

## Publisher Alley

### 2010 Baker & Taylor Vendor Summit

### February 10, 2010

The Baker & Taylor Vendor Summit and Fair will be held from March 3–4, 2010, in Concord, North Carolina. For information about attending the summit, contact [Sue.Pizza@Baker-Taylor.Com](mailto:Sue.Pizza@Baker-Taylor.Com)

#### Educational Sessions

On March 3, following opening remarks, there will be a series of educational sessions. A preliminary listing is as follows:

From	To	Sessions
10:15 am	11:45 am	<b>Trade</b> (Merchandising, Martin Warzala) <b>Digital Media</b> (Linda Gagnon, Bob Nelson)
12:45 pm	2:15 pm	<b>Children's</b> (Merchandising, Jill Faherty) <b>Digital Media</b> (Linda Gagnon, Bob Nelson) <b>Publisher Alley One-on-One</b> (Dan, Jamie, Lisa, Marin)
2:30 pm	4:00 pm	<b>Data/Inventory Management</b> (Sam Dempsey, Eleanor Fanicase, Eric McGarvey) <b>Academic Library Sales</b> (Merchandising, Mark Kendall) <b>Marketing/Advertising/Coop</b> (Kimberly Kuo, Leslie Chinaea)
4:10 pm	5:30 pm	<b>Publisher Alley New Features</b> (Dan, Jamie, Marin) <b>Data/Inventory Management</b> (Sam Dempsey, Eleanor Fanicase, Eric McGarvey) <b>Marketing/Advertising/Coop</b> (Kimberly Kuo, Leslie Chinaea)

#### Publisher Alley Participation

If you are attending the summit, we encourage you to attend one or both of our sessions. One-on-one meetings are available in the first session for those who have specific questions about using the site or interpreting data. The new features presentation at 4:10 will discuss several new website developments:

- Increased “physical format” data by ISBN. This will include multiple formats for a single product—such as book, poster, software, toy—as well as “attributes” for each item—examples are boxed, consumable, pop-up, spiral. The data is searchable and will help to distinguish similar editions.
- Improved e-content search functionalities. Sales across multiple aggregators and certain publisher platforms can be combined in a single search.
- New Excel macro tools to leverage basic Pub Alley reports.
- Integration of sales data from former Blackwell North America customers.

We will also review several exciting customized reporting options, including *all-new* dot-com sales.

**If you would like to participate in a Publisher Alley session but have a schedule conflict, please let us know. We have some flexibility to set up alternate appointment times.**

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