Notes From the NEIBA Advisory Council

June 27, 2018

As many of you know, the Trident suffered a fire a couple of months ago, so I'll use this space to give you all a brief update on our progress towards reopening. Since the fire, we've been consumed with figuring out our path forwards. The process has been full of twists and turns (landlords! insurance! construction!), but we're finally on a solid path towards reopening. The closure has given us an opportunity to rethink and evaluate our business and what it means to our customers. We've had wonderful support from our community, and also from you, our fellow booksellers.
As of now, we're looking at an August reopening. We haven't honed into the exact date yet, but as constructions moves along, we'll get there.

Thank you all for your continued support! Here's the work in progress:

~ Courtney Flynn, Trident Booksellers and Cafe, NEIBA Board Treasurer

Paul Swydan, owner of The Silver Unicorn Bookstore, Acton, MA was one of the recipients of BEA's 'Introduce an Indie' scholarships. We asked him what were his Top 5 takeaways from his first trip to BEA.

1. You need a plan.
There is so much happening at Book Expo. There are education sessions, author breakfasts, awards lunches, and publishers to see. So many publishers! Oh, and remainder dealers, sidelines, the list goes on. The first day I saw people bunkered down in the remainders area, sifting through books they wanted for their store. You can't do it all, so you need to plan out what's most important to you.

2. Don't get caught in line.
I would have loved to have met some of the more famous authors who were signing books at Book Expo, but the absolute last thing I had time for was to sit and wait in line. Some of the lines were very long, and people had to been standing in them for hours at a time for, in some cases, a signed ARC.

3. You can condense your research.
Researching what each publisher is really pushing takes some time, but it can certainly be done. The beauty of Book Expo is that it allows you to condense all that research into a single stroll around the trade show floor. A few pictures later, you've done all your research. That's worth the price of admission.

One of the reasons people are usually hesitant to attend conferences is because there are rarely directly tangible benefits. But that doesn't mean it isn't important. Getting a feel for how things work, how things have changed, seeing how people
react to what's going on, building up your list of contacts, these are all important intangible things that may not help you today or tomorrow, but will eventually.

5. Publishers are probably spending too much money.
As someone with a marketing background, this wasn't my first experience with trade shows, even if it was my first Book Expo. And I have to say, I was blown away by what some publishers had to have spent on their booths.