

*Publishing
in the
Clouds*

*Practical Solutions
for Big Ideas*

FEBRUARY 20-22, 2020 | HILTON PORTLAND DOWNTOWN | PORTLAND, OREGON

PORTLAND, OREGON, IS THE HOST CITY FOR PUBWEST 2020.

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 Charlotte Abbott, founder and director of FutureProof Content Strategy; Laura Brief, CEO of 826 National; Guy LeCharles Gonzalez, project lead, Panorama Project; and Andrew Proctor, executive director, Literary Arts
- ▶ Preconference intensive sessions (now included for PubWest members with conference registration): “From Start-Up to a Sustainable Business” and “The Art of Literary Publishing”
- ▶ The extended Gibbs Smith Publishers Roundtable
- ▶ Sessions include “Publishing Books Across Generations,” “Third-Party and Counterfeit Books,” “Special Sales Through the Eyes of Distribution,” “Editorial: Own Voices,” “Why Your Company Needs a Style Guide / Brand Books,” “We Need to Talk—A Dialogue about Macmillan eBooks and Libraries,” “Protect this House: Creating, Recording, and Protecting Trademarks,” “Expanding Your Publishing Platform,” “Book Festivals—A Practical Approach,” “eBook Sales Reports,” “Relationships with Libraries,” “Podcasting for Publishing,” “How New Publishing Leaders Want to Change the Industry,” and “Connecting in Your Niche”
- ▶ Our new Peer Pairs program: discuss publishing related issues one-to-one with your peers

PLUS:

- ▶ “Speedy Spiels: Ten Things about Publishing that Turned Out Not to be True”: Four-minute presentations about publishing industry myths

DON'T MISS

PUBWEST 2020 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 **October 29, 2019**, and is subject to change. Check the PubWest website (www.pubwest.org) regularly for programming details and schedule updates.

Thursday, February 20

Three tracks of all-day intensive education offer unique opportunities to delve into topics in-depth. Delivered by experts in their fields, these sessions have limited seating to permit optimal time with the presenters and are included for PubWest members in the base conference tuition.

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

A blue heart-shaped icon with the word "NEW" in white capital letters inside.

10:00 a.m.–2:00 p.m.

Intensive Track One: From Start-Up to a Sustainable Business

We all get into publishing to create unique experiences for our readers and to help make a difference in the world. We can realize these aims in the long term by positioning our companies for growth and sustaining that growth through change—change that must adapt to the external and internal forces affecting all of us, from the start-up press to one that is many years old. What key steps must a small-to-medium-sized press take to get off the ground and become a sustainable business? And what steps must be taken to help a well-established press keep moving forward? Join this all-star four-hour intensive to demystify the process to achieve a sustainable publishing business.

Attendees are encouraged to bring their own examples of sustainable growth and to speak openly about the successes that have helped their presses. We also encourage participants to discuss ideas that did not work: not every idea is a success and learning from setbacks often propels us further. Let's share our experience and be inspired!

A blue heart-shaped icon with the word "NEW" in white capital letters inside.

10:00 a.m.–2:00 p.m.

Intensive Track Two: The Art of Literary Publishing

Let's take a deep dive to talk about the art of literary publishing. This focused intensive will help small-to-medium-sized publishers acquire works in literary niches, including fiction, memoir, and poetry. Learn how to further utilize your editorial, publicity, and marketing staff to publish and sell the highest quality books to readers. Learn key tips and techniques from well-known literary presses to overcome the challenges of publishing literary fiction and nonfiction. Join us!

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 discussions 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: Colleen Dunn Bates, Prospect Park Books, President of the PubWest Board of Directors



2:30–4:30 p.m.

Behind-the-Scenes Tour of Powell's City of Books

Powell's City of Books is the largest used and new bookstore in the world, occupying an entire city block and housing approximately one million books. Located in downtown Portland's Pearl District, Powell's has nine color-coded rooms and over 3,500 different sections, offering something for every interest, including an incredible selection of out-of-print and hard-to-find titles. Dozens of acclaimed writers, artists, and thinkers visit each month to read in the Basil Hallward Gallery (located upstairs in the Pearl Room), and a one-of-a-kind Rare Books Room draws bibliophiles from near and far to browse an impressive collection of autographed first editions and other collectible volumes.

In this unique tour led by a veteran industry professional, we will travel behind the scenes at an offsite Powell's location to explore the vast selection of books that move to customers each day through the company's retail stores and internet sales. Who knows? Perhaps we'll discover some secrets about how to best sell our own books to Powell's. ***Separate registration required.***

PubWest 2020 Begins

5:30–6:30 p.m.

Opening Reception in the Exhibit Hall

6:45–8:30 p.m.

PubWest Pinball Competition, sponsored by Sheridan

Separate registration required.

Registration is limited to 40, so sign up early!

GROUND KONTROL

Are you a Pinball Wizard? A master at Galaga? A pro at Pac-Man? Or a Mario Bro's fanatic? Well, welcome to Ground Kontrol. Ground Kontrol has the game to bring back your gaming memories. Operating the premier classic arcade machines (since 1999), this iconic Portland "fun center" has over 100 classic video games and pinball machines.

This fun, casual event will have you remembering acid washed jeans, Depeche Mode, and slap bracelets. This fun pinball-wizard competition will pit teams against each other as they play their hearts out. An accounting firm will be hired (just kidding) to tally the final team winner scores. The winning team will receive a first-place trophy (which just might be slap bracelets) and bragging rights for the entire year (until PubWest 2021). Enter this fun contest with your publishing peers and compete to be the best PubWest Pinball Wizard!

Friday, February 21

8:00 a.m.–5:00 p.m.

Registration desk open

8:00 a.m.–4:00 p.m.

Exhibit Hall open, Business Card Game 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: Publishing Books Across Generations

Publishers spend a lot of time thinking, researching, and planning to market and sell a book. But, are we thinking about how to publish books for all generations? The Silent Generation, Baby Boomers, Gen X, Xennials, Millennials, Generation Y, Gen Next, IGen / Gen Z and Gen Alpha: how do all of these different age groups read? Are they looking for custom information for which they're willing to pay extra? Are they interested in premiums and long-lasting quality, or an easy, quick resource for guidance or fun? Listen and learn from this panel of publishers as they explain how they are working to acquire, edit, design, market, and sell to all generations.

► A2: Third-Party Sellers and Counterfeit Books

Are you frustrated by online third-party sellers taking away your book sales? Are you searching for counterfeit books that pose as your hard-earned press's works? Come to this informative panel where we will teach you active ways to track these issues and not allow sales opportunities to be wasted. Protect the time and money you spend marketing and selling your unique books.

**10:30–11:00 a.m.****Break****11:00 a.m.–12:15 p.m.****Sessions B1, B2, B3, and B4****► B1: Sales & Marketing: Special Sales Through the Eyes of Distribution**

One great way to sell your books to new readers is to place the titles in a location outside of the regular book trade business. Many titles have found success by being positioned in non-book marketplaces. If you are working with a distributor, do you know all of the markets where they place your books, and why they might do so? Let's get the facts from our distributors and find out the best way to "pitch" special sales to distributors' representatives.

► B2: Editorial: Own Voices

How is the editorial process affected by cultural identity, gender, race, and disability? For example, does a book about an African American topic by an African American author need an African American editor? Should you hire a woman-identified cover designer to work on a feminist title written by a woman author? When do you hire a sensitivity reader? Have you updated your house style sheets lately to reflect changes in the language that are applicable to talking about gender, race, cultural identity, and more? This panel will explore topics from editing with respect and sensitivity to hiring diverse editors who acquire diverse books in order to help editors and publishers increase their awareness of these important subjects. It's an exciting time to be in publishing, as formerly marginalized groups are increasingly telling their own stories in their own voices and bringing new audiences along with them.

► **B3: Production & Design: Why Your Company Needs A Style Guide / Brand Book**

Do you utilize in-house and out-of-house staff for your publishing company? Does this staff know how your style / brand defines your press? Are the brand and style identifiers readily available to all? Many presses who have actively spent the time, energy, and work hours to create brand and style guides have found that they are more efficient in communicating with authors, editors, IT staff, production, design, promotion, and sales. The panel for this session will be packed with key people who have created and used these guides on a daily basis. Explore how to help your press deliver consistent, focused messaging to all.

► **B4: Finance & Management: We Need to Talk**

Macmillan and libraries are not getting along. Macmillan states that they are losing money by selling to libraries and planned to implement an embargo in November 2019 that will only allow one copy of each eBook to be purchased by any library for the first eight weeks of a book's release. What is at heart with this decision? And, how do small-to-medium-sized publishers need to react to selling eBooks to libraries? In this session we'll discuss this issue and talk about how to ensure that libraries get enough eBooks for their readers—and how publishers can get paid by libraries.



12:15–1:30 p.m.

LUNCH: Presentation of the Associate Member Award and the Jack D. Rittenhouse Award

1:30–2:00 p.m.

Free time to visit Exhibit Hall, Business Card Game (Exhibit Hall closes for the day at 4:00 p.m.)

2:00–3:00 p.m.

Sessions C1 and C2

► **C1: Protect this House—Trademarks, Branding, and Metadata**

When does it make sense to trademark? How do you maintain the integrity of your brand? And how do you ensure that the information you're putting out in the world about your books isn't compromised? This panel—consisting of a lawyer, a metadata specialist, and a publisher—will discuss what constitutes a “trademark” and a “publishing brand”; the benefits of trademarks and publishing brands; how to use trademarks and branding in marketing, distributing, and licensing; and what's necessary from business and legal perspectives to create, maintain, and protect a trademark/brand. We will also discuss best practices for syndicating book metadata—specifications, descriptions, keywords—so that the information maintains integrity wherever it shows up.

► C2: Expanding Your Publisher Platform

Learn how to build and manage an opt-in email list, create successful lead generation campaigns, integrate direct mail with e-marketing efforts, gather emails easily and seamlessly at events and conferences, optimize your website for maximum results, partner with your authors to sell books, cross-market with industry partners, create an affiliate program to drive links to your site, and use images to drive traffic to your website and social media. Phew!

3:15–4:15 p.m.

Peer Pairs

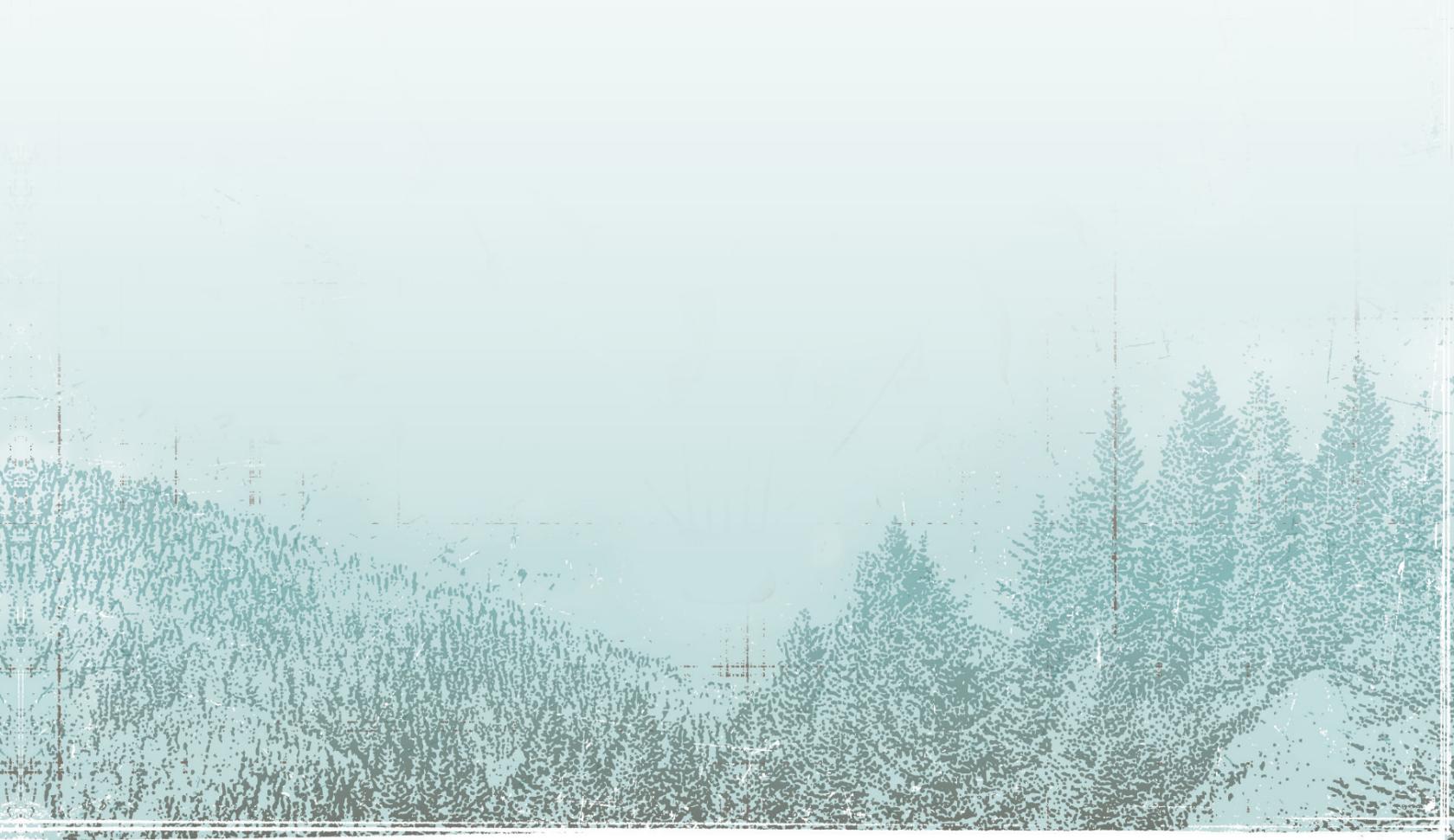
Feeling left out at roundtable discussions? Overwhelmed by large groups, or maybe finding the discussion just not relevant?

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 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 reconnect with familiar friends



4:30–5:30 p.m.

Keynote: Ensuring a More Literate Future for All

Access to and engagement with literature is critical to inspiring creativity, fostering literacy, and strengthening communities. Join three of today's leading literary advocates and find out how they are helping shape a more literate future for readers, writers, and publishers. This lively, moderated talk will address how diversity, inclusion, and community engagement play critical roles in nurturing new readers and writers, while expanding the current—and future—audience for books.

THE KEYNOTE SPEAKERS ARE:

Guy LeCharles Gonzalez, Project Lead, Panorama Project. Gonzalez is chief strategist at Free Verse Media and project lead for the Panorama Project. Previously, he was publisher and marketing director for *Writer's Digest*; director, content strategy & audience development for *Library Journal* and *School Library Journal*; and founding director of programming and business development for Digital Book World. Follow him on Twitter @glecharles.



Andrew Proctor, Executive Director, Literary Arts. Proctor has been the director of Literary Arts since 2009. Born and raised in Canada, Proctor, worked in London for the Cultural Attaché to the Canadian High Commission. In the UK, he earned an MA in English Literature at the University of East Anglia under the supervision of England's then Poet Laureate, Andrew Motion. From 2000 to 2004, he worked as an editor for HarperCollins in New York City and then as the Membership and Operations Director of the PEN American Center, a global literary and human rights organization focused on the welfare of writers and editors. In total, Proctor has worked in the literary world for over 20 years in the governmental, for-profit, and nonprofit sectors.



Laura Brief, CEO, 826 National. Brief has worked in the fields of education and social impact for nearly twenty years. Over that time, she's developed a practice of designing, scaling, and leading organizations aimed at leveling the playing field. She's held key leadership positions at some of the nation's most dynamic organizations in this realm, including The Posse Foundation, BUILD, First Graduate, Juma Ventures, and Youth Speaks, where she currently serves as board chair. Laura is proud of her present role as CEO of 826 National, which works with the largest youth writing network in the country, serving over 80,000 students ages 6 to 18 each year. A former therapist for survivors of trauma, she holds master's degrees in education and in counseling psychology from Columbia University.



5:30–6:30 p.m.

Happy Hour in the Exhibit Hall, sponsored by Independent Publishers Group

6:30 p.m.

Free Evening

Enjoy all that Portland has to offer! Within a short distance from the Portland Hilton Downtown, you will have a bevy of restaurants awaiting you, Powell's bookstore, music clubs, the Portland Art Museum (open until 8:00 p.m.), and the Pearl District, chock-full of fabulous drinking and eating establishments. For more local details, see the registration desk or visit the concierge in the hotel.

Saturday, February 22

- 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, Business Card Game**
- 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: Charlotte Abbott: Reader Engagement**

Reader engagement is critically important for publishers who want to increase book discovery and sales conversions in today's competitive digital marketplace, especially now, when more than a million books are published each year and are competing for the chance to appear in physical bookstores. Luckily, there are more accessible and affordable tools for building relationships with readers than ever—and also more proven strategies and benefits for publishers. This keynote will present specific examples of publishers who are creating compelling new stories around their brands, building loyal and supportive communities, and leveraging their relationships with authors and business partners in ways that keep them increasingly vital and relevant.



Charlotte Abbott helps publishing and tech companies grow their audiences with stories that drive results. Clients like National Public Radio, Brooklyn Public Library, NetGalley, and INscribe Digital have hired her to increase engagement and revenue. A frequent speaker at Digital Book World and Book Expo America, Charlotte is cofounder of Bay Area Women in Publishing and active with Women's Media Group in New York. Earlier in her career, she honed her storytelling and audience-building skills as a journalist at *Publishers Weekly* and as an acquiring editor at HarperCollins and Avon Books.

10:45 a.m.–12:00 p.m. Sessions D1 and D2

► **D1: Book Festivals: A Practical Approach**

Book festivals take place from coast to coast and can help many publishers find new audiences and new authors and sell new books. But what do you know about what types of readers attend book festivals, or how festivals are organized and funded, and how your authors and publishing house can get involved in book festivals? By attending this session, you will gain insights from data collected from the Portland Book Festival and contextualized within book-festival data from around the world. Use this information to help your press see a return on investment from any book festivals you attend.

► **D2: eBook Sales Reports**

Let's be honest: when was the last time you really dug in and reviewed your eBook sales reports? And when you did review the reports, did your eyes glaze over? Did you immediately turn your attention to something else? If so, this eye-opening eBook reporting session is what you need. This session will detail all of the key indicators that will help you ascertain whether your eBook sales are heading in the right direction or veering off course. Session participants are highly encouraged to bring examples of eBook reports and key questions.

12:00–1:30 p.m. Lunch: 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: Relationships with Libraries**

Libraries and librarians are a lifeline to new readers and are important customers, partners, and advocates for publishers and authors. Many small-to-medium-sized publishers spend a lot of time and energy cultivating key business relationships with libraries as well as developing special library book editions for the market. Other publishers do not pay enough attention to their library relationships, relying only on sales garnered through their reps. This informative session will detail how working directly with your libraries is essential to your publishing success.

► E2: Podcasting for Publishing: Best Practices

Podcasting can be a powerful and sustainable channel of communications for a publishing company—if it's done right. Discover best practices for producing a podcast for your publishing company, whether it's a DIY production or one that is outsourced.

2:45–3:45 p.m.**Sessions F1 and F2****► F1: New Publishing Leaders and How They Can Change the Industry**

The new entrants into book publishing are the individuals who will shape the future of our industry. In this panel, Ooligan Press students and graduates will discuss their ideas and perspectives and how these ideas will change how we work with authors, publishers, and niche genres to propel our publishing houses into a successful future. Come learn from the next generation of publishing professionals!

► F2: Connecting in Your Niche

Niche publishers have advantages and challenges different from generalist publishers. Here we'll discuss how to develop niche content (including how and where to find authors), how to find your readers, and how to determine your market share in your niche's ecosystem. Whether you're publishing in outdoor recreation, travel, crafts, business, spirituality, or beer, the shared tips and lessons will be applicable across genres and can be put in place now and for the future.

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 compete in the Business Card game!

3:45–4:30 p.m.**Business Card Game Prizes Awarded**

Did you visit all of the PubWest 2020 exhibitors and collect business cards for the Business Card game? Now compete for a chance to **win a free PubWest 2021 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: Ten Things about Publishing that Turned Out Not to Be True!**

This year's fun, fast-moving, always popular Speedy Spiels—a series of four-minute presentations—will focus on publishing myths. For heads of house, this might mean thinking that print is dead, email marketing is dead, or websites are dead; for staff, this might mean *only* focusing on Facebook and Twitter for promotion. Or, anyone might have a story about how many hours they thought they'd have to work . . . Participants and the audience are encouraged to come with a good dose of humor and revel in publishing storytelling at its best.

If you would like to participate, please send your name and topic to Kent (kent@pubwest.org) by Friday, February 7, 2020. 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 information gained from the previous three days. Join us for a dinner buffet. 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

Hilton Portland Downtown

Located in Portland's business and entertainment district and three blocks from the MAX Light Rail System, this hotel is newly renovated and redesigned with an inviting lobby and rooms that offer a timeless and contemporary feel. The hotel offers easy access to top attractions, including Powell's bookstore, restaurants, pubs, and tax-free shopping.

Reservation Deadline: Wednesday, January 29, 2020. A block of rooms at a deeply discounted price has been reserved for PubWest 2020 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: \$179 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 Portland at a reduced rate.

Hilton Portland Downtown

921 SW Sixth Avenue, Portland, Oregon, 97204

Reservations by phone: Call 503-226-1611. Please be sure to specify that you are with PubWest to receive our rate. Reservations hours are Monday through Sunday, 8:00 a.m. until 5:00 p.m. (Pacific Standard Time).

Reservations online: Go to <https://pubwest.org/pubwest-2020-conference/> and click on the hotel reservation link.

Getting to Portland, Oregon

Getting to Portland/Getting to the Portland Hilton Downtown

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 three blocks from the hotel. More information can be found at www.flypdx.com.

Jack Swanson Scholarship

To **apply** for the scholarship to **PubWest 2020 in Portland, Oregon**, please send a letter of introduction providing relevant information about your professional and academic background and why you are interested in a book publishing career, along with a letter of support from one professional or academic reference.

The scholarship covers full conference tuition and scheduled meal events, travel, lodging, and other optional events.* One winner will be chosen for the Jack W. Swanson scholarship.

Please send applications to Scholarship Committee, PubWest, 17501 Hill Way, Lake Oswego, OR, 97035. Applications must be received by **Friday, January 10, 2020**.

Other partial scholarships may be awarded, but recipients may need to cover their own travel, lodging, or other optional events and/or recipients may be asked to assist the PubWest staff by working the registration desk or conference events.

In 2013, the Jack W. Swanson scholarship was established 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 from *Rail Ventures* and by private donations from PubWest members who wish to encourage the next generation of book publishers. To learn more about Jack W. Swanson, go to <https://pubwest.org/jack-w-swanson-scholarship/>.

*The Jack D. Swanson scholarship is nontransferable and there is no cash value. Travel expenses include one round-trip lowest price airfare for out-of-town recipients and transfer to hotel, to be arranged by the PubWest office. All expenses must be approved by the PubWest office and anything accrued outside of this will not be reimbursed.

To donate to the Jack W. Swanson Scholarship fund, visit <https://www.gofundme.com/PubWestNextGeneration> or contact Kent Watson, Executive Director at kent@pubwest.org.



PUBWEST 2020 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 for PubWest members to one of the two Thursday Intensives (Lunch will be charged)
- Thursday evening Opening Reception • Unlimited access to Friday and Saturday seminars • Friday and Saturday Keynotes • Saturday Annual Membership Meeting • Exhibit Hall Pass • Morning coffee and pastries • All midmorning and afternoon coffee breaks • Saturday night PubWest Party

PubWest Member: \$625

(Early Bird registration 15% off before 12/20/19)

Non-Member: \$725

(Early Bird registration 15% off before 12/20/19)

Student Rate: \$300

(No Early Bird discount)

DISCOUNTS

- ▶ Early Bird Discount: Save 15% before December 20, 2019. 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, Hilton Portland Downtown. 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, and their registration fee will be \$500.

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, exhibits, receptions, morning coffee/pastries, midmorning and afternoon coffee breaks on the selected date. A One-Day Ticket for Friday, February 21, includes access to all sessions, Keynote, and Awards Luncheon, and a One-Day Ticket for Saturday, February 22, includes the PubWest Annual Membership Meeting, Keynote, and PubWest Party.

FRIDAY ONLY, FEBRUARY 21, 2020

PubWest Member \$425; Non-member \$450

SATURDAY ONLY, FEBRUARY 22, 2020

PubWest Member \$425; Non-member \$450

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, 2019, cancellations may be made for the full amount of tuition, less a \$100 processing fee.
- Between December 27, 2019, and January 10, 2020, the cancellation fee is 75% of tuition.
- No tuition refunds will be given after Friday, January 10, 2020.

THURSDAY INTENSIVE SESSIONS

Intensives for PubWest members are included in the registration. There will be a \$45 box lunch fee.

10:00 a.m.–2:00 p.m.

Intensive Track One: From Start-Up to a Sustainable Business

10:00 a.m.–2:00 p.m.

Intensive Track Two: The Art of Literary Publishing

2:00–5:00 p.m.

Intensive Track Three: The Gibbs Smith Publishers Roundtable (no cost to publishers and heads of houses attending PubWest 2020)

ADDITIONAL THURSDAY ACTIVITIES

Behind the Scenes tour of Powell's / Offsite Event 2:30–4:30 p.m.

Members: \$15 | Non-members: \$20

PubWest Pinball Competition / Offsite Event 6:45–8:30 p.m.

Members \$45 | Non-members: \$50 (*Registration for participants limited to 40*)

PUBWEST 2020 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 \$1100

8-ft. Tabletop
Members \$800/Nonmembers \$950

8-ft. Tabletop Sole Proprietor/Freelancer
Members \$750/Nonmembers \$900

DISCOUNTS

- ▶ Early Bird Discount: Save 15% before December 20, 2019. 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, Hilton Portland Downtown. 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, and their registration fee will be \$500.

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 Awards Luncheon • Friday and Saturday Keynotes • Saturday Annual Membership Meeting

We invite and encourage exhibitors to attend Morning coffee and pastries • All midmorning and afternoon coffee breaks • Saturday night PubWest Party • All conference sessions, as 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 \$40 to \$45 for Supplemental Exhibitors.

OPTIONAL ACTIVITIES

THURSDAY INTENSIVE SESSIONS

Intensives for PubWest members are included in the registration. There will be a \$45 box lunch fee.

10:00 a.m.–2:00 p.m.

Intensive Track One: From Start up to a Sustainable Business

10:00 a.m.–2:00 p.m.

Intensive Track Two: The Art of Literary Publishing

Publishers Roundtable (no cost to publishers and heads of houses attending PubWest 2020)

ADDITIONAL THURSDAY ACTIVITIES

Behind the Scenes Tour of Powell's / Offsite Event 2:30–4:30 p.m.

Members: \$15 | Non-members: \$20

PubWest Pinball Competition / Offsite Event 6:45–8:30 p.m.

Members \$45 | Non-members: \$50 (*Registration for participants limited to 40*).

IMPORTANT EXHIBITOR INFORMATION

Exhibitor setup will take place on Thursday, February 20, 2020, between 9:00 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 17, 2020. Until that date, the cancellation fee is 50% of the exhibit space. No refunds for exhibit space will be given after January 17, 2020. 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.

TEARDOWN 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.