



BOOK

8th International Conference on the Book
University of St. Gallen, St. Gallen, Switzerland
6-8 November 2010

booksandpublishing.com



Dear Delegate,

Thank you for participating in the Eighth International Conference on the Book! We are pleased you will be joining us in St. Gallen, Switzerland and hope you are looking forward to coming together with colleagues and members of the Books and Publishing Community this November.

In preparation for the conference, we have put together some information that we hope will be helpful as you begin to prepare for the conference and your arrival in St. Gallen. In this document, you will find information such as city maps, conference venue maps, transportation information, conference registration information, presentation information, and journal information.

This packet is a starting point for your preparations, and we realize you may have some additional questions after reviewing the material here. For any questions that remain, please contact the conference secretariat at support@booksandpublishing.com.

We hope your planning goes well, and we look forward to meeting you in St. Gallen!

Best Regards,

Emily Kasak
Conference Producer

For the International Conference on the Book

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II. TRAVEL INFORMATION

MAPS

MAP OF ST. GALLEN



Map also available at:

<http://maps.google.com/maps/ms?oe=utf-8&client=firefox-a&ie=UTF8&hl=en&msa=0&msid=108641819019953624578.00049377b99bd149303c9&ll=47.432573,9.375715&spn=0.003968,0.011105&source=embed>

MAP OF UNIVERSITY OF ST. GALLEN:

Campusplan - Map of the Campus



The Conference Registration Desk and all conference sessions will take place in the Library Building (marked '09' on the map above).

Map also available at:

<http://www.unisg.ch/~media/Internet/Content/Dateien/UeberUns/AnfahrtCampusplan/HSG-Campusplan-V5.ashx?fl=en>

TRANSPORTATION

TRAVEL TO UNIVERSITY OF ST. GALLEN

The University of St. Gallen can be reached by train (SBB), plane (Zurich Airport and St. Gallen Altenrhein Airport) as well as via the A1 motorway.

St. Gallen is only one hour away from Zurich by car and is also easy to reach by public transport. Austria and Germany are also nearby. Distances: Zurich 1 hour, Munich 2.5 hours, Stuttgart 2.5 hours, Milan 3.5 hours.

By car

Take the motorway exit St. Gallen/Kreuzbleiche and head towards the centre. Once you have gone through the tunnel, move into the left lane and follow the sign to Universität / WBZ Holzweid.

By public transport

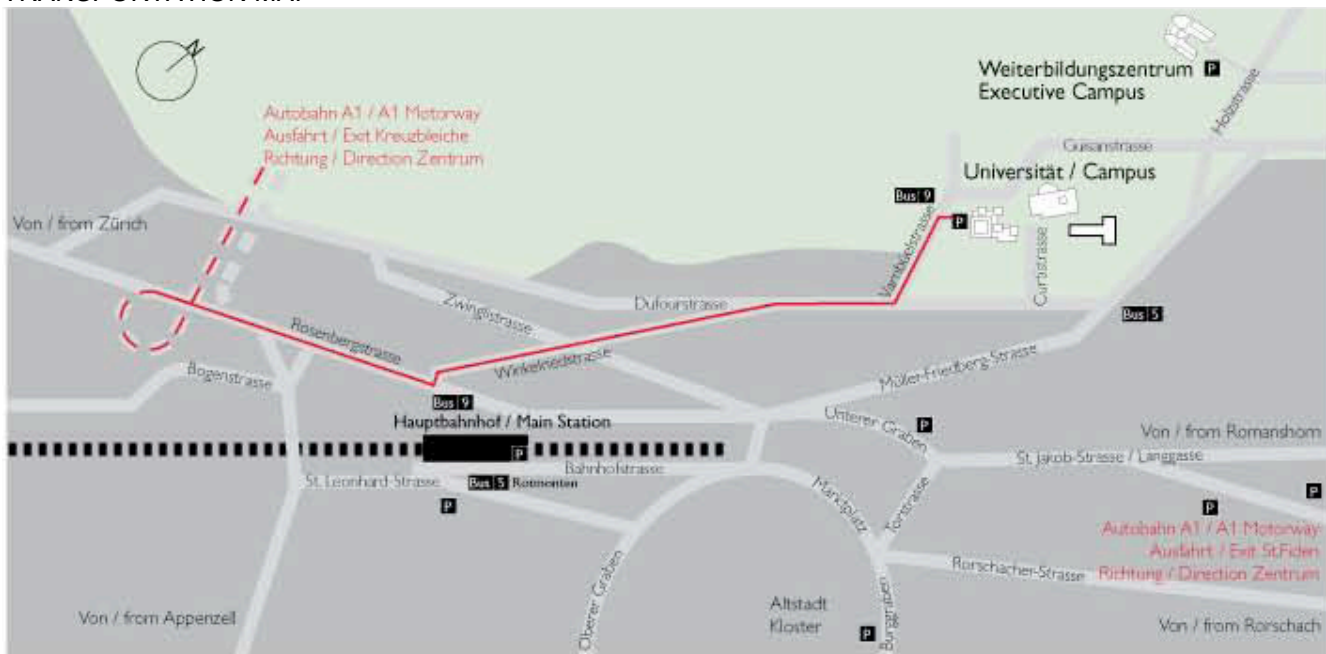
Trains run from Zurich's main train station and Zurich airport to St. Gallen every 30 minutes. The journey takes about 1 hour. There are also direct express trains from Berne (2 hours), Geneva (4 hours) and Munich (3 hours) to St. Gallen. At St. Gallen's main train station, take bus no. 5 towards Rotmonten. The buses run every 10 minutes. Get off at the "Universität" bus stop and cross the main road. Or, go to the Bahnhof Nord bus stop (at the back of the train station) and take bus no. 9 to Universität West.

By plane

Zurich airport is only one hour away from St. Gallen by car or train. A direct train runs from Zurich airport to St. Gallen twice an hour.

The St. Gallen-Altenrhein airport is virtually at our doorstep, 10 minutes away from Rorschach and 30 minutes from St. Gallen.

TRANSPORTATION MAP



III. CONFERENCE INFORMATION

REGISTRATION

REGISTRATION DESK LOCATION AND HOURS

Location

The registration will be located in the foyer on the Ground Floor of the Library Building.

Hours

Saturday, 6 November: 8:00 AM-3:30 PM

Sunday, 7 November: 8:30 AM-5:00 PM

Monday, 8 November: 8:30 AM-4:30 PM

We request all presenters pick up their badges at least half an hour before the commencement of the day's program on the day their presentation has been scheduled.

CONFERENCE VENUE

University of St. Gallen

Library Building

Dufourstrasse 50

CH-9000 St.Gallen

Map also available at:

<http://maps.google.com/maps/ms?oe=utf-8&client=firefox-a&ie=UTF8&hl=en&msa=0&msid=108641819019953624578.00049377b99bd149303c9&ll=47.432573,9.375715&spn=0.003968,0.011105&source=embed>

Campus map available at:

<http://www.unisg.ch/~media/Internet/Content/Dateien/UeberUns/AnfahrtCampusplan/HSG-Campusplan-V5.ashx?fl=en>

PRESENTATION AND JOURNAL INFORMATION

PRESENTATION EQUIPMENT

Data projectors will be provided in all of the parallel session rooms. However, you must supply your own laptop for your presentation. In addition, if you are a Mac user, you will need to bring a VGA Mac connector.

Should you require speakers, an overhead projector, or any special equipment for your presentation, please notify the conference staff during registration at the conference. We will do our best to meet any special requests.

PROGRAM

The conference Draft Program may be found online at <http://booksandpublishing.com/conference-2010/program/>. There may be slight changes to the draft program found online, but all registrants will receive the final, printed version of the conference program at registration.

ONLINE PRESENTATIONS

All participants of the 2010 Book Conference, both in-person and virtual, have the opportunity to upload their presentation to our Books and Publishing YouTube Channel at <http://www.youtube.com/group/BooksandPublishing>.

We encourage all participants to present on our YouTube Channel. For more information and instructions on how to create and upload these presentations, please visit the conference website at <http://booksandpublishing.com/conference-2010/online-presentations/>.

JOURNAL INFORMATION

For information on where and how to submit a paper to *The International Journal of the Book*, please see 'Publish Your Paper' on the journal website at <http://booksandpublishing.com/journal/publish-your-paper/>.

The final deadline for submission of papers is one month after the close of the conference, **Wednesday, 8 December 2010**.

Please direct publication enquiries to the journal administrators at journals@booksandpublishing.com.

ACTIVITIES AND EXTRAS

For more information on all of the following activities or to book your ticket, please see the conference website at <http://booksandpublishing.com/conference-2010/activities-and-extras/>.

CONFERENCE DINNER AT GOLDENE SCHÄFLI

SUNDAY, 06 NOVEMBER 2010 – 7:30-9:30 PM (19:30-21:30)

Goldene Schäfli is the oldest guild pub in the city dating back to the 17th century. Join friends, colleague and plenary speakers for an evening of food and conversation amidst the historical ambiance and regional specialties of Goldene Schäfli.

Located in the butchers' former guild house, the Goldene Schäfli houses a fine restaurant in typical "Beiz" style on the first floor and an old pub and a smoking area on the basement floor. The mezzanine dates back to 1484, when at that time, the butchers' guild was accommodated here.

CONFERENCE TOURS

PRE-CONFERENCE ABBEY LIBRARY OF ST. GALLEN TOUR

FRIDAY, 05 NOVEMBER 2010 – 3:45-5:00 PM (15:45-17:00)

The Stiftsbibliothek, or Library, contains an autochthonous set of books which encompass the roots of Western culture, with pieces dating back over 1300 years. A few highlights of the collection include: twelve pages of a manuscript by Virgil dated around 390; the oldest Vulgata manuscript in the world from the time of Holy Hironymous (around 347-420); the oldest complete music manuscript with new-mennotation; the highest art of bookmaking developed in the 9th century; and the oldest German texts such as the Lord's Prayer, contributing to St. Gallen's reputation as the birthplace of the written German language. The hall itself, designed in classic Rococo style, is considered to be one of the most beautiful, non-sacred, examples of this style in Switzerland and abroad.

The tour of the library will last approximately one hour and fifteen minutes. The cost of the tour includes the entrance fee, as well as an English speaking tour guide.

CONFERENCE WALKING TOUR OF CHOCOLATERIE SHOP, ABBEY DISTRICT AND OLD TOWN

SATURDAY, 06 NOVEMBER 2010 – 4:00-6:00 PM (16:00-18:00)

The metropole of St.Gallen, in the east of Switzerland, has a deep and rich past. It was founded and named after the wandering Irish monk Gallus, who founded a monastery on the site in the year 612.

St. Gallen's colorful past and present unfold as you stroll through the magical old town - the world-famous oriels, the cozy lanes, the lively squares with their friendly street cafés. Watching over the town is an imposing baroque cathedral, in the heart of the Abbey District, which is protected under UNESCO as a World Heritage Site.

Enjoy the stories and anecdotes of our guides and make a stop at the Chocolaterie am Klosterplatz. This unique café is in the historical Blue House, a prime location directly opposite to the Cathedral's entry. The Chocolaterie invites you to taste a wide range of drinking chocolates and chocolate specialties.

After stopping for a warm drink and Swiss chocolate, your guide will take you through the Abbey District and the sites of the Old Town.