BETTER TOGETHER

FORTY YEARS OF PUBLISHING EXPERTISE

PUBWEST 2017

FEBRUARY 9–11  THE BENSON HOTEL  PORTLAND, OREGON
PORTLAND, OREGON, IS THE HOST CITY FOR PUBWEST 2017

Portland is the host city for PubWest 2017. The city is well known for its exceptional bookstores, amazing food, and a bounty of great coffee and spirits establishments. Our host hotel, The Benson, is a 12-story, 1913 historical landmark that has long been the hotel of choice for celebrities of all kinds, leaders in business and industry, politicians, and now—publishers!

Our 2017 theme is “Better Together: 40 Years of Publishing Expertise.” Why “40 Years”? PubWest will be 40 years old in 2017. Come and help us celebrate with a huge cake and 40 candles! It’s time to get away from daily office distractions and join publishing professionals from throughout North America for this incredible three-day book publishing immersion program. Whether you are a longtime publishing professional or new to the field, you will gain critical insights for navigating and thriving in our industry as it continues to experience monumental changes in electronic and traditional print.

PROGRAM HIGHLIGHTS

• Keynotes by Erin McKean, founder of Wordnik, the world's biggest online dictionary; Ron Charles, editor of The Washington Post's “Book World”; Will Patton, a seasoned marketing professional with experience in highly competitive corporate environments such as Nike and the NBA; and Jennifer Worick, author of Things I Want to Punch in the Face.
• Preconference intensive sessions on marketing, design, and illustrated books.
• An extended publisher and head-of-house roundtable.
• Sessions featuring panels of experts and veterans of various fields of publishing, focusing on national publicity, negotiation in editing, production, metadata, crowdfuding, and more.
• Peer-to-peer roundtable discussions for sharing ways to thrive in this transforming industry.

PLUS, THIS YEAR:

• Forty Years Young: Celebrating PubWest!
• “Speedy Spiels: Stand-out Moments that Made a Difference”
• Photo Booth Game

Don’t miss PUBWEST 2017 and the opportunity to learn, network, interact, and get energized!
THE LINEUP: DAY-BY-DAY CONFERENCE DETAILS

Please note: The schedule below is current as of October 20, 2016, and is subject to change. Check the PubWest website (www.pubwest.org) regularly for programming details and schedule updates.

THURSDAY, FEBRUARY 9

NEW THIS YEAR: FOUR TRACKS OF INTENSIVE EDUCATION

These unique opportunities explore topics in depth, delivered by experts in their fields. These sessions have limited seating to permit more time with the presenters and, as such, are not included in the base conference tuition. Please see the price sheet for details.

10:00 a.m.–2:00 p.m. | Intensive Track One
LONG DOCUMENTS WITHOUT TEARS: BEST PRACTICES AND PRO-LEVEL TIPS FOR BOOK DESIGN AND PRODUCTION IN INDESIGN

Publishing a book or any long document with a team of authors, editors, and designers is complex. There WILL be changes, but the road from first-round layouts to final files doesn’t have to be a rocky one! In this session led by Anne-Marie Concepcion, become an expert on InDesign’s built-in tools and third-party scripts and plug-ins to manage your project so that changes can be applied with minimal effort. Learn more about libraries (including CC Libraries), book files, master pages, paragraph and character styles, text and image object styles, layers, text variables and special characters, and the best use of tools that aid in collaboration, such as InCopy, DocsFlow, and GoProof. You’ll come away with enough top-notch tips to be streamlining your workflow so that everyone involved is happy—especially you.

10:00 a.m.–2:00 p.m. | Intensive Track Two
HOW TO PARTNER WITH AUTHORS TO MAXIMIZE SALES: THE NEW RULES FOR PUBLICITY AND MARKETING

Perhaps nothing has changed in publishing as much as how we market and publicize our books. In this four-hour intensive, seasoned experts in publicity and marketing discuss the new “rules of engagement” for publisher and author. We will discuss how to recognize authors that have the potential to sell books, the critical role the author’s and/or publisher’s platform plays in moving the sales needle, and how to compete with big publishers and the ever-growing self-publishing option. Participants will receive several useful handouts and a sample timeline for putting what you learn into action.
10:00 a.m.–2:00 p.m. | Intensive Track Three
POP-CULTURE PUBLISHING: GRAPHIC NOVELS, ART, AND CHILDREN’S BOOKS

As tracked by the pop-culture business website ICV2, sales of graphic novels in North American bookstores rose 23 percent to $350 million in 2015, while the overall market for comics and graphic novels topped $1 billion. Driving the increase were adaptations of well-known media properties as well as rapid growth in new audiences for comics, including children and women.

Are you considering entering this segment of publishing? Do you still think graphic novels are all about men in tights beating the daylights out of each other? Are you confused by multiple reading levels and age ratings for children’s books? Do the distribution channels for graphic novels and other illustrated books mystify you?

This panel of veteran professionals from graphic novel, art, and children’s book publishing will explain that these categories are simply other formats for telling stories and not a genre onto themselves. Hear how the licensing of well-known properties can reap the benefits of multi-million-dollar budgets. Learn about both the common and unique considerations when publishing children’s books. Find out how to reach all channels of the illustrated book market, including comics, graphic novels, and art books.

2:00–5:00 p.m. | Intensive Track Four
PUBLISHERS ROUNDTABLE

Publishers and heads of houses are invited to attend this extended publishers roundtable, designed to give participants 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 houses.

Moderator: Katie Burke, Pomegranate Communications

No cost for this Intensive.

2:00 p.m.–4:30 p.m. | Offsite event
THREE BOOKSHOPS AND GOOD COFFEE!

Portland is famous for both independent bookstores and coffee houses. Powell’s City of Books is just a few blocks from the conference hotel, while several indies in the city are devoted to feminism, sci-fi, zines, kid’s books, and mysteries. Our short tour out and about in Portland (van provided) will take in three not to be missed—New Renaissance Books, Cosmic Monkey Comics, and Monograph Bookwerks—and end with a stop at one of the city’s newest and trendiest coffee houses.

(Separate registration required.)
THURSDAY EVENING

5:30–6:30 p.m.  | OPENING RECEPTION IN THE EXHIBIT HALL
Presentation of the president’s and executive director’s awards. The Photo Booth Game begins.

8:00–10:00 p.m.  | 40 YEARS YOUNG! CELEBRATING PUBWEST
Co-sponsored by Firebrand Technologies and Thomson-Shore, Inc.
Kick up your heels and party hard—or easy—at this bash featuring a DJ spinning your favorite tunes. It’s time to bask in the glow of PubWest’s success and to be rewarded for the hard work each of us brings to our publishing industry. Let loose, dance, and make merry! Have some cake, and hoist a glass! (Attendance mandatory!)

FRIDAY, FEBRUARY 10

6:45–7:30 a.m.  | SCENIC STROLL AROUND PORTLAND
Guided by VeloPress (weather permitting)

8:00 a.m.–5:00 p.m.  | REGISTRATION DESK OPEN

8:00 a.m.–4:00 p.m.  | EXHIBIT HALL OPEN, PHOTO BOOTH GAME

8:00–9:00 a.m.  | COFFEE AND MUFFINS IN THE EXHIBIT HALL

9:00–9:45 a.m.  | Opening Keynote
ERIN MCKEAN: “BEYOND WORDS: DICTIONARIES ON THE CUTTING EDGE”
The first English dictionary was published in 1604, more than a hundred years before Defoe’s Robinson Crusoe, and dictionaries have been in the vanguard of publishing ever since. What can the history and present state of reference publishing tell us about the future of publishing?

Erin McKean is the founder of the new, not-for-profit Wordnik.com, the world’s biggest online dictionary. Previously, she was editor-in-chief of American Dictionaries for Oxford University Press. Her goal is to make every word in the English language “lookupable”—including the 52 percent of unique English words that aren’t currently in any dictionary. Erin is the author of three Weird and Wonderful Words books, and most recently The Hundred Dresses: The Most Iconic Styles of our Time. She has written regular columns for the Boston Globe and the Wall Street Journal.
10:00–11:30 a.m. | PEER-TO-PEER SEMINARS
Meet with your colleagues to explore topics important to you. These three focused tracks are geared for mid- to senior-level professionals and are discipline-specific. Publishers and heads of houses are encouraged to select the track that is of the most interest to them.

Sales and Marketing Track
THIS JUST IN! HOW TO SCORE NATIONAL PUBLICITY
You’ve just scored that latest book that has the makings of a very popular read. You would love to get some national publicity for it. How can you effectively reach larger national venues to promote it? Whether it will be a national bestseller or the next local trend, what are the strategies for increasing readership? Come hear what our panel of publishers and media representatives has to advise and walk away with tools you can implement as soon as you get back to your desk.

Editorial Track
WHEN LESS IS MORE: THE ART OF NEGOTIATION IN EDITING
Collaborating with an author on their cherished book can include everything from hand holding to addressing difficult issues. How can we diplomatically work with authors to bring out the best in every book? What is the most effective way for editors to begin the editorial journey? What steps should editors take when things go awry? When should the editor rewrite rather than ask the author to do so? When is it appropriate to hire a ghostwriter and who is responsible for payment? Do editors typically have any power to adjust production schedules or even scrap a project? This session will address such dilemmas and more. Attendees should come prepared to share their own stories.

Production and Design Track
MADE FROM SCRATCH: INGREDIENTS FOR MAKING BEST-SELLERS
We all understand that artful graphic design is essential in producing a book. But what about the nuts and bolts of book production? How important are the type, weight, color, and coating of the paper? Do you tend to use the same binding and casewrap materials in all of your titles? Do special effects, like embossing and foil stamping, really help sell books? Do different genres or subjects demand different materials? So many questions! Bring yours, and get answers.

Financial / Administrative Track
STRATEGIZING FOR SUCCESS: EMBARKING ON THE PURCHASE & SALE OF PUBLISHING COMPANIES
This session will concentrate on the business, legal, and sales and distribution aspects of transfers in ownership of publishing companies. We will discuss financial topics including valuation metrics, trends, and the range of transaction types. Learn how you can prepare from an operations standpoint and plan for and coordinate your sales and marketing team and distributors for a successful transition. Discover some essential elements of purchase-and-sale legal documentation and how rights and contracts differences affect the value of what you own or wish to own.
12:00–2:00 p.m. | **MEMBERSHIP AND BUSINESS MEETING AND LUNCH**
Presentation of the Hall of Fame and the Associate Member of the Year Awards

2:00–3:00 p.m. | **FREE TIME TO VISIT EXHIBIT HALL, PHOTO BOOTH GAME**

3:00 p.m. | **EXHIBIT HALL CLOSES**

3:00–4:15 p.m. | **ROUNDTABLES**
Meet with your publishing peers and discuss issues and topics that are important to you. Build on discussions started in the morning sessions, share ideas, tackle problems, and meet new people. Roundtables run concurrently and are led by PubWest members. This year’s moderators are:

- **Editorial**: Sarah Gorecki, Sounds True
- **Sales/Marketing**: Julie Kahn, New Harbinger Publications
- **Production/Design**: Tim Hewitt, Friesen’s Corporation
- **Financial/Administrative**: James Connolly, Council Oak Books

4:30–5:30 p.m. | **Plenary Session**
**JENNIFER WORICK: “THINGS I WANTED TO PUNCH IN THE FACE—PUBLISHING EDITION”**
People think booksellers and publishing professionals are happy, nice people. But we know the truth. While 90 percent of the time you are blissed out by the book business, there are some things that are guaranteed to make you as ornery as a protagonist in a Richard Russo novel. Customers who snap covers of books, only to get the book from the library or Amazon. Excessive punctuation, the improper use of “its” versus “it’s,” even books that sounded promising but didn’t live up to the hype. Join us for this cathartic, hilarious session as author and publishing consultant Jennifer Worick explores all the things we want to punch in the face—metaphorically speaking, of course.

Jennifer Worick is an editorial director turned author turned publishing consultant. She has authored or co-authored more than 25 books on pop culture, humor, and craft topics, including the *New York Times* bestseller *The Worst-Case Scenario Survival Handbook: Dating & Sex* and most recently, *Things I Want to Punch in the Face*. Worick is the co-founder of The Business of Books, a successful Seattle-based publishing consultation company.

5:30–6:30 p.m. | **HAPPY HOUR IN THE EXHIBIT HALL**
Meet vendors, play the Photo Booth Game, and network with your PubWest colleagues.

6:30 p.m. | **FREE EVENING**
Enjoy all that Portland has to offer! Within a short distance from the Benson, you will have a bevy of restaurants awaiting you, Powell’s bookstore, music clubs, the Portland Art Museum (open until 8:00), and the Pearl District, chock full of drinking and eating establishments.
SATURDAY, FEBRUARY 11

8:00–9:00 a.m. | NEW BOARD MEETING

8:30 a.m.–5:00 p.m. | REGISTRATION DESK OPEN

8:30 a.m.–3:45 p.m. | EXHIBIT HALL OPEN; PHOTO BOOTH GAME

8:30–9:30 a.m. | COFFEE AND MUFFINS IN THE EXHIBIT HALL

9:30–10:30 a.m. | Plenary Session
“THE REVEAL ON REVIEWING: BEHIND THE SCENES OF THE WASHINGTON POST BOOK WORLD WITH EDITOR RON CHARLES”

Ron Charles sits in the captain’s chair of one of the last remaining newspaper book sections and stars in the hilarious satirical video series “Totally Hip Book Reviews.” In this onstage interview with author Kevin Smokler, Charles takes us through the life cycle of a book review, from how books are chosen to his perspective on the power of reviews in the digital 21st century. Charles will also discuss the ecosystem of book reviewing, which now spans print, audio, and social media, and the effect of book reviews on the fortunes of small presses.

Ron Charles is the editor of the Washington Post Book World, and he writes a weekly review. He has won the National Book Critics Circle Award for best criticism and first place for Arts and Entertainment Commentary from the Society for Features Journalism. In 2014, he served as a judge for the Pulitzer Prize in fiction. He and his wife, Dawn, an English teacher, live in Bethesda, Maryland.

10:45 a.m.–12:00 p.m. | RENAISSANCE SESSIONS (select one)
These cross-training sessions give you a chance to explore information outside of your specialty. There are two sessions to choose from in each time slot.

Session A1:
BOOK DISCOVERY ONLINE
Book discovery, at least for the general trade, has traditionally relied on some combination of mass media (usually print or radio) and brick-and-mortar bookstores. Of course, this is all changing as both media and bookstores move online. Furthermore, the concept of micro media marketing, which is especially prevalent online, is disrupting the formerly preeminent status of mass media as a tool for book discovery. Young people are frequently the face of micro media efforts, so it is to them—a panel of students from the master’s degree program in book publishing at Portland State University—we turn for guidance about this new frontier. Beyond providing good metadata for their books, what can publishers do to promote book discovery online?
Session A2:
THE FUTURE OF STORYTELLING: COMMON GROUND FOR PAGES & SCREENS
The rise of mobile media devices—smartphones and tablets—presents a fascinating, perplexing challenge. What can book publishers learn from digital media? What can creators of games and interactive media share with publishers that will advance reading in a digital future? How well can the book get along with its new neighbors? We can view digital media as competition—adversaries in a battle for reader mindshare—or we can view them as fellow travelers, partners in the project of telling stories, educating readers, and engaging the imagination. We can learn from them as we explore new strategies for connecting with readers.

12:00–2:00 p.m. | LUNCHEON AND THE PRESENTATION OF THE JACK D. RITTENHOUSE AWARD TO CHUCK AND DEE ROBINSON

2:15–3:15 p.m. | RENAISSANCE SESSIONS (select one)

Session B1:
CREATE YOUR METADATA MAP!
Every publisher creates and sends out metadata, but many are still confused about this important topic. Join us as we discuss what metadata is, how it affects your business, and why it is imperative that you manage it well. We will take an in-depth look at one publisher’s “metadata map,” which illustrates how metadata and audience research are collaborative, ongoing, and iterative processes that cross department boundaries and can significantly impact the success of a book. Workshop participants can customize the map to suit their own unique business.

Session B2:
TRANSFORMATIONS ON THE PUBLISHING HORIZON:
HOW WILL CROWDFUNDING AND HYBRID AUTHORS AFFECT PUBLISHING?
In the always-changing landscape of book publishing, how do emerging innovations affect our business? The new horizons include micro-houses, crowdfunding to support new projects, and working with hybrid authors—those who self-publish and sign with houses, too. This new world is both exciting and uncharted, and it requires new strategies. Come with your success stories, failures, questions, and ideas for this lively panel discussion about the future of book publishing.

3:15–3:45 p.m. | EXHIBITS-ONLY TIME
Browse the many excellent sponsor and vendor exhibits. And don’t miss your last opportunity to compete in the Photo Booth Game!
3:45–4:00 p.m. | PHOTO BOOTH GAME SHOWDOWN
Did you meet all of the PubWest 2017 exhibitors and maximize your photo booth visits? Now compete for a chance to win a free PubWest 2018 conference registration, as well as many other prizes donated by the vendors!

4:00 p.m. | EXHIBIT HALL CLOSES

4:00–5:15 p.m. | Plenary Session
SPEEDY SPIELS: STAND-OUT MOMENTS THAT MADE A DIFFERENCE
This popular session returns to our conference with a new focus. Each speaker will have four minutes to tell a story about something, anything, that left a lasting impression—a book, a performance, a conversation, a trip, a class, a speech—and was cause for celebration, introspection, hilarity, or a eureka moment. Guaranteed to be a robust, engaging presentation!

If you would like to participate, please send your name and four-minute topic to Kent (kent@pubwest.org) by Friday, January 6, 2017. The PubWest conference committee will review all proposals and choose the speakers. PowerPoint presentations will be accommodated, as long as they comply with the four-minute limit!

5:15–6:00 p.m. | Closing Keynote
WILL PATTON: “ON BEING PRESENT IN A DISTRACTION-FILLED SOCIETY”
Our professional and personal lives are often defined by the number of distractions and interruptions we encounter daily. How can we stay focused, perform our job functions to the best of our abilities, and cultivate and enrich our relationships? Do our cell phones mean that we must always be available, no matter what, and no matter for whom? Does social media require us to stay in touch 24/7? Must we multi-task all day long, or is there a better way to get our jobs done? In conversations, how can we quiet our internal brain chatter so that we can truly listen?

Will Patton is a seasoned marketing professional who has been working in highly competitive corporate environments—including Nike and the NBA—for decades; he is also the father of two sons. In this keynote address, Patton will provide real-world anecdotes from his professional and personal experience to illuminate how being present can be the most valuable maxim for enriching your job, and how full engagement in the present can be the best gift you can offer to your colleagues, family, and friends.

6:30 p.m. | ANNUAL PUBWEST PARTY
An evening to unwind and spend time sharing insights gained from the previous three days. Join us for a dinner buffet and live music by jazz and recording guitarist Matt Schiff. Don’t miss this last chance to connect with fellow conference attendees and relax before returning to the office. We thank Ingram Content Group for sponsoring the party!
HOTEL INFORMATION

The Benson is a historic hotel located in the heart of Portland. Complimentary amenities include Wi-Fi throughout the hotel, a fitness center, a business center, complimentary morning coffee service daily in the lobby, complimentary newspapers and magazines available via the PressReader app, Les Clefs d’Or Concierge Service for any arrangements and assistance, and complimentary wine tastings on Friday and Saturday evenings.

Reservation Deadline: Monday, January 9, 2017. A block of rooms at a deeply discounted price has been reserved for PubWest 2017 attendees. There are a limited number of rooms in the PubWest block, so make your reservations soon! Please support the association by staying at the conference hotel. Not only will you be on site for all of our conference happenings, but you’ll also get a discount on your conference fees.

Room Rate for Single or Double Occupancy, Traditional Rooms: $169 per night, plus tax. These special conference guest room rates will also apply two days before and two days after the official conference dates, based on availability, so you can combine business trips, take a little time for rest and relaxation, or get out and do some exploring in Portland at a reduced rate.

The Benson Hotel
309 SW Broadway, Portland, OR 97205

Reservations: Call 888.523.6766 or 503.228.2000. Please be sure to specify that you are with PubWest to receive our rate. Reservations hours are Monday through Friday, 7:00 a.m. until 8:00 p.m.; Saturday, 8:00 a.m. until 5:00 p.m.; and Sunday, 9:00 a.m. until 5:00 p.m. (Pacific Standard Time).

GETTING TO PORTLAND / GETTING TO THE BENSON HOTEL

Portland International Airport (PDX) is served by most major airlines. It is also served by all major rental car companies, as well as taxi and shuttle services. MAX light-rail is the most inexpensive way to travel to and from the airport, with a Red Line stop at Pioneer Square just four blocks from the hotel. More information may be found at www.flypdx.com.
To register, go to www.pubwest.org and click the 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
- Thursday evening 40th Anniversary Party
- Friday morning 3 mile walk/run
- Friday Annual Membership Meeting Luncheon
- Saturday Keynote Luncheon
- Exhibit hall pass
- Morning coffee and pastries
- All midmorning and afternoon coffee breaks
- Saturday night PubWest Party

**DISCOUNTS**
- *Early Bird Discount:* Save 15% before December 15, 2016. 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, The Benson Hotel. Click the appropriate box on our online registration form to receive this discount.
- *New Attendee Discount:* First-time PubWest conference attendees will receive a $25 discount.
- *“Better Together” Discount:* Bring a colleague or friend who has never attended PubWest before for $275.

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

**TRAVEL INFORMATION ON PAGE 11**
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, February 10, includes the PubWest Annual Membership Meeting Luncheon, and a One-Day Ticket for Saturday, February 11, includes the Keynote Luncheon and PubWest Party.

FRIDAY ONLY, FEBRUARY 10
PubWest Member $350
Non-member $375

SATURDAY ONLY, FEBRUARY 11
PubWest Member $350
Non-member $375

ADDITIONAL MEALS AND TICKETS
If you need to order additional meal / party tickets or exhibit hall passes, please contact the PubWest office, kent@pubwest.org or 503-901-9865.

CANCELLATIONS
- Before December 26, 2016, cancellations may be made for the full amount of tuition, less a $75 processing fee.
- Between December 27, 2016 and January 8, 2017, the cancellation fee is 75 percent of tuition.
- No tuition refunds will be given after Friday, January 9, 2017.

OPTIONAL ACTIVITIES (requiring separate fees)

THURSDAY INTENSIVE SESSIONS
PubWest Members: $275 | Non-members: $325 | Student rate (with valid ID): $225

10:00 a.m–2:00 p.m. (includes box lunch)
Long Documents Without Tears: Best Practices and Pro-Level Tips for Book Design and Production in InDesign

10:00 a.m–2:00 p.m. (includes box lunch)
How to Partner with Authors to Maximize Sales: The New Rules for Publicity and Marketing

10:00 a.m–2:00 p.m. (includes box lunch)
Pop-Culture Publishing: Graphic Novels, Art and Children’s Books

2:00–5:00 p.m.
Publishers Roundtable (no cost to publishers and heads of house attending PubWest 2017)

ADDITIONAL THURSDAY ACTIVITY
Three Bookshops and Good Coffee! 2:00 p.m.–4:30 p.m
Members: $30 | Non-members: $40
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.

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**EXHIBITOR REGISTRATION INCLUDES:**

- Thursday evening Opening Reception
- Thursday evening 40th Anniversary Party
- Friday morning 3 mile walk/run
- Friday Annual Membership Meeting Luncheon
- Saturday Keynote 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.

**TRAVEL INFORMATION ON PAGE 11**
OPTIONAL ACTIVITIES (requiring separate fees)

THURSDAY INTENSIVE SESSIONS

PubWest Members: $275 | Non-members: $325 | Student rate (with valid ID): $225

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Long Documents Without Tears:
Best Practices and Pro-Level Tips for Book Design and Production in InDesign

10:00 a.m.–2:00 p.m.  (includes box lunch)
How to Partner with Authors to Maximize Sales: The New Rules for Publicity and Marketing

10:00 a.m.–2:00 p.m.  (includes box lunch)
Pop-Culture Publishing: Graphic Novels, Art and Children’s Books

2:00–5:00 p.m.
Publishers Roundtable (no cost to publishers and heads of house attending PubWest 2017)

ADDITIONAL THURSDAY ACTIVITY

Three Bookshops and Good Coffee! 2:00 p.m.–4:30 p.m
Members: $30 | Non-members: $40

IMPORTANT EXHIBITOR INFORMATION

Exhibitor setup will take place on Thursday, February 9, 2017, between 9 a.m. and 4:00 p.m. and must be completed 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 website for any changes to this schedule.

Any changes in exhibit arrangements must be made by January 4, 2017. Until that date, the cancellation fee is 50% of the exhibit space. No refunds for exhibit space will be given after January 4, 2017. 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 during the conference.
JACK SWANSON SCHOLARSHIP

The Jack W. Swanson scholarship was established in 2013 to bring book publishing interns or first- or second-year publishing house employees to a PubWest conference. The scholarship is funded from the sale of rights, by royalties from Rail Ventures, and by private donations from PubWest members who wish to encourage the next generation of book publishers. The scholarship covers full conference tuition, travel, lodging, conference intensives, and other optional events. Only one winner will be chosen for the scholarship. Other scholarships may be awarded, but recipients will need to cover their own travel, lodging, conference intensives, or other optional events.

To apply for the scholarship to PubWest 2017, send a letter of introduction explaining your professional and academic background and why you’re interested in a book publishing career, along with a letter of support from one professional or academic reference.

Please send applications to: Scholarship Committee, PubWest, 17501 Hill Way, Lake Oswego, OR 97035. Applications must be received by Monday, January 2, 2017.

MAJOR SPONSORS OF PUBWEST 2017

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