



## SURVIVE, REVIVE, THRIVE:

*Reinventing Your Bookstore for Today's Marketplace*

*May 28-30, 2010*

CBA's National Conference offers an opportunity for booksellers to engage in professional development, share ideas with their peers, connect with publishers and suppliers and celebrate the book industry. During the conference booksellers will attend educational sessions, get updated on industry trends, preview new releases, exchange views on industry challenges and opportunities, talk to key publishing management, place orders, meet authors, attend CBA Libris Awards and much, much more.

Planning for CBA's National Conference is well underway. Following CBA's 2009 Summer Conference, the committee reviewed bookseller and publisher evaluations to ensure we not only meet but exceed the success of last year's event. The buzz is already starting, with suppliers and booksellers calling to find out more about what's planned, and media reporting on the upcoming event.

There are several major changes to the 2010 Conference:

The date has been moved forward to the end of May, offering an opportunity for booksellers who are planning to attend BookExpo America in NYC to fly to Toronto immediately following that event. No more competing with Father's Day. For those who are looking to expand their retail knowledge outside the book industry, special registration fees will be offered to CBA members who register for Retail Council of Canada's STORE conference, May 31 to June 1 in Toronto.

We've moved the event from downtown Toronto to a hotel near Pearson International Airport with easy highway access. The Delta Toronto Airport West, a first-class venue, will host the event, with affordable bedrooms at \$105 per night,

free parking and much more space for our meetings and exhibits.

We've added an Opening Night Author/Bookseller Reception on Friday, an exceptionally well-attended event at ABA's Winter Institute. Authors, well known and emerging, will be situated at tables throughout the reception, signing ARCs and meeting with attendees.

opportunity to collect them following the luncheon and during the breaks.

We've extended the Exhibitor Displays to three hours, allowing more time for bookseller/publisher/supplier interaction and we have expanded the space so that more exhibitors can participate.

This year, CBA Libris Awards will include a reception and dinner, during

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Booksellers will have a chance to reconnect with their peers, meet the authors and begin the celebration.

Professional development sessions will include a keynote speaker, breakout sessions, panels and more, all focused on the business of books. The new location, with increased space, will allow CBA to open our registration to suppliers so they can attend the educational sessions along with booksellers. Watch *CBA News* for program details as they are confirmed.

Last year's very popular Speed Dating luncheon will be offered again this year, but with refinements to the timing. Sales reps will move from table to table without having to carry boxes of ARCs for participants. A Galley Room will be set up to display those books promoted during this session, allowing booksellers the

which the Awards will be presented. A new award has been added, Young Canadian Bookseller of the Year, to recognize and reward excellence among booksellers under the age of 30. A jury will review submissions and determine the inaugural winner who will receive complimentary registration and travel to this year's event.

Bookseller registration fees include the Friday night opening night reception, two breakfasts, two lunches and CBA Libris Awards reception and dinner. Additional tickets will be available for CBA Libris Awards dinner.

It's time to celebrate our industry so mark your calendar, register your staff and plan to attend the National Book Industry Event of the Year: SURVIVE, REVIVE AND THRIVE. 