, reaching decision makers whom we had no access to previously. In this more intimate setting, you really get to know attendees and their passion for this industry. Joining and attending was a great move for us."

—Steve Becker, IPRO Business Systems

► PUBWEST 2012 RESOURCE DIRECTORY & PROGRAM GUIDE

Take advantage of our Early Bird Rates for Advertising in the Conference Resource Guide! Place your ad before September 24, 2012 and receive 15% off!

Early Bird (before 9/24/12)

Quarter-Page Ad: 3.125" x 4.125" **\$240** **\$192**
Half-Page Ad: 6.25" x 4.25" **\$350** **\$280**

Early Bird (before 9/24/12)

Full-Page Ad (non-bleed): 6.25" x 8.5" **\$500** **\$400**
Inside back pg. (non-bleed): 6.25" x 4.25" **\$750** **\$600**
(Last full page of the guide)

Ads should be designed to the dimensions listed above. Digital ad format: PC or Mac formatted 300 dpi gray scale tif or high resolution gray scale pdf with all fonts embedded. No eps files! Zip your file and send via e-mail to Tara Lehmann at Tara@Pubwest.org.

► IMPORTANT EXHIBITOR INFORMATION

Exhibitor setup will take place on Thursday, October 25, 2012, between 9:00 a.m. and 4:00 p.m. and must be complete in time for the opening reception at 5:30 p.m. Any exceptions to this policy must be granted by the PubWest office. Thank you.

Exhibit hall hours are Thursday from 5:30 p.m. to 6:30 p.m., Friday 8:00 a.m. to 4:00 p.m., and Saturday from 8:00 a.m. to 3:45 p.m. Please check our Web site for any changes to this schedule.

Any changes in exhibit arrangements must be made by October 5, 2012. Until that date, the cancellation fee is 50% of the exhibit space. No refunds for exhibit space will be given after October 5, 2012. Please note: No refunds will be given at any time for Conference Resource Guide advertising or sponsorships.

All orders for exhibit space are subject to approval by PubWest. PubWest will not be liable for any failures to provide exhibit space that occur due to circumstances outside the control of PubWest. PubWest reserves the right to reject, adjust, or cancel any order for exhibit space for any reason at any time. In the event that PubWest fails to provide exhibit space, its maximum liability will be limited to the amount of exhibitors' payment for exhibit space. Exhibit space is sold on an as-available basis.

Tear Down Penalty: Any exhibitor dismantling or otherwise tearing down their booth before the end of trade show exhibit hours will be subject to a **\$250** penalty. Please remember attendees may be visiting the exhibit hall late in the show.

► SPONSORSHIPS

Tier One – \$2,000

- Company will receive an introduction by the conference chair at opening reception, membership meeting, and conference luncheon.
- Signage in the exhibit hall and information desk for the duration of conference.
- Sponsorship noted in the conference program, the EndSheet, and Web site.
- Full-page ad in Conference Resource Guide.
- Free half-page ad in the EndSheet.

Tier Two – \$1,500

- Company will receive an introduction by the conference chair at opening reception, membership meeting, and conference luncheon.
- Signage in the exhibit hall and information desk for the duration of conference.
- Sponsorship noted in the conference program, the EndSheet, and Web site.
- Full-page ad in Conference Resource Guide.

Tier Three – \$1,000

- Company will receive an introduction by the conference chair at opening reception, membership meeting, and conference luncheon.
- Signage in the exhibit hall and information desk for the duration of conference.
- Sponsorship noted in the Conference program, the EndSheet, and Web site.
- Half-page ad in Conference Resource Guide.

Tier Four – \$750

- Company will receive an introduction by the conference chair at opening reception, membership meeting, and conference luncheon.
- Signage in the exhibit hall and information desk for the duration of conference.
- Sponsorship noted in the conference program, the EndSheet, and Web site.
- Quarter-page ad in Conference Resource Guide.

PubWest2012 Attendee PRICE SHEET

Online registration will begin in July. To register, go to www.pubwest.org and click the link Register for Conference. This link will take you through an easy step-by-step registration process. You will be asked for a credit card to complete the transaction.

► FULL CONFERENCE REGISTRATION INCLUDES:

- Unlimited access to Friday and Saturday seminars
- Thursday evening Opening Reception
- Friday morning 3 mile walk/run
- Friday Annual Membership Meeting Luncheon
- Saturday Awards Luncheon
- Exhibit hall pass
- Morning coffee and pastries
- All midmorning and afternoon coffee breaks
- Saturday night PubWest Party

PubWest member \$475

(Early bird registration
15% off before 9/24/12)

Non-member \$575

(Early bird registration
15% off before 9/24/12)

Student rate \$250

(No Early bird discount)

► DISCOUNTS

Early Bird Discount: Save **15%** before September 24, 2012. You will see instructions for taking the Early Bird Discount on our online registration form.

Group Discounts: Companies can save **10%** on their registrations when they register as a group. Groups must have **2** or more people from the same company. One person must go online and register the entire group.

Hotel Discount: Save **\$20** if you stay at the host hotel, Keystone Resort and Conference Center. Click the appropriate box on our online registration form to receive this discount.

Conference programming can occasionally change between press time and the conference. Please check Pubwest.org for updates.

► OPTIONAL ACTIVITIES (REQUIRING SEPARATE FEES)

Thursday Intensive Sessions

These sessions are not included in the regular conference tuition. Fees include all course materials and boxed lunch. Advance registration is required for admittance.

Metadata Makeover (9:00 a.m. to 2:00 p.m.)

PubWest member	\$275
Non-member	\$325
Student rate	\$225 (with valid ID)

New Social Media & Sales (9:00 a.m. to 12:00 p.m.)

PubWest member	\$225
Non-member	\$275
Student rate	\$200 (with valid ID)

Publishers Roundtable (2:00 p.m. to 5:00 p.m.)

No cost to publishers and heads of house attending Pubwest 2012

ADDITIONAL THURSDAY ACTIVITIES

Breckenridge Distillery Tour (2:30 p.m.)

Fee includes transportation. Tour maximum: 25 people

PubWest member	\$50
Non-member	\$55

Bowling Tournament (6:45 p.m.)

Fee includes games and light dinner **\$45**
Maximum: 40 people

PubWest is a Colorado nonprofit corporation and Federal not-for-profit 501(c)6 organization, with federal tax ID number (FEIN) 84-0796515.

► ONE-DAY TICKET OPTION

A One-Day Ticket includes unlimited access to conference sessions on the selected date, exhibits, receptions, morning coffee/pastries, midmorning and afternoon coffee breaks. A One-Day Ticket for Friday, October 26, includes the PubWest Annual Membership Meeting Luncheon, and a One-Day Ticket for Saturday, October 27, includes the Awards Luncheon and PubWest Party.

One-Day Ticket for Friday, October 26		One-Day Ticket for Saturday, October 27	
PubWest Member	\$275	PubWest Member	\$300
Non-member	\$300	Non-member	\$350

► ADDITIONAL MEALS AND TICKETS

If you need to order additional meal/party tickets or exhibit hall passes, please contact the PubWest office.

► CANCELLATIONS

- Before September 27, 2012, cancellations may be made for the full amount of tuition, less a \$75 processing fee.
- Between September 28 and October 5, 2012, the cancellation fee is 75 percent of tuition.
- No tuition refunds will be given after Friday, October 5, 2012.

► **HOTEL INFORMATION** Keystone Resort sits at 9,280 feet elevation and is just minutes from the Continental Divide. Here, the art of being actively engaged comes easily. Take a guided hike and learn about local history, wildlife, and flowers. View Orion Nebulous from a state-of-the-art observatory. Absorb the vibrant gold of the changing aspen leaves. Go fly-fishing along the banks of the Snake River. Relax at the blissful Keystone Spa. Sample award-winning dining options, including The Keystone Ranch Restaurant, a AAA, 4-Diamond, Wine Spectator DiRoNa winner serving Colorado cuisine and wild game specialty entrees. Or, seek out other unique experiences like a trip to the historic Ski Tip Lodge or a horse-drawn dinner wagon ride. Keystone offers the best of Colorado all in one place.

Keystone Resort and Conference Center 22010 US Hwy #6, Keystone, CO 80435

Winner of the AAA-Four Diamond Award for more than twenty years, this elegant hotel boasts:

- 152 rooms, including 14 loft suites
- Complimentary Wi-Fi in guestrooms and common areas of the Hotel
- Complimentary self-parking; valet parking at \$12 per day
- Two restaurants, a relaxing fireplace lounge, and a tasty deli
- Complimentary access to the spa and fitness center, which has a pool and hot tubs
- More than 100,000 square feet of versatile and unique meeting space, including spacious foyers and three ballrooms
- An award-winning conference services and culinary team
- Large outdoor terraces to take in the Rocky Mountain scenery

Hotel Room Reservation Deadline: Wednesday, September 26, 2012. PubWest has reserved a discounted block of rooms for conference attendees, but the number of rooms is limited. Proceeds from room reservations support PubWest, and hotel guests earn a discount on conference registration.

Room Rate for Single/Double Occupancy: Traditional rooms are \$129.00 per night. A taxable surcharge of 5.9% per room, per night, is in addition to the room rate. This special conference guest room rate also will apply three days before and after the official conference dates, based on availability. This is a chance to take a little extra time for rest and relaxation in Colorado!

Reservations by phone: Call 800-258-0437. Please be sure to specify that you are with PubWest to receive our rate and provide the group code: **CZ1WST!**

► GETTING TO KEYSTONE, COLORADO: EASILY ACCESSIBLE!

Keystone is the closest mountain meeting facility to Denver. Attendees fly into DEN, which boasts more than 1,500 flights a day! Combine that with the convenience of Colorado Mountain Express door-to-door airport shuttles. Ground Transportation can be made via Colorado Mountain Express at the same time as you make your lodging accommodations. Full details can be found online at www.coloradomountainexpress.com or by calling 800-525-6363.

► SHUTTLE SERVICES

Keystone provides complimentary transportation on-site that supports our environmental-friendly “green” philosophy and makes it easy to move effortlessly through the property.

PUBWEST

17501 Hill Way, Lake Oswego, OR 97035

CONFERENCE SCHOLARSHIPS

Publishing professionals who have worked fewer than three years in the book publishing industry are invited to apply for a full-tuition scholarship to the PubWest 2012 Conference. To apply, send a letter of introduction explaining your professional/academic background and why you're interested in a book-publishing career, along with a letter of support from one professional or academic reference to:

Scholarship Committee, PubWest, 17501 Hill Way, Lake Oswego, OR 97035

Applications must be received by Friday, September 14, 2012. Scholarship covers full conference tuition only. Recipients are responsible for their own travel and lodging as well as conference intensives or other optional events.

PubWest appreciates the support of Edwards Brothers Malloy for donating the printing for the registration materials.

www.edwardsbrothersmalloy.com



PubWest is proud to welcome the following Industry Partners to this year's conference!

- ▶ Colorado Independent Publishers Association (CIPA)
- ▶ New Mexico Book Association (NMBA)
- ▶ Small Publishers Association of North America (SPAN)

