Pasadena, California, is the host city for PUBWEST 2018

Tucked between Los Angeles and the imposing San Gabriel Mountains, Pasadena has it all, from world-class art (the Norton Simon Museum, the Huntington Library, the Pasadena Museum of California Art) to world-class smarts (Caltech, NASA Jet Propulsion Laboratory, Art Center College of Design). It’s home to the Rose Bowl, an incredible collection of Arts and Crafts architecture, two famous flea markets, and the historic Vroman’s Bookstore. That there are more restaurants per capita than any other US city makes the nightlife sensational. To top it off, the Metro Gold Line, a short walk from the conference, connects quickly and easily to downtown Los Angeles and beyond.

Our 2018 theme is “Raising Voices: Creating a Vibrant Publishing Future.” To be successful in publishing new books, new titles in a series, or ebooks, “Raising Voices” is an imperative: our content must be fresh and diverse, our publishing missions need to be understood, and our marketing efforts have to be seen and heard. For every segment of conference’s schedule—each keynote, each panel, each intensive session, and each event—our theme will be at the forefront.

Join us!

Get away from daily office distractions and connect with publishing professionals from throughout North America for an incredible three-day book publishing immersion program. Whether you are a longtime publishing professional or a rookie, you’ll benefit from sharing fresh ideas and gaining critical insights for navigating and thriving in our industry as it experiences monumental changes in print and electronic workflow.
PROGRAM HIGHLIGHTS

• Keynotes by:
  Becky Brasington Clark, Director of the Library of Congress Publishing Office
  Chris Finan, Executive Director of the National Coalition Against Censorship
  Lisa Lucas, Executive Director of the National Book Foundation
  Lian and Liz Dolan of the Satellite Sisters

• Preconference intensive sessions:
  Get Discovered: How to Increase Your Online Presence
  Beyond the Boilerplate: Contracting Books to Optimize Subsidiary Rights and Protect Your Investment

• The extended Gibbs Smith Publishers Roundtable

• Program sessions:
  Optimizing Top Accounts
  How Can Editors Build Sustainable, Effective Virtual Project Teams
  The Ever-Shrinking First Printing
  When Money is Raising the Red Flag: Listening to Your Finance Department
  Special Isn’t Special (Sales) Anymore
  Getting the Manuscripts You Want
  Engaging with Your Community
  How to Speak Design for Non-designers

• Peer-to-peer roundtable discussions

PLUS THIS YEAR!

• The PubWest Spelling Bee and Trivia Night
• “Speedy Spiels: Technology Hacks”: Four-minute presentations describing techno-tips that have proved to be time savers . . . or mind savers.

Don’t miss PUBWEST 2018 and the opportunity to learn, network, and get energized!
THE LINEUP: DAY-BY-DAY CONFERENCE DETAILS

Please note: The schedule below is current as of November 13, 2017, and is subject to change. Check the PubWest website (www.pubwest.org) regularly for programming details and schedule updates.

THURSDAY, FEBRUARY 15

Three tracks of intensive education offer unique opportunities to explore topics in depth. Delivered by experts in their fields, these sessions have limited seating to permit optimal time with the presenters and, as such, are not included in the base conference tuition. Please see the price sheet for details.

Sign up fast—these intensives are certain to fill up quickly!

10:00 a.m.–2:00 p.m. — Intensive Track One
Get Discovered: How to Increase Your Online Presence

Whether you have an online store or an informational website, whether you distribute your own books or work through a distributor, it is increasingly important to have an effective online presence. Your website should visually express who you are as a company, besides listing what you have to sell. It can tell your story like no one else can. If it isn’t a powerful sales and communication tool, then it isn’t doing its job. Don’t cross your fingers and hope your books will be found wherever books are sold: tell your customers who you are, what your mission is, what you produce, where they can find it, and why they’ll be happy they did.

In this intensive, find out how technology can help you maximize your online presence, from the website to your email blasts to your social media outreach. Use analytics to determine what’s working and what isn’t, and to define and increase your customer base. Establish internal workflows so that ROI is quantifiable, with each new lead or outreach managed from the first inquiry to the final sale. Increase your understanding of the best solutions for presenting images and graphics. Make sure your messaging is on point by determining your optimum marketing key phrases for reaching your objectives.

Don’t hide in plain sight! Be discovered, be seen, be in demand.

10:00 a.m.–2:00 p.m. — Intensive Track Two
Beyond the Boilerplate: Contracting Books to Optimize Subsidiary Rights and Protect Your Investment

Are you selling subsidiary rights deals as much as you should? Are your contracts addressing sub rights like they should? We’re talking TV, film, audio, large print, digital downloads, foreign editions—you name it. Today’s complex industry requires us to consider each new publication in light of its possibilities beyond that first print or ebook edition.

This intensive will explain how publishing agreements can be logically organized as a useful rights tool for the publisher and will review best approaches to freelance, contributor, and stock-photo agreements. Additionally, industry experts in various sub rights fields will shed light on how we can increase our sub rights business: how to find the right partners, how best to promote our projects, and what we can expect to earn.
2:00–5:00 p.m. — Intensive Track Three

**The Gibbs Smith Publishers Roundtable**

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

- No cost for publishers or heads of houses.
- Moderator: Bill Fessler, American Traveler Press

2:00–4:30 p.m. — Offsite Event

**Old Pasadena Walking Tour**

This 90-minute to 2-hour tour provides an overview of the original downtown, which is now listed on the National Register of Historic Places. Learn why many of Old Pasadena buildings have split personalities, hear the story of the Castle Green and the snake oil salesman who built it, and experience the real Old Pasadena with its fascinating array of historic buildings. End the tour with a beverage at one of Pasadena’s best coffee shops. *(Separate registration required)*

---

**PUBWEST 2018 BEGINS**

5:30–6:30 p.m. **Opening Reception in the Exhibit Hall**

Presentation of the President’s and the Executive Director Awards

The Crossword Puzzle Game begins!

6:45–8:30 p.m. **PubWest Spelling Bee and Trivia Contest**

*Sponsored by Firebrand Technologies and Thomson-Shore, Inc.*

Join us for a rollicking night at our first-ever Spelling Bee & Trivia Night, co-hosted by trivia master Kevin Smokler and former spelling-bee moderator Ross Ufberg. Contestants will team up to answer wacky book-related trivia questions and face grueling spelling challenges. Guaranteed to be lively, fast, and fun! Audience members are welcome at the last minute, but contestants must register in advance. Winners will be entitled to “fabulous prizes.” Cheerleaders welcome, but contestants must be registered. *(Separate registration required. Registration for participants is limited to 48, so sign up early!)*

- Thanks to our sponsors for making this shindig possible!

---

**FRIDAY, FEBRUARY 16**

6:45–7:30 a.m. **Fun Run around Pasadena**

Guided by VeloPress (weather permitting)

8:00 a.m.–5:00 p.m. **Registration desk open**

8:00 a.m.–3:00 p.m. **Exhibit Hall open, Crossword Puzzle Game**

8:00–9:00 a.m. **Coffee and muffins in the Exhibit Hall**
9:00–9:45 a.m. —Keynote Session


The Library of Congress has been an active publisher since 1802. Today, the Library’s Publishing Office partners with co-publishers to create books and other products that showcase the collections and services of the world’s largest library. With more than 164 million books, recordings, photographs, newspapers, maps, and manuscripts in its collections, the Library is also a rich resource for authors, researchers, and publishers.

Director of the Publishing Office, Becky Brasington Clark will discuss the Library’s fascinating publishing history and its evolution from a publisher of bibliographies and catalogs to a co-publisher of illustrated trade titles, jigsaw puzzles, calendars, and coloring books. She will also provide an overview of the Library’s immense resources—many in the public domain—that are available to the public.

Before joining the Library, Becky Brasington Clark spent 12 years as director of marketing for the Johns Hopkins University Press and held similar positions at the Brookings Institution Press, the New Republic, Counterpoint Press, and Moon Travel Handbooks. She serves on the board of the American Association of University Presses (AAUP) and has served as an adjunct faculty member in George Washington University’s Master of Professional Studies in Publishing program.

10:00–11:30 a.m. Peer-to-Peer Seminars

Meet with your colleagues to explore topics important to you. These four 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 most interest to them.

Editorial & Sales/Marketing Track

Optimizing Top Accounts

Your sales to your top accounts will determine your financial success. Optimizing your business with the giants in the book marketplace—Amazon, Barnes & Noble, national wholesalers, key independents—can be the key to surviving and thriving. The particular tasks may change depending on whether you are represented by a national distributor, or completely independent, but the goals will remain the same. Review current best practices in working with the big guys. Understand what these customers need from you as publishers, and learn specifics about what you need to be doing today, at any size house, to maximize your revenue.

Editorial

How Can Editors Build Sustainable, Effective Virtual Project Teams?

Editors—whether they are developmental, project, or copy editors—need to work with partners across the country and in different parts of an organization. Editors frequently need to communicate and collaborate with authors, designers, and marketing staff, as well as members of the production team who are often remote freelancers. What tools and technologies can smooth this process? Should editors consider using full-featured project management platforms like Slack or Trello? How can videoconferencing tools like Zoom or Google Hangouts help? What are some effective strategies for making best use of file-sharing and cloud storage tools like Dropbox and Google Drive? Building sustainable teams is about people as much as technology. How can editors get everyone up to speed and help reluctant peers embrace new tools and workflows? What processes and people skills can help ease the way to better collaboration and communication? These questions and many more will be answered during this interactive and informative session.
Production/Design Track

**The Ever-Shrinking First Printing: Print Runs and $$**

Many publishers realize the need to make smaller print runs cost effective. What steps can you take to stretch your precious printing budget? Lots of options will be presented in this session to help you best utilize your production dollars: we will examine design workflows, formats, color decisions, printer locations (domestic and overseas), and materials—including paper and casewraps.

Financial/Administrative Track

**When Money is Raising a Red Flag: Listening to your Finance Department**

We all love being in the book publishing business, right? But maybe while we can’t wait to show up every day for the “book” and “publishing” parts, we avoid the “business” part. No more! Join publishing industry leaders as they guide you through the best ways to determine financial success and avoid many of the pitfalls.

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

Opening will include the presentation of the Jack D. Rittenhouse Award.

2:00–3:00 p.m.  **Free time to visit Exhibit Hall, Crossword Puzzle Game**

Exhibit Hall closes for the day at 3:00 p.m.

3:00-4:00 p.m.  **—Keynote Session**

**Liz and Lian Dolan: “It’s All Just Telling Stories”**

Liz Dolan and Lian Dolan are sisters and storytellers. Together, they created Satellite Sisters, a talk show focused on telling the tales of modern women with humor, heart, and integrity. Individually, the two have worked in different media—Lian as a writer, Liz as a marketing expert—but both have discovered success in telling the product’s story to the right audience. The Satellite Sisters will share their hard-won wisdom about how to identify stories that matter, trust your authentic voice, and communicate the power of a great story to an audience.

4:00–5:30 p.m.  **Roundtables**

This year, we’re excited to present an all-new format for our roundtables. Instead of each group focusing on one area of publishing, participants will be chosen from all publishing disciplines. The four roundtables will run concurrently and will be led by PubWest members. 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, and tackle problems with new people. This year’s moderators are:

- Rosalee White, Berrett-Koehler Publishing
- Suzanne Franks, Bowker
- Karen Bullock, Sounds True
- Laura Stanfill, Forest Avenue Books

5:30–6:30 p.m.  **Happy Hour in the Exhibit Hall**

6:30 p.m.  **Free Evening**

Enjoy a stroll through the streets of Pasadena. Visit the art galleries, dine with colleagues, or simply enjoy some down time with this event-free evening. For more local details, see the registration desk or visit the concierge at the Westin Pasadena.
SATURDAY, FEBRUARY 17

8:00–9:00 a.m.    New Board Meeting

8:30 a.m.–5:00 p.m.    Registration desk open

8:30 a.m.–4:00 p.m.    Exhibit Hall open, Crossword Puzzle Game

8:30–9:30 a.m.    Coffee and muffins in the Exhibit Hall

9:30–10:30 a.m. —Keynote Session

Chris Finan: “Threats to Free Speech in an Age of Protest”

Are we living through another great age of protest? The election of Donald Trump has aggravated our deep political polarization, and there is rising intolerance for the opinions of others. Join Christopher Finan, a free speech activist for more than 30 years, in examining the current censorship threats from the government, educational and social institutions, and private industry. The former president of the American Booksellers Foundation for Free Speech, Chris is the new Executive Director of the National Coalition Against Censorship.

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

Special Isn’t Special (Sales) Anymore!

We used to think that specials sales were any book sales outside of the traditional outlets—independent bookstores, bookstore chains, distributors, and wholesalers. But today, sales to other types of retailers are becoming standard practice. How can we broaden our sales arenas? Are special targeted events, publisher promotional events, non-traditional vendors, pop-up stores, and even cruise ships a viable way to sell books? Roll up your sleeves and let’s get creative in finding new kinds of customers.

Session A2

Getting the Manuscripts You Want

A commonly heard statistic is that 80 percent of book manuscripts sent to any publisher are rejected simply because the press doesn’t publish those genres. That also means acquisitions editors are stuck slogging through slush piles full of material irrelevant to the publisher’s mission. In this session, we will discuss how to hone submissions guidelines, where to post them in the most effective ways, how to represent your company at writing conferences, and how to reach out to experts, agents, and writers to ensure you’ll get the manuscripts you might actually want to publish.

12:30–2:00 p.m.    Luncheon

Opening will include presentations of the Jack D. Rittenhouse Award, Hall of Fame Awards, and the Associate Member of the Year Award.
Renaissance Sessions (select one)

Session B1
Get Out of the Office: Engaging with Your Community
It’s important to be active in your geographical/cultural community, beyond altruistic reasons—although those are a good start! As we become known as publishers in our communities, publishing as an industry becomes more highly valued, and individually, our companies become better known and appreciated.

This session will explore charitable ways to promote books and reading: donating funds and free books to foundations and nonprofits, sponsoring and promoting events to foster literacy, participation in social and political forums, and creation of programs to involve the public with your unique mission. Find out what your colleagues have done—from teacher giveaways to book programs for military service members—and get your own brainstorm thundering away!

Session B2
How to Speak Design for Non-designers
The design of a book speaks volumes about the subject, audience, and the press. Designers have the unique ability to take our thoughts and ideas and make them come alive on the inside and outside of a book. But, how do we best work with designers? Can you speak and interact with designers who are trained in current software systems? Can a great designer train us on design terms and help us learn new vocabulary for our success? And, coincidently, can an editor educate the designer to speak in editorial lingo? This informative hour will investigate what designers wish editors knew—and vice versa.

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 Crossword Puzzle Game!

3:45–4:00 p.m. Crossword Puzzle Game Showdown
Did you visit all of the PubWest 2018 exhibitors and complete your Crossword Puzzle Game Card? Now stand by for a chance to win a free PubWest 2019 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.  **Speedy Spiels: “Technology Hacks.”**

This year’s popular session will offer a lineup of speakers who will present—in no more than four minutes each—a technology hack that has been helpful, professionally and/or personally. No hack is too small! Maybe a key command that is obscure to most of us. A method in Word that saves endless time doing, um, something or other. A tip for organizing emails. An app that can change one’s life in unexpected ways. A creative use of a spreadsheet. Get the inside scoop!

If you would like to participate, please send your name and topic to Kent (kent@pubwest.org) by Friday, January 5, 2018. The PubWest conference committee will review all proposals and choose the speakers. PowerPoint presentations will be accommodated, as long as they don’t extend beyond the four-minute limit!

5:15–6:00 p.m. —**Keynote Session**

**Lisa Lucas: “Preaching to a New Choir: Building a Wider Audience for Readers”**

How do publishers build a bigger, bolder, and more inclusive audience of lifelong readers across the US? In an age where books are regularly declared “dead,” publishers need more than just a diverse catalog of authors and social media accounts to reach and engage new readers. Lisa Lucas, executive director of the National Book Foundation, will discuss the importance of engaging and building a community of book-lovers—through institutional and public programming, youth engagement, and marketing to would-be readers—and how to convince even the most apprehensive people that they just might be a bibliophile, too. Learn also about the National Book Foundation, its history, current mission and goals, and how they decide which books get the prestigious NBF awards.

6:30 p.m.  **Annual PubWest Party**

*Sponsored by Ingram Content Group*

Enjoy this evening to unwind and spend time sharing insights gained from the previous three days. Join us for a dinner buffet and live music by and guitarist Capital Guitar. 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 Westin Pasadena offers some of the finest views of the San Gabriel Mountains and the Pasadena area. Step out to partake in the colorful spirit of downtown. Shoppers and food-lovers alike will revel in the remarkable range of options surrounding the hotel. Just a few minutes away by foot, the Paseo Colorado features premier dining and retail outlets plus a cinema. Less than a mile away, historic Old Pasadena’s charming storefronts house 200 shops plus a wide array of restaurants and nightspots. Hotel complimentary amenities include Wi-Fi throughout, a fitness center, an outdoor heated swimming pool, and a business center.

Reservation Deadline: Monday, January 15, 2018. A block of rooms at a deeply discounted price has been reserved for PubWest 2018 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: $189 per night, plus tax. These special conference guest room rates will also apply three days before and three 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 Pasadena at a reduced rate.

Westin Pasadena
191 North Los Robles
Pasadena, California 91101

Reservations by phone: Call the Westin Reservations line at 1-800-937-8461 (1-800-Westin1). 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. (Pacific); Saturday, 8:00 a.m. until 5:00 p.m. (Mountain); and Sunday, 9:00 a.m. until 5:00 p.m. (Pacific).

Reservations online: Go to www.pubwest.org/conference and click on the hotel reservation link.

Getting to Pasadena

Burbank Airport (BUR)
Major airlines serve the Burbank Airport, just 13 miles from the Westin Pasadena, and rental cars are readily available.

Los Angeles International Airport (LAX)
The Los Angeles International airport is just 27 miles from the Westin Pasadena.

Shuttle Services
Super Shuttle: Local LAX Reservations (310) 782-6600
BLUE VAN: (800) 258-3826
City Cab: (888) CITY CAB
Yellow Cab: (877) 733-3305
Black Car: (818) 707-1919
PubWest 2018 Attendee Price Sheet

To register, go to www.pubwest.org and click the link Register for Conference to complete an easy step-by-step registration process. You will be asked for a credit card to finalize 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 Keynote Luncheon
• Exhibit hall pass
• Morning coffee and pastries
• All midmorning and afternoon coffee breaks
• Saturday night PubWest Party

PubWest Member: $575
(Early Bird registration
15% off before 12/18/17)

Non-Member: $675
(Early Bird registration
15% off before 12/18/17)

Student Rate: $300
(No Early Bird discount)

DISCOUNTS
• Early Bird Discount: Save 15% before December 18, 2017. 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 Westin Pasadena. 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.
• “More Voices” Discount: Bring a colleague or friend who has never attended PubWest before for $375.

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 16, includes the PubWest Annual Membership Meeting Luncheon, and a One-Day Ticket for Saturday, February 17, includes the Keynote Luncheon and PubWest Party.

FRIDAY ONLY, FEBRUARY 16
PubWest Member $375
Non-member $400

SATURDAY ONLY, FEBRUARY 17
PubWest Member $375
Non-member $400

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, 2017, cancellations may be made for the full amount of tuition, less a $75 processing fee.
• Between December 27, 2017 and January 8, 2018, the cancellation fee is 75% of tuition.
• No tuition refunds will be given after Friday, January 9, 2018.

OPTIONAL ACTIVITIES (requiring separate fees)

THURSDAY INTENSIVE SESSIONS
PubWest Members: $300 | Non-members: $350 | Student rate (with valid ID): $250

10:00 a.m–2:00 p.m. (includes box lunch)
Intensive Track One: Get Discovered: How to Increase Your Online Presence

10:00 a.m–2:00 p.m. (includes box lunch)
Intensive Track Two: Beyond the Boilerplate: Contracting Books to Optimize Subsidiary Rights and Protect Your Investment

2:00–5:00 p.m.
Publishers Roundtable (no cost to publishers and heads of houses attending PubWest 2018)

ADDITIONAL THURSDAY ACTIVITIES
Walking Tour of Pasadena Members 2:00–4:30 p.m
Members: $25 | Non-members: $35

PubWest Spelling Bee and Trivia Contest 6:45–8:30 p.m.
Members and Non-members: $20 (Registration for participants limited to 48)
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.

<table>
<thead>
<tr>
<th>10 x 10-ft. wall space</th>
<th>Members $950/Nonmembers $1050</th>
</tr>
</thead>
<tbody>
<tr>
<td>8-ft. Tabletop</td>
<td>Members $775/Nonmembers $900</td>
</tr>
<tr>
<td>8-ft. Tabletop Sole Proprietor/Freelancer</td>
<td>Members $700/Nonmembers $850</td>
</tr>
</tbody>
</table>

**DISCOUNTS**
- Early Bird Discount: Save 15% before December 18, 2017. 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, The Westin Pasadena. 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.
- “More Voices” Discount: Bring a colleague or friend who has never attended PubWest before for $375.

*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 Keynote Luncheon

We invite and encourage exhibitors to
- Morning coffee and pastries
- All midmorning and afternoon coffee breaks
- Saturday night PubWest Party
- 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 $30-$40 for Supplemental Exhibitors.

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

THURSDAY INTENSIVE SESSIONS
PubWest Members: $300 | Non-members: $350 | Student rate (with valid ID): $250

10:00 a.m.–2:00 p.m. (includes box lunch)
Intensive Track One: Get Discovered: How to Increase Your Online Presence

10:00 a.m.–2:00 p.m. (includes box lunch)
Intensive Track Two: Beyond the Boilerplate: Contracting Books to Optimize Subsidiary Rights and Protect Your Investment

2:00–5:00 p.m.
Publishers Roundtable (no cost to publishers and heads of houses attending PubWest 2018)

ADDITIONAL THURSDAY ACTIVITIES
Walking Tour of Pasadena Members 2:00–4:30 p.m
Members: $25 | Non-members: $35

PubWest Spelling Bee and Trivia Contest 6:45–8:30 p.m.
Members and Non-members: $20 (Registration for participants limited to 48)

IMPORTANT EXHIBITOR INFORMATION
Exhibitor setup will take place on Thursday, February 15, 2018, 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 5, 2018. Until that date, the cancellation fee is 50% of the exhibit space. No refunds for exhibit space will be given after January 5, 2018. 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 W. Swanson Scholarship

Jack W. Swanson was passionate about publishing—and railroads. He and his wife, Doris, started their regional house Rail Ventures Publishing in 1982. Their lead title, also titled Rail Ventures, featured a mile-by-mile travelogue of every major passenger rail route in North America. Its seventh and last edition was published in 1996 by Travis Ilse Publishers. Swanson died in 1997.

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.

To apply for the scholarship to PUBWEST 2018, 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.

Please send applications to: Scholarship Committee, PubWest, 17501 Hill Way, Lake Oswego, OR 97035. Applications must be received by Friday, January 5, 2018.