

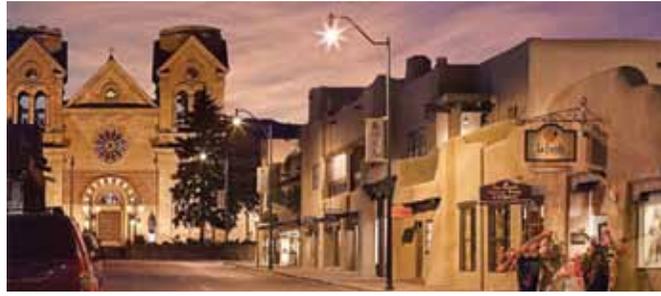
PUBWEST

—2019—

MAKING CHANGE CULTURE CONTENT COMMERCE



FEBRUARY 7-9, 2019 ~ LA FONDA ~ SANTA FE, NEW MEXICO



~ Santa Fe, New Mexico, is the host city for PUBWEST 2019 ~

Santa Fe has been part of PubWest's long history for more than 30 years. The city offers historical streets filled with art galleries, unique shops, multi-cultural museums, and award-winning restaurants. Santa Fe and its surroundings include a wonderful mix of eclectic offerings and pictorial opportunities, along with scenic views of the Sangre de Cristo Mountains. La Fonda on the Plaza, our host hotel, sits in the heart of Santa Fe and offers every amenity including exceptional service. It's time for you to create your own "history" in Santa Fe at PubWest 2019. Please join us.

Our theme for the conference is "Making Change: Culture, Content, Commerce." As we all are aware, strategically handling change is key for success. Our passion is driven in the industry through publishing culturally related content that creates commerce. For each and every conference offering—each keynote address, each panel, each intensive session, and each networking event—"Making Change: Culture, Content, Commerce" will be our focus.

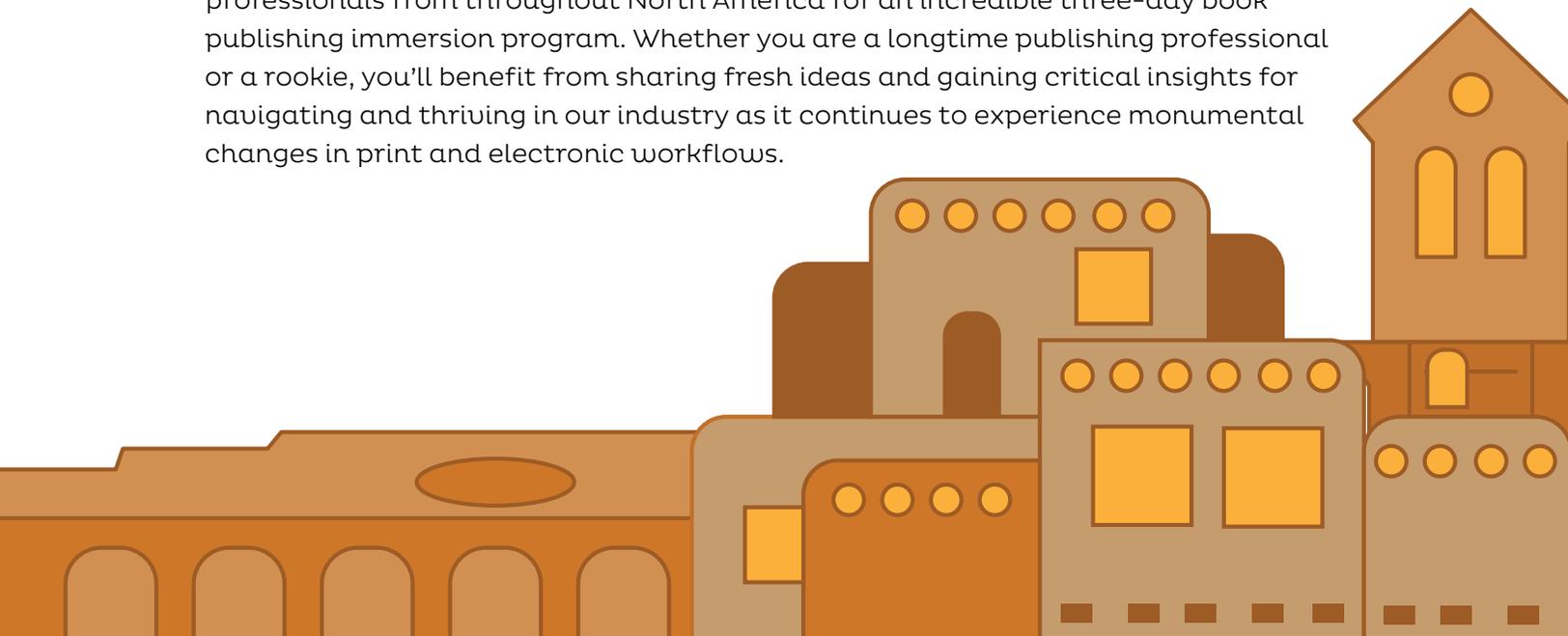
PUBWEST 2019

February 7–9, 2019

La Fonda on the Plaza

Santa Fe, New Mexico

Join us! Escape 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 continues to experience monumental changes in print and electronic workflows.



~ Program highlights ~

- Keynote addresses by Chip Kidd, graphic designer at Knopf Doubleday Publishing Group, and Lina Khan, academic fellow at Columbia Law School and senior fellow at the Open Markets Institute
- Preconference intensive sessions (now included with conference registration): “Audiobooks: From Page to Ear” and “Recruiting and Management: Finding and Keeping the Employees You Need”
- The extended Gibbs Smith Publishers Roundtable
- Sessions include “Regional and Travel Publishing,” “Beyond the Reading: Events-Based Marketing,” “Examining Editorial Style and Tone,” “The Intricacies of Fonts and Typesetting,” “Finance and Management of Non-traditional Models,” “Paper, Paper, Paper,” “What’s Your Story? Why Branding is Important for Publishers of Any Size,” “File-Sharing Best Practices,” “Social Justice, Diversity, and Equity: Not Just Words, but Deeds,” “Bookselling: Techniques, Tips, and Takeaways,” “How Can Blockchain Help Small to Medium-Sized Publishers?,” “Your Backlist: Sales, Refocusing, Reprints, Authors, Marketing,” and “How To Train Your Author: Investing In Your Authors and Not Just Their Books”
- Our new Peer Pairs program: discuss publishing related issues one-to-one with your peers

Plus:

- “Speedy Spiels: How to Get Out of the Weeds”: Four-minute presentations describing how to manage the myriad daily tasks and projects that can slow us down. What can you share to help others get out of the weeds?

Don't miss **PUBWEST 2019**
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 12, 2018, and is subject to change. Check the PubWest website (www.pubwest.org) regularly for programming details and schedule updates.

~ Thursday, February 7 ~

Three tracks of all-day 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 for the **First Time Ever, are included in the base conference tuition.** Sign up fast—these intensives are certain to fill up quickly!

10:00 a.m.–2:00 p.m.

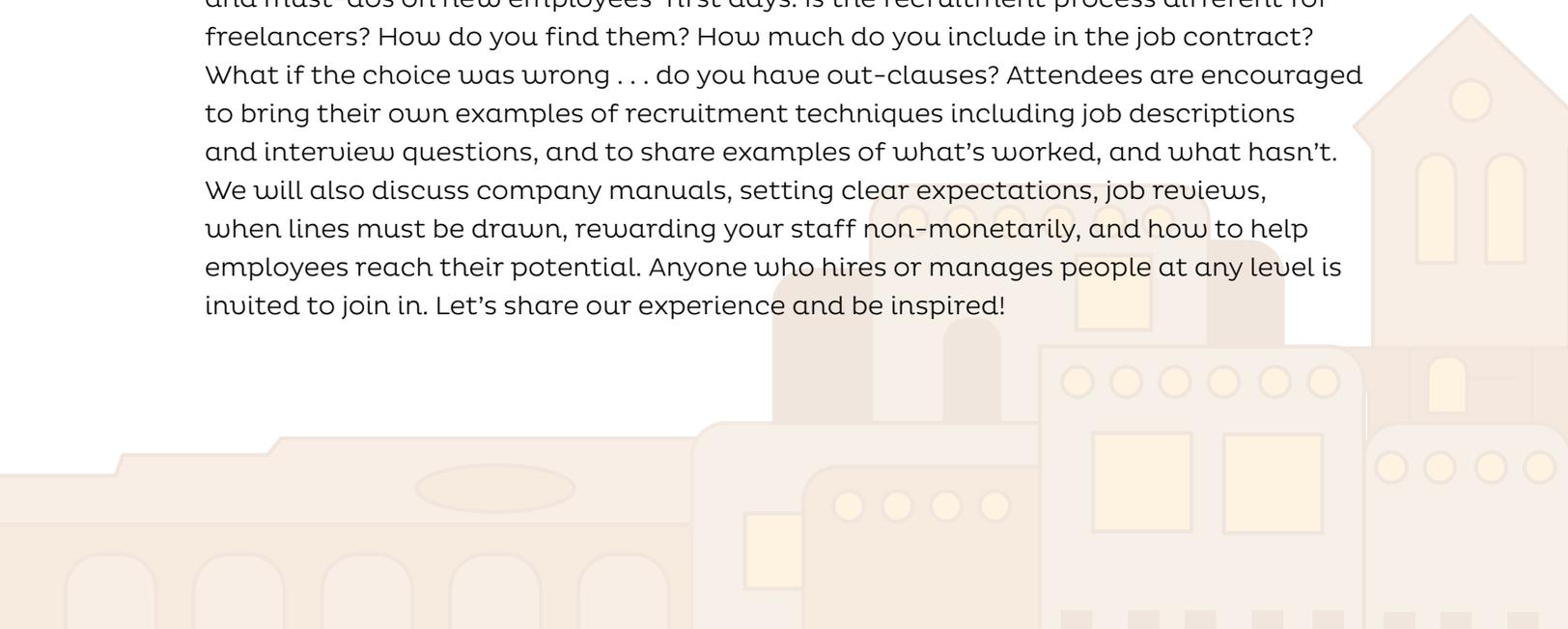
Intensive Track One: Audiobooks: From Page to Ear

Audiobooks sales are booming! We all see news of incredible gains in the format, but how can you get in on the opportunity of expanding your list with audiobooks? We will examine options for building your audiobook offerings, including selling your audio rights or creating an in-house audiobook program. What do you need to know to make the best decisions for your brand? What different strategies do you need to market and sell audiobooks? This highly informative, interactive, and detailed intensive will help you get your audio program moving.

10:00 a.m.–2:00 p.m.

Intensive Track Two: Recruiting and Management: Finding and Keeping the Employees and Freelancers You Need

Whether you have one part-timer or a staff of 50, whether you use freelancers or not, finding the right people for job openings in your company is crucial . . . and challenging. So how do we do this, for the best results? This interactive panel discussion will address the various elements of recruitment, including job descriptions vs. job ads; where to recruit; the interview process, including any tests; and must-dos on new employees' first days. Is the recruitment process different for freelancers? How do you find them? How much do you include in the job contract? What if the choice was wrong . . . do you have out-clauses? Attendees are encouraged to bring their own examples of recruitment techniques including job descriptions and interview questions, and to share examples of what's worked, and what hasn't. We will also discuss company manuals, setting clear expectations, job reviews, when lines must be drawn, rewarding your staff non-monetarily, and how to help employees reach their potential. Anyone who hires or manages people at any level is invited to join in. Let's share our experience and be inspired!



2:30–5:00 p.m.

Intensive Track Three: The Gibbs Smith Publishers Roundtable

Publishers and heads of houses are invited to attend this extended publisher's 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.

Moderator: Bill Fessler, American Traveler Press

2:30–4:30 p.m.

New Mexico Museum of Art Tour / Offsite Event

For 100 years, the New Mexico Museum of Art has served as a catalyst and showcase for creativity and the enjoyment of art. Within the museum and through its outreach activities, artists, learners, and community members are empowered to think critically and see a multiplicity of meanings. A guided tour of the New Mexico Museum of Art by its knowledgeable and engaging docents is a chance to experience the museum to its fullest. The tour will include the rich history of the museum and its unique place in the architecture of Santa Fe. Four exhibitions will be on view during February in addition to the museum Sculpture Gardens and its Night Life Imagination Station. "Wait Until Dark" and "Shots in the Dark" are companion exhibitions exploring themes of nighttime landscapes, folk-lore and culture. Also, on view will be "Carved and Cast: 20th Century New Mexican Sculpture," exploring the range of sculpture in the state over the last 100 years, and "Good Company: Five Artist Communities in New Mexico," which examines the role of five of New Mexico's best-known artist groups.

Separate registration required. Easy walk from the hotel.



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

6:45–8:30 p.m. PubWest Taco Competition, sponsored by Thomson–Shore, Inc.

Separate registration required. Registration is limited to 60, so sign up early!

Are Taco Tuesdays a tradition in your house? Do you have the makings of a champion taco maker? What if you could offer your friends and family the chance to eat your “award winning tacos”?

This fun, casual event will give you hands-on experience in preparing different types of tacos (street, soft, traditional). First, the host chef will show us what it takes to make tacos, then the audience will divide into teams and begin creating delicious handmade tacos, which will be tasted and judged. The winning team will receive a first-place trophy and bragging rights for the entire year (until PubWest 2020). Come join a fun contest with your publishing peers to learn, create, and compete for the best PubWest taco!

The event will take place at the Santa Fe School of Cooking, a regional, recreational cooking school specializing in foods of the Southwest for over 25 years. The school's talented chefs have written cookbooks, won prestigious competitions, and appeared in the pages of glossy magazines. They share one important attribute: they know how to have fun in the kitchen. The school has a new facility on the corner of Guadalupe Street and Johnson Street (opened in September 2012), with a large room that seats 60 guests and a small hands-on kitchen for up to 10 people. The adjacent market is filled with New Mexican products and cookware.

~ Friday, February 8 ~

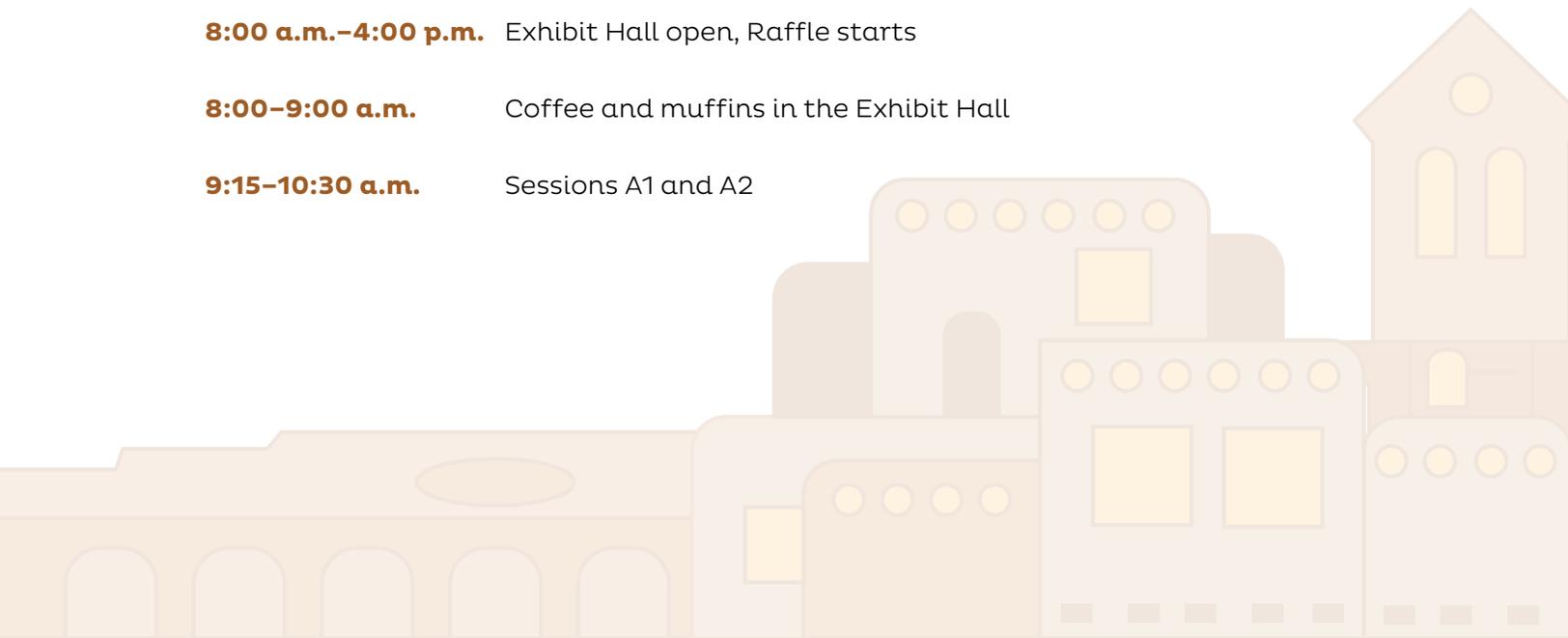
6:45–7:30 a.m. Fun Run around Santa Fe guided by VeloPress (weather permitting)

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

8:00 a.m.–4:00 p.m. Exhibit Hall open, Raffle starts

8:00–9:00 a.m. Coffee and muffins in the Exhibit Hall

9:15–10:30 a.m. Sessions A1 and A2



A1: Regional and Travel Publishing

Almost any subject can have a regional and/or travel focus: food, art, fiction, culture, outdoors, children's, sports, history—even mysteries. What are the pros and cons of publishing regional books? Is it more profitable to direct sales efforts to a specific geographical area than to the country or world at large? In the digital age, are guidebooks still selling? And if they are, how do authors/editors/publishers craft and position them, given the bounty of online information? Does it make a difference in fiction if the location is real or made up, or if the author of your cookbook uses only local ingredients? This panel will discuss the ins and outs of regional and travel publishing, from editorial and production concerns, to optimization of publicity and marketing efforts, to finding targeted sales markets.

A2: Beyond the Reading: Events-Based Book Marketing

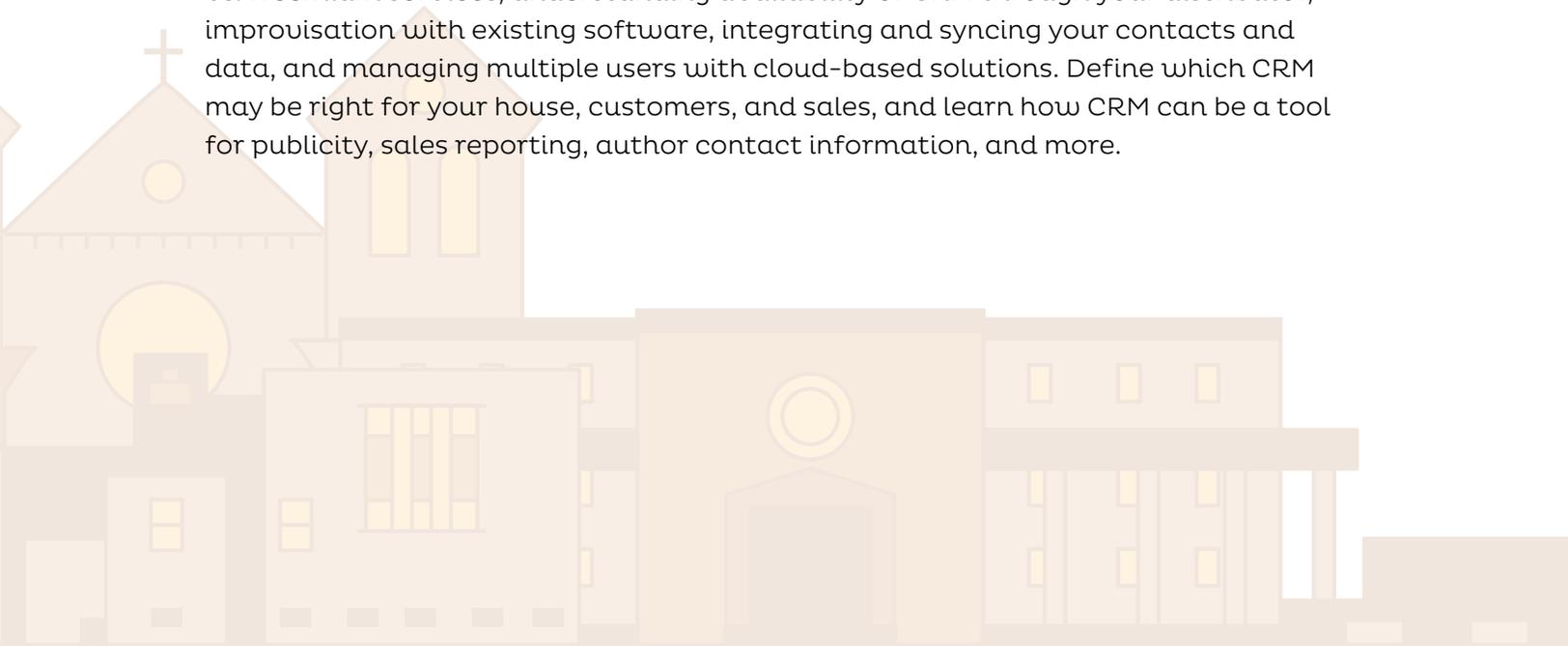
Big 5 publishers use live events to launch high-profile books. How can small presses jump on the live events bandwagon without red carpets and celebrities? Presenting test cases specific to the small press scene—including creative partnerships with such businesses as a craft brewery or a hotel, or with local musicians on tour—this panel will share their experiences to show how small presses can collaborate with local communities and vendors to launch books beyond readings.

10:30–11:00 a.m. Break

11:00–12:15 p.m. Sessions B1, B2, B3, and B4

B1: Sales: What's a CRM, and do we need one?

In many industries, salespeople must be able to use a Customer Relationship Management system (CRM)— unless that industry is book publishing, it seems. The rolodexes of the past have transformed into the CRMs of today. CRMs organize, categorize, and prioritize contacts, and maintain relations with previous, current, and prospective customers. This session will explore the kinds of CRMs available, and how you might benefit from one, including paid (Salesforce, Hubspot, Pipedrive) vs. freemium services, understanding availability of CRM through your distributor, improvisation with existing software, integrating and syncing your contacts and data, and managing multiple users with cloud-based solutions. Define which CRM may be right for your house, customers, and sales, and learn how CRM can be a tool for publicity, sales reporting, author contact information, and more.



B2: Editorial: Examining Style and Tone

It can be a challenge for editors to maintain a writer's tone while making sure the text conforms to the publisher's style. Additionally, the publishing company itself should have its own clearly defined style and tone in every morsel of text that it puts out in the world, from book jacket copy to website promotions to catalog blurbs to press releases. What are the factors that need to be considered? How do they overlap? How do they conflict? This panel of editors will define the elements of style and tone and discuss how publishers can articulate their own voice for effective editing and messaging.

B3: Production & Design: The Intricacies of Fonts and Typesetting

So many fonts, so little time! We'll discuss font management systems and strategies, the pros and cons of various font styles for print and for web, in-house rules for type layout and when it's okay to break them, and how templates can make life easier. We'll also cover best communication practices with editors regarding typography for efficiency in meeting those tough deadlines.

B4: Finance & Management: Non-traditional Models

Many books have been written about the structure of a traditional publishing house. But in today's environment, the business of publishing is anything but traditional. Even mature companies are branching out and adding new business models to their existing structures: custom publishing, hybrid, non-profit and not-for-profit—even university presses run their business models differently these days. Join us as we discuss how a publisher needs to adapt their contracts, royalties, and inventory management in order to thrive as these financial avenues become part of their business.

12:15–1:30 p.m. LUNCHEON associate member award; presentation of the Jack D. Rittenhouse Award presented

1:30–2:00 p.m. Free time to visit Exhibit Hall and participate in the Raffle (Exhibit Hall closes for the day at 4:00 p.m.)

2:00–3:00 p.m. Sessions C1 and C2

C1: Paper, Paper, Paper

It's essential for book publishers to understand paper, as well as the paper industry. Shortages, tariffs, scheduling, market pressure, recycled stock, FSC paper—these are just some of the issues and subjects concerning all of us. The challenges relative to sourcing, timing and supply-chain operations and processes—from sustainable sourcing and financial considerations to legal compliance issues and changing demands—require publishers to ensure that sustainable sourcing standards are properly met throughout an entire supply chain and during the procurement process. The panel will also discuss types of paper, including characteristics such as bulk, weight, color, and make-up.

C2: What's Your Story? Why Branding Is Important for Publishers of Any Size

Even if you're a two-person operation, how you present your company to the world is paramount. From your logo and tagline, to your mission statement and core values, to your "about us" story and your elevator pitch, these fundamentals need careful thought and clear defining. ("What really make us stand out?") Once they are determined, this branding will significantly aid you in your editorial voice, web design, press releases, sales efforts, social media messaging, flap copy, sub rights projects, onboarding new employees . . . you name it. We'll talk about the elements of a style guide and brand book, and we'll even touch on when and why trademarking is worth the expense.

3:15–4:15 p.m. Peer Pairs

Feeling left out at roundtable discussions? Overwhelmed by large groups, or maybe finding the discussion just not relevant?

Our new **Peer Pairs** format will allow you to discuss publishing related issues one-to-one with peers, getting useful feedback, discovering new perspectives, and meeting new colleagues. All you need to do is show up and bring a question or two. You'll start off being paired one-to-one at a small table; you'll ask your question, and your partner will try to answer, out of their own experience. Then your partner will have a question for you, and you'll do your best to help them out with their issue.

You'll only have five minutes total, though, so you'll both have to think on your feet and get to the point. Don't worry if you end up just discussing business in general, because in just a few minutes, you'll move on to the next small table, and ask and answer with someone new.

At the end of the **Peer Pairs** session, you'll have:

- A dozen responses to your own question, giving you valuable feedback on your issue from a variety of perspectives
- A dozen questions on various topics, stretching you to think in new ways and new directions about business overall
- A dozen opportunities to meet new colleagues or re-connect with familiar friends



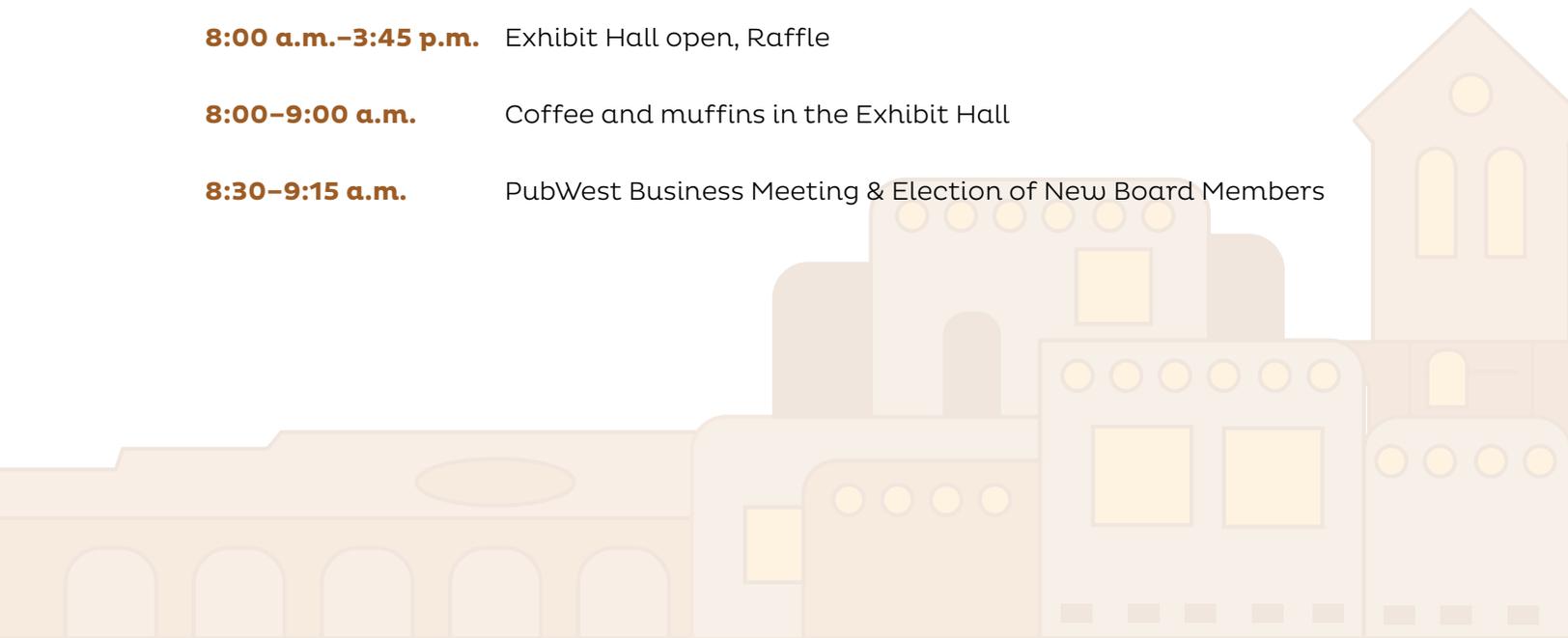
4:30–5:30 p.m.**Keynote: Chip Kidd****“Book Covers: A Kidd’s Guide to Why They Still Matter. And How!”**

Iconic book designer Chip Kidd details why your book cover is more important than ever. After three decades (and counting) in the book publishing industry, Kidd insists that he is just starting to get the hang of creating the best covers. In this fun, illuminating keynote, find out how he creates new designs, to showcase titles for maximum impact.

Chip Kidd is a graphic designer and writer in New York City. For over 32 years, he has worked for the Knopf Doubleday Publishing Group, designing book covers and writing and editing books of comics for Pantheon, a division of Knopf Doubleday. He has received the National Design Award for Communications from the Smithsonian Institute, as well as the AIGA medal for lifetime achievement. He cries a lot. Forgive him.

**5:30–6:30 p.m.** Happy Hour in the Exhibit Hall, Raffle**6:30 p.m. Free Evening**

Enjoy a stroll through the streets of Santa Fe. 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 La Fonda on the Plaza.

~ Saturday, February 9 ~**8:00–9:00 a.m.** New Board Meeting**8:00 a.m.–5:00 p.m.** Registration desk open**8:00 a.m.–3:45 p.m.** Exhibit Hall open, Raffle**8:00–9:00 a.m.** Coffee and muffins in the Exhibit Hall**8:30–9:15 a.m.** PubWest Business Meeting & Election of New Board Members

9:30–10:30 a.m.

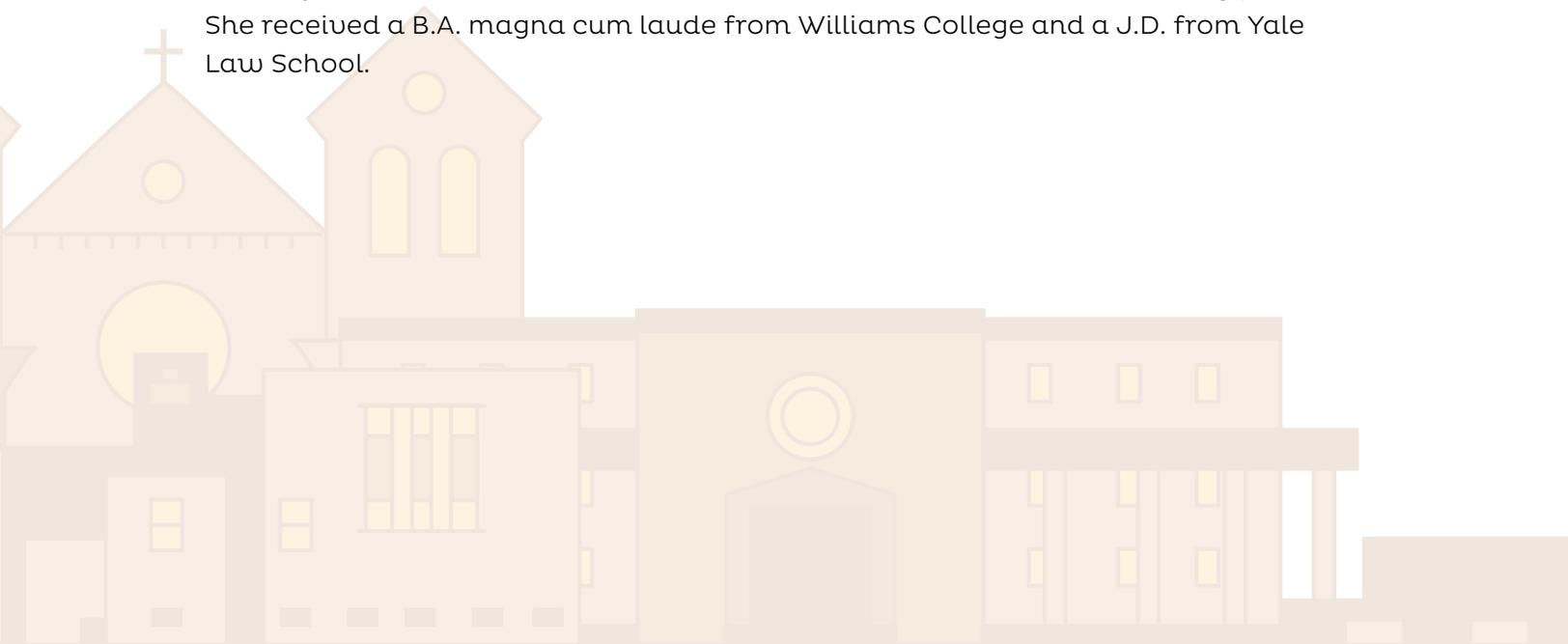
Keynote: Lina Khan
“America’s Monopoly Problem”

In sectors across our political economy, just a handful of companies dominate. This concentration of power contributes to higher prices, lower wages, widening inequality, and a drastic decline in new business formation. America has long championed its entrepreneurs and small businesses, but increasingly its markets are closed to newcomers.

What does this decline in competition mean for us as consumers, workers, entrepreneurs, and citizens? And what accounts for this dramatic shift in our political economy?

Lina Khan gained national attention as a law student with the publication of her 93-page piece titled “Amazon’s Antitrust Paradox.” It won numerous awards, found more than 100,000 readers online, and has spurred editorials and articles on monopolies and antitrust laws in most major US periodicals. Don’t miss this keynote address by one of today’s most thought-provoking thinkers, described by the *New York Times* as a woman who has “reframed decades of monopoly law.”

Lina Khan is an Academic Fellow at Columbia Law School and Senior Fellow at the Open Markets Institute. She researches antitrust law and competition policy, focusing on how new digital technologies challenge the existing framework and invite new thinking. Khan previously served as a Legal Fellow at the Federal Trade Commission and as Director of Legal Policy at the Open Markets Institute. From 2015 to 2017 she litigated on behalf of homeowners against financial institutions through Yale’s Mortgage Foreclosure Litigation Clinic. Khan’s work has been published or is forthcoming in the *Yale Law Journal*, *Columbia Law Review*, and *Harvard Law Review*, as well as in the *New York Times*, *Politico*, and *Washington Post*. She has appeared on CNBC, C-SPAN, NPR, and Fox Business News, and she was recently named to the Politico 50, a list of thinkers whose ideas are driving politics. She received a B.A. magna cum laude from Williams College and a J.D. from Yale Law School.



10:45–12:00 p.m. Sessions D1 and D2

D1: File Sharing Best Practices: Google, Dropbox, OneNote, Box, and Beyond

Publishers large and small all struggle with the same challenge: how to share and transfer files with authors, designers, photographers, sales reps, and freelancers galore. Is OneNote better than Dropbox? What do you do when your cover designer insists on using Box but your system is based on Google Drive? How can you share what you need to share but keep private what shouldn't be shared? This session will explore these questions and more, with a panel experienced in slogging through the file-sharing trenches.

D2: Social Justice, Diversity, and Equity: Not Just Words, but Deeds

When using publishing platforms to advocate for social justice, equity, and diversity issues, what can you do, what should you do, and what must be done? Intelligent and enlightened people often have implicit bias, whether seeking it out or guarding against it. How do we take these issues into account when reviewing our front- and backlist publishing programs? How should publishers audit, re-package, revise, discard, and address author concerns? How can independent presses seek to present different perspectives, to enhance awareness for social issues, and, possibly, to help fund solutions? This panel will address how to approach staff time and narrowing margins, what is achievable vs. critical, community position, and how changes to your programs can benefit for-profit and mission-based houses.

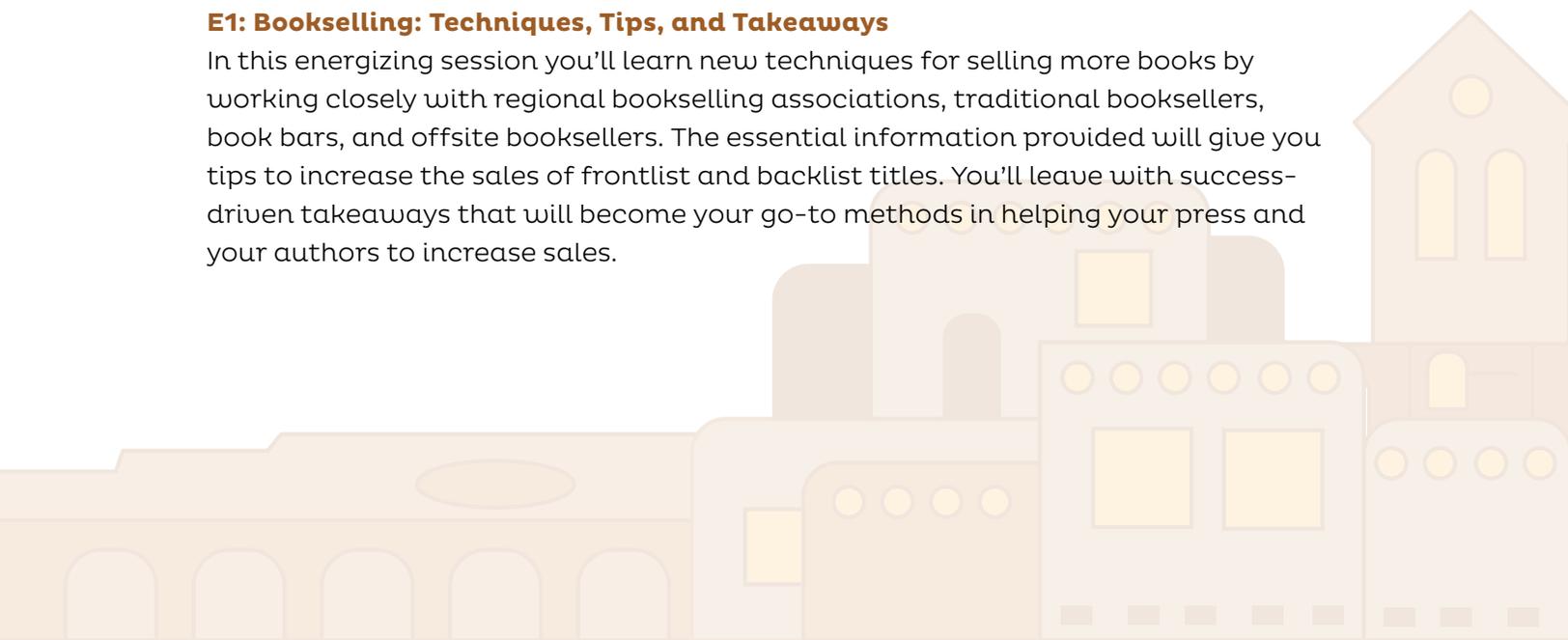
12:00–1:30 p.m. **Luncheon** – Meet with a colleague (lunch on your own)

Schedule lunch with your vendor(s) or other members of the PubWest community. This is a great opportunity for you to meet and discuss issues specific to your company, introduce yourself to your newest vendor/client, or perhaps work out the details of a contract. If one-on-one meetings aren't what you need, consider putting together a group lunch at a nearby restaurant. Don't waste this free time!

1:30–2:30 p.m. Sessions E1 and E2

E1: Bookselling: Techniques, Tips, and Takeaways

In this energizing session you'll learn new techniques for selling more books by working closely with regional bookselling associations, traditional booksellers, book bars, and offsite booksellers. The essential information provided will give you tips to increase the sales of frontlist and backlist titles. You'll leave with success-driven takeaways that will become your go-to methods in helping your press and your authors to increase sales.



E2: How Can Blockchain Help Small and Medium-Sized Publishers?

Blockchain technology offers publishers opportunities to cost-effectively distribute content and sell and buy rights around the world. Smart use of blockchain can also level the global playing field for small and medium-sized publishers. This session will explain what blockchain is, how it can help, and steps you can take now to be both better informed about and prepared to take advantage of blockchain's potential.

2:45–3:45 p.m. Sessions F1 and F2

F1: The Backlist Campaign: Sales, Marketing, Refocusing, and Reprints

With the rules in constant flux, it's prudent to reconsider the traditional publicity campaign. Does it make sense to continue a marketing and publicity campaign for a book that is already established in the marketplace? We hear about publishers who have harnessed a book's momentum and pushed books onto a bestseller list long after the original publication date. How does a publisher make the decision to continue or reboot a campaign? Can you extend the life of a bestselling book by creating ancillary products that produce revenue and keep the book front and center? When it's time to rethink a reprint, how are you making the correct decision regarding discontinuing a title, the print run for a reprint, or a move to POD or an ebook? Attend and participate in this forward-looking session to learn the best practices for making informed backlist decisions.

F2: How to Train Your Author: Investing in Your Authors and Not Just Their Books

Authors are the best promoters for their books and your press, as they have a vested interest in their work from creation through the long sales journey. How can publishers improve the working relationship with authors by setting expectations and training them to sell their own books? Are your press's authors taking books to sell with them to all of the events, associations, and trade shows that they attend? Are your authors effectively helping to sell their books through key media, social media, and publicity? The information provided by this panel will guide you in training your authors to increase sales, increase awareness of your press, and find new audiences.



3:45–4:30 p.m. Exhibits-only time.

Browse the many excellent sponsor and vendor exhibits. And don't miss your last opportunity to participate in the Raffle!!

3:45–4:30 p.m. Raffle Prizes Awarded

Did you visit all of the PubWest 2019 exhibitors and collect business cards for the Raffle? Now find out who will **win a free PubWest 2019 conference registration**, as well as many other prizes donated by the vendors!

4:30 p.m. Exhibit Hall closes

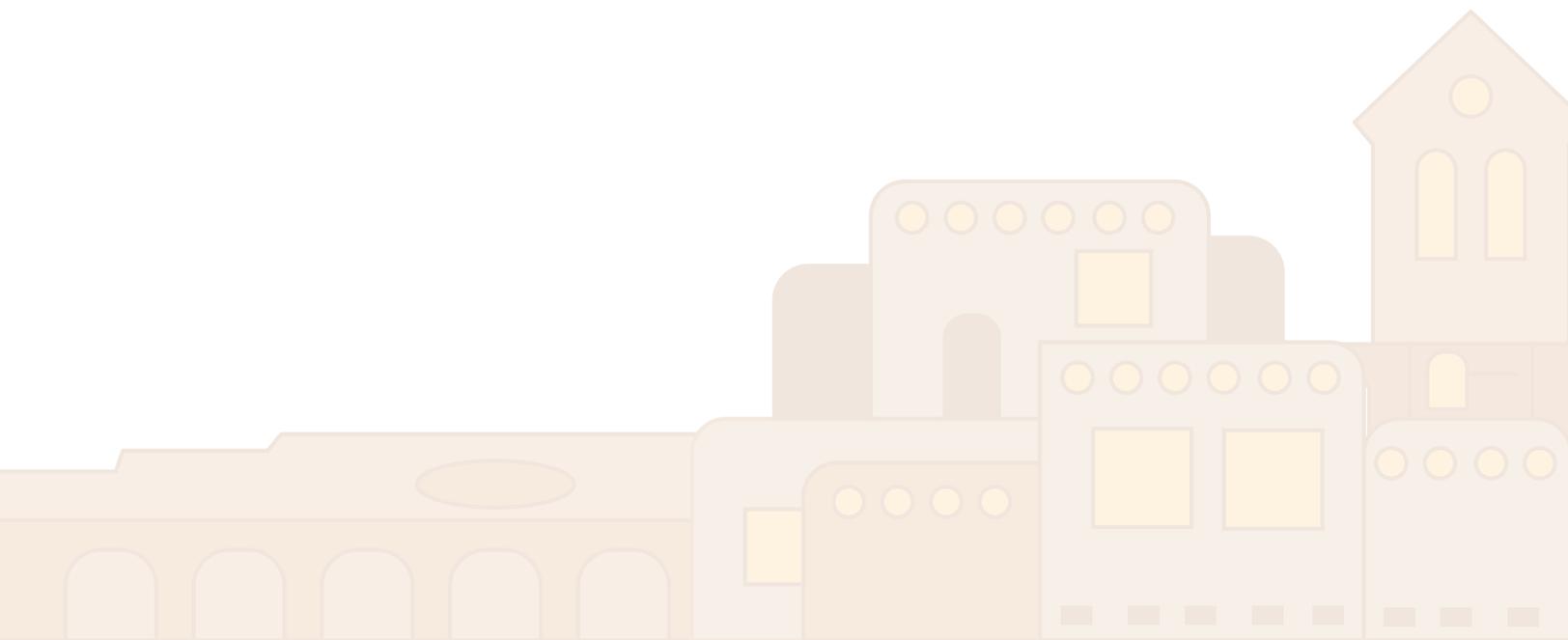
4:30 p.m.–5:35 p.m. Speedy Spiels: “How To Get Out of the Weeds”

This year's fun, fast-moving, always popular Speedy Spiels—a series of four-minute presentations—will focus on how to get out of the weeds and accomplish the things that matter. For heads of house, this might mean a tip for how to better work on your business, not *in* your business, or how an organizational app can solve your company's workflow issues; for staff, this might mean a better way to cope with email, or how to focus in a noisy open-plan office.

If you would like to participate, please send your name and topic to Kent (kent@pubwest.org) by Friday, January 5th, 2019. 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!

5:30 p.m. Annual PubWest Party

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 guitarist Wayne Wesley Johnson. 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

La Fonda on the Plaza is a historic landmark hotel located in the heart of Santa Fe, right on the Plaza. Year after year, conference attendees have requested a return to this location, and we are thrilled to make that happen for 2019. Complimentary amenities include Wi-Fi throughout the hotel, a fitness center, an outdoor heated swimming pool, and a business center.

Reservation Deadline: Monday, January 14, 2019. A block of rooms at a deeply discounted price has been reserved for PubWest 2019 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: \$140 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 Santa Fe at a reduced rate.

La Fonda on the Plaza

100 E. San Francisco Street, Santa Fe, NM 87501

Reservations by phone: Call 800-523-5002 and choose option 1. 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. (Mountain Standard Time).

Reservations online: Go to <https://pubwest.org/pubwest-2019-conference/> and click on the hotel reservation link.



Getting to Santa Fe

Albuquerque International Sunport

Major airlines serve Santa Fe via the Albuquerque International Sunport, just sixty miles to the south of Santa Fe. Regular shuttle bus service connects the two cities, as does the New Mexico Rail Runner, and rental cars are readily available.

Santa Fe Municipal Airport

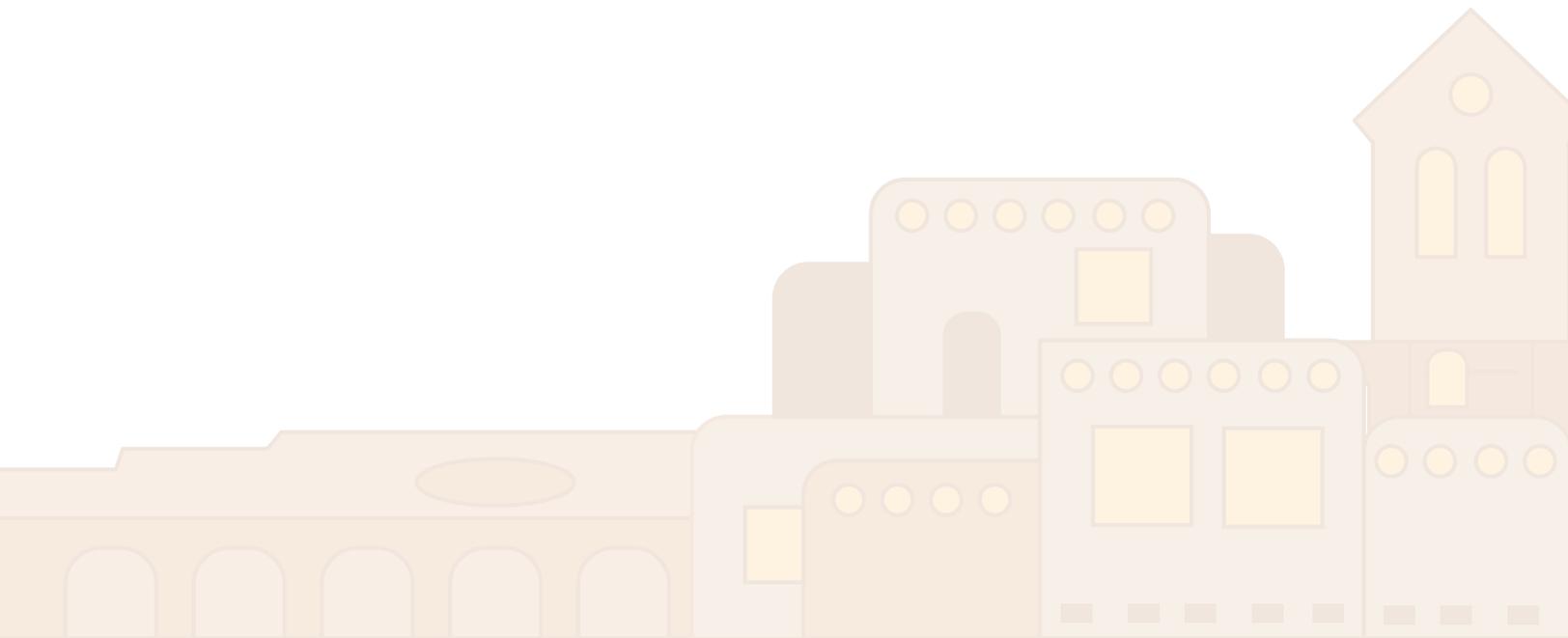
Located southwest of the city, the Santa Fe Municipal Airport has commercial airline service by American Eagle Airlines, which operates a daily flight to and from Dallas-Fort Worth (DFW) and Los Angeles (LAX). Airport main line: 505-955-2900.

Train Station

The New Mexico Rail Runner train (www.nmrailrunner.com) connects Albuquerque to Santa Fe. Shuttle buses are available from the Albuquerque International Sunport to the Rail Runner stations. The trip to the Santa Fe depot is approximately ninety minutes. Amtrak trains stop at the Lamy depot fourteen miles from downtown Santa Fe. Transportation to the hotel is available from the station.

Shuttle Services

Sandia Shuttle (www.sandiashuttle.com, 888-775-5696) offers convenient shuttle service between Santa Fe and the Albuquerque International Sunport, with pickup and drop-off at La Fonda.



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 to and by royalties earned from the book *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 any other recipients would need to cover their own travel, lodging, or other optional events.

To apply for the scholarship to PubWest 2019, 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 Friday, January 4, 2019.



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:

Access to one of the two Thursday Intensives (Lunch will be charged)
Thursday evening Opening Reception • Unlimited access to Friday and Saturday seminars • Friday morning 3-mile walk/run • Saturday Annual Membership Meeting
Saturday Keynote Luncheon • Exhibit hall pass • Morning coffee and pastries
All midmorning and afternoon coffee breaks • Saturday night PubWest Party

PubWest Member: \$600

(Early Bird registration 15% off before 12/21/18)

Non-Member: \$700

(Early Bird registration 15% off before 12/21/18)

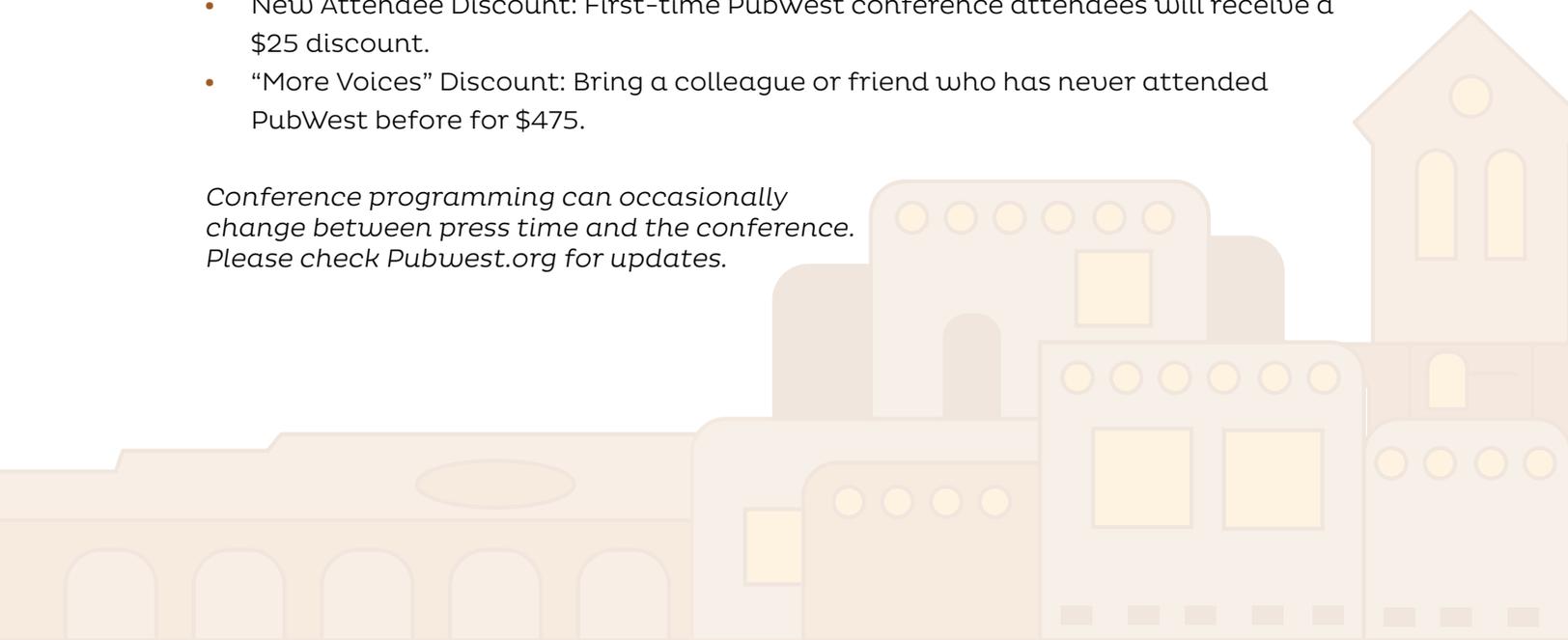
Student Rate: \$300

(No Early Bird discount)

DISCOUNTS

- Early Bird Discount: Save 15% before December 21, 2018. 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, La Fonda on the Plaza. 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 \$475.

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



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 8, includes the PubWest Annual Membership Meeting, and a One-Day Ticket for Saturday, February 9, includes the Keynote Luncheon and PubWest Party.

FRIDAY ONLY, FEBRUARY 8

PubWest Member \$400 • Non-member \$425

SATURDAY ONLY, FEBRUARY 9

PubWest Member \$400 • Non-member \$425

ADDITIONAL MEALS AND TICKETS

If you need to order additional meal / party tickets or exhibit hall passes, please contact PubWest: kent@pubwest.org or 503-901-9865.

CANCELLATIONS

- Before December 26, 2018, cancellations may be made for the full amount of tuition, less a \$100 processing fee.
- Between December 27, 2018 and January 8, 2019, the cancellation fee is 75% of tuition.
- No tuition refunds will be given after Friday, January 9, 2019.

THURSDAY INTENSIVE SESSIONS

Intensives are included in the registration. There will be a \$30 box lunch fee.
10:00 a.m.–2:00 p.m.

Intensive Track One: **Audiobooks: From Page to Ear**

10:00 a.m.–2:00 p.m.

Intensive Track Two: **Recruiting and Management: Finding and Keeping the Employees and Freelancers You Need**

10:00 a.m.–2:00 p.m.

Publishers Roundtable (no cost to publishers and heads of houses attending PubWest 2019)

2:00–5:00 p.m.

ADDITIONAL THURSDAY ACTIVITIES

New Mexico Museum of Art Tour / Offsite Event 2:30–4:30 p.m. Members: \$10 | Non-members: \$15

6:45–8:30 p.m.

PubWest Taco Competition Members and Non-members: \$60 (Registration for participants limited to 60).

PubWest 2019 Exhibitor Price Sheet

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

10 x 10-ft. wall space

Members \$975/Nonmembers \$1075

8-ft. Tabletop

Members \$800/Nonmembers \$925

8-ft. Tabletop Sole Proprietor/Freelancer

Members \$725/Nonmembers \$875

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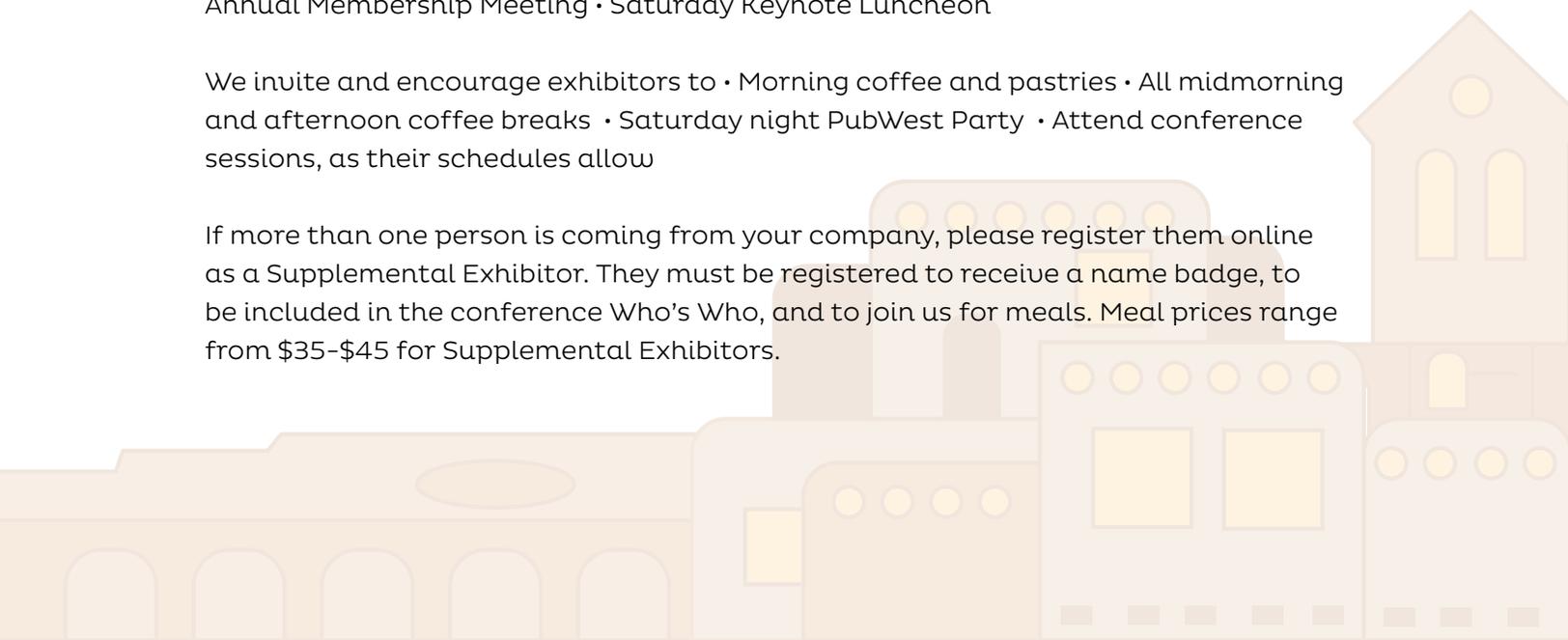
Conference programming can occasionally change between press time and the conference. Please check Pubwest.org for updates.

EXHIBITOR REGISTRATION INCLUDES:

- Thursday evening Opening Reception • Friday morning 3 mile walk/run • Saturday Annual Membership Meeting • 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 \$35-\$45 for Supplemental Exhibitors.



OTHER ACTIVITIES

THURSDAY INTENSIVE SESSIONS

Intensives are included in the registration. There will be a \$30 box lunch fee.
10:00 a.m.–2:00 p.m.

Intensive Track One: Audiobooks: From Page to Ear
10:00 a.m.–2:00 p.m.

Intensive Track Two: Recruiting and Management: Finding and Keeping the Employees and Freelancers You Need

ADDITIONAL THURSDAY ACTIVITIES

New Mexico Museum of Art Tour / Offsite Event 2:30–4:30 p.m. Members: \$10 | Non-members: \$15

6:45–8:30 p.m. PubWest Taco Competition Members and Non-members: \$60
(Registration for participants limited to 60).

IMPORTANT EXHIBITOR INFORMATION

Exhibitor setup will take place on Thursday, February 7, 2019, 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, 2019. 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.