



SPRING ROAD TRIP

Columbia, Missouri | April 17-18, 2024

THANK YOU SPONSORS!

OPENING NIGHT PARTY



Andrews McMeel Universal

BOOK SIGNING CELEBRATION



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Wednesday, April 17

@ Tiger Hotel

- 12:30-1:00 pm** Registration
- 1:00-2:15 pm** Event kick off and keynote author showcase
- 2:15-3:00 pm** Rapid round of introductions from reception authors
- 3:00-4:15 pm** Book signing celebration

@ MIBA's local bookstores

- 4:30-5:30 pm** Visit Skylark Bookshop, Yellow Dog Bookshop, and Black Tea Bookshop. A custom educational experience will be provided at every store.

@ Columbia Art League

- 8:00 pm** Opening night party at Columbia Art League

Thursday, April 18

@ Tiger Hotel

- 9:30-10:00 am** Day 2 opening remarks
- 10:00-10:45 am** Ideas That Work--a live, generative education experience
- 10:45-11:30 am** Breakout conversations
- 12:00-1:00 pm** Industry partner lunch
- 1:15-2:00 pm** Session 1: Working with Schools
- 2:15-3:00 pm** Session 2: The Life of an Event

@ Around town

- 8:00 pm** Unbound Book Festival Lit Crawl

Friday, April 19 and Saturday April 20

Unbound Book Festival

Optional hands-on learning sessions with Unbound Book Festival will be offered for MIBA booksellers



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Opening night party haiku contest

Write a shelf-talker for a book, but as a haiku, and don't mention the title or author of the book. Post your shelf-talker haiku at the opening night party and participate in two contests:

- Vote for your favorite haiku. The author with the most votes wins a prize.
- Identify as many of the reviewed books as possible, both title and author. The bookseller with the most correct answers wins a prize.

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Education detail

Session 1: Working With Schools

Bookstores and school libraries share and promote many of the same values in the midst of a challenging political environment: Literacy, access to reliable information, the joy of reading, and more. Getting started; promoting your shop's offerings; organizing mechanics/logistics; facing challenges; planning for the future.

Panelists:

- Beth Hemke Shapiro, Director of Educational Outreach at Skylark Bookshop
- Katie Dunne, Library Media Specialist at Hickman High School and President of the Mid-Missouri Region of the Missouri Association of School Librarians
- John Nies, Library Media Specialist at Grant Elementary School
- Candace Hulsizer, Owner of Black Tea Bookshop and Director of Education at City of Refuge

Session 2: The Lifespan of an Event

Learn about the lifespan of an event from beginning to end by taking a deep dive into the following: requesting an event through grids, promotion and partnerships, authorless events of a variety of sizes, preparing for the crowd, preparing the author, setting up, signing lines, and cleaning everything up at the end, all from a variety of viewpoints and store sizes. The viewpoint of a publisher will help guide what parameters of successful events.

Panelists:

- Alex George, Owner, Skylark Bookshop, Columbia, MO
- Emily Hall-Schroen, Owner, Main Street Books, St. Charles, MO
- Dawn Kitchell, Owner, Neighborhood Reads, Washington, MO
- Ronnie Kutys, Associate Director, Retail Marketing at HarperCollins Publishers
- Shane Mullen, Event Coordinator, Left Bank Books, St. Louis, MO

Industry lunch

Industry member lunch

Enjoy learning about enticing new books from our valued Midwest reps.

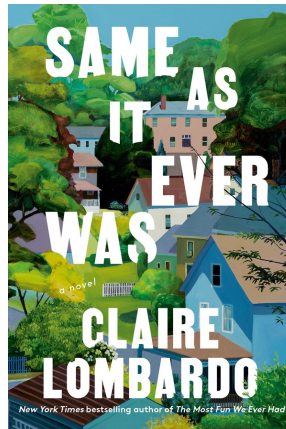
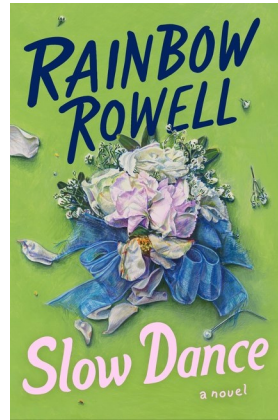
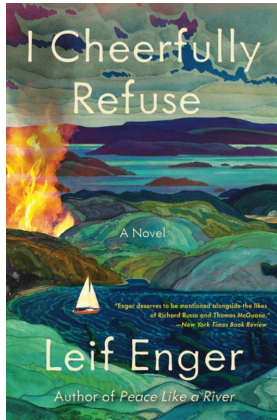
1. Lynne McAdoo, Andrews McMeel
2. Riley Jay Davis, Minnesota Historical Society Press
3. BrocheAroe Fabian, Sourcebooks
4. Anne Hellman, Macmillan
5. Lanora Jennings University Press Sales Associates
6. David Underwood, Penguin Random House



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Keynote author feature

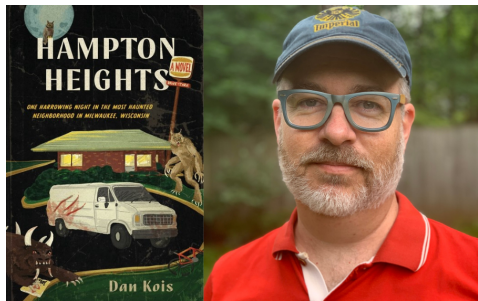
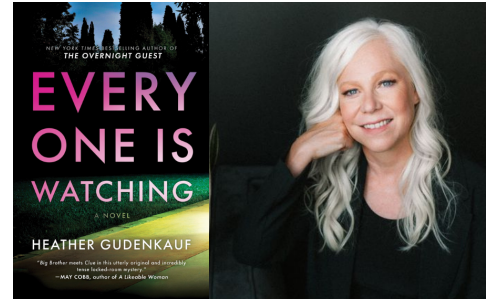
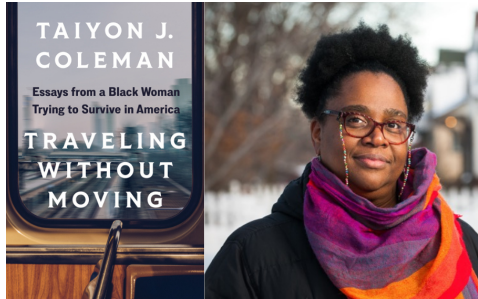




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Opening reception authors



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