

July 21, 2014

# NAIBAhod News

## Quick Links

Have you started your "Where's Waldo" campaign? Here's a great [article](#) on how Bethany Beach's project is going.

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Can you spot our NAIBA staff enjoying the free summer program,

[Books Beneath the Bridge?](#)

Join us on Mondays through August 11th at Brooklyn's Pier 1's Granite Prospect.

## Fall Conference Author

Friday Preview Dinner



Author Marla Frazee will be promoting her children's book, *The Farmer and the Clown* (Simon & Schuster).

[Join Our Mailing List!](#)

## Upcoming Events

RSVP now by emailing Kerri at [NAIBA](#).

### Hachette Open House

237 Park Ave at 46th St. (or the entrance at 466 Lexington Ave)  
New York, NY 10017

Wednesday, August 6, 2014

10:00am - 4:00pm (followed by dinner for those who wish to stay)

We have been given a rare opportunity to spend a day in the Hachette NYC offices to talk business with their executives, discuss books with their editors, and socialize with their authors. The day will begin with an Open Forum with sales & fulfillment, a chance to ask questions and discuss backroom issues. We will have a movable feast lunch with editors and hear about the upcoming books from the Fall 2014/Winter 2015 seasons and Spring/Summer 2015 lists.

Five Hachette authors will participate in an author panel in the afternoon, followed by a tour of the offices and a meet-and-greet reception with HBG authors and staff. For those who can stay for the evening, Hachette will host a fabulous author dinner.

LBYSR will host a special table for children's book buyers. Please encourage your children's buyer to attend.

\*NAIBA and Hachette recognize that many would have the expenses of a hotel related to this event. We are going to reimburse up to \$250 for a stay in a hotel on August 5 or 6 related to attendance at this event. It will be reimbursed to the store with submission of a hotel bill, and is **only available to current NAIBA members**.

Booksellers are responsible for making their own hotel & travel arrangements. One hotel that we found next to Hachette's offices (with a rate of \$215/night when we looked the other day) is: <http://www.hotelboutiqueatgrandcentral.com/>

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### NAIBA Fall "Discovery" Conference

Friday - Sunday, September 19 - 21, 2014

Hyatt Regency, Crystal City, Arlington, VA

This annual fall gathering is two full days of bookseller education, networking, author events, and awards ceremonies. The publisher display tables are a highlight with their fall and winter picks of the lists. Reps are there to help you sell books using winning marketing tips, author appearances, and promotional products. [Register online now](#).

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### Publicity & Event Manager Speed Dating

October 2014 - Date TBA

[NAIBA Members Only](#)

In a series of "speed dates" your event manager will get one-on-one time with publisher's publicity managers to introduce your store, the consumers you reach, the types of events you host and, most importantly, to get on the radar of publishers publicity staff.

## Frontline Bookseller Scholarship

Thanks to our generous sponsors, HarperCollins, Baker & Taylor, Bookazine and Scholastic, we're able to award full conference event scholarships to frontline booksellers. Please **submit your registration forms** as soon as possible. This is on a first-come, first-served basis.



A handwritten signature in black ink that reads "Eileen Dengler".

Eileen Dengler  
New Atlantic Independent Booksellers Assn

Thank you for reading my newsletter. In appreciation, the first bookseller who calls the NAIBA office will receive a complimentary full ticket package to the Fall Conference.

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