BEA 2013 Exhibitor Booth Packages

BOOKEXPO AMERICA

Choose the package that's right for you. BookExpo America offers you cost-effective promotional packages that go far beyond a booth! Our Booth Packages conveniently bundle show services—along with exhibit space—to save you time and money, all while giving you increased visibility before, during, and after the event.

May 29, 2013: CIROBE Remainders & Sidelines Pavilions Open Early, BEA Conference & Special Events
May 30 - June 1, 2013: All BEA Exhibits Open, Conference & Special Events
Javits Center, New York, NY

Added-Value Promotions/Services/Items	Bestsellers Package 300, 200, and 100 sq. ft. only	Basic Package 300, 200, and 100 sq. ft. only	Space Only Package 100 sq. ft. and above	Sidelines Pavilion 48 sq. ft. Only	Writer's Row 48 sq. ft. Only
Carpet, 6' Draped Table, 2 Chairs, and Waste Basket	✓	✓		✓	✓
My BEA Show Planner—a free value-added service to attendees through the Web site that provides exhibitors with the opportunity to showcase themselves to attendees and connect with them before the show. • **Basic Listing**—includes company contact information, company description, product category listings, and the ability to upload press releases. Gain access to valuable leads (automatically gain access to a buyer's contact information when they add you to their My BEA Show Planner) • **Showroom Listing**—Basic listing plus Company Logo, 3 product/Jacket Cover photos, 1 Video Commercial spot, booth highlighted on the floor plan, and company name will be featured at the Top of Exhibitor List and all product categories.	Showroom	Basic	Basic	Basic	Basic
BEA Mobile Listing—Places all relevant information about your company at the buyers' fingertips: • **Basic Listing**—includes a brief description of your company (40 words), a link that allows attendees to add you to their My BEA Show Planner agenda, and your booth number which is linked to the floor plan that will enable attendees to find you faster. • **Showroom Listing**—Basic listing plus, company highlighted on search results, your company will be showcased under Featured Showrooms on app homepage, full company contact info, company logo, (3) product / book title photos with descriptions, (3) show specials, request call back (via email), and request appointment (via email) link.	Showroom	Basic	Basic	Basic	Basic
BEA Show Directory Listing	✓	✓	✓	✓	✓
BEA Conference Badges—To see how many badges you qualify for, click here.	✓	✓	✓		✓
Exhibitor Success Program*	✓	✓			
Half Page 4 Color Directory Ad	✓				
New Title Showcase	✓				
3 min Pre or Post-Show Podcast	✓				
BEA Cares Donation supporting publishing & literacy—Every year BEA supports numerous non-profit entities through the donation of goods, services, space at BEA, and monetary contributions.	✓	✓	✓	✓	✓

*Exhibitor Success Program (select one)

- **Librarian Friendly Package**
  - Listing and logo on the Librarian dedicated page of the BEA Web site and in printed directory.
  - Dedicated page in BEA printed directory listing Librarian Friendly Exhibitors—**NEW!**
  - Table top sign for your booth at BEA designating your booth as a stop for Librarians.
  - Lapel button to designate the personnel in your booth as Librarian Friendly.
  - Pre and At show promotion to all BEA Librarians.
- **3 min. Pre or Post-show Podcast**
  - Record a three minute interview with your author(s) and our Emmy-award winning reporter to promote their book title. We'll record the podcast and distribute on www.bookexpocast.com giving you a great opportunity to promote your podcast through your own viral channels.
- **New Title Showcase Feature & eBook Title**
  - (1) Individual Title spot.
  - Listing in the New Title Showcase catalog and New Title Showcase online searchable database.
- **Educator Friendly Package**
  - Listing and logo on the Educator dedicated page of the BEA Web site and in printed directory.
  - Dedicated page in BEA printed directory listing Educator Friendly Exhibitors—**NEW!**
  - Table top sign for your booth at BEA designating your booth as a stop for Educators.
  - Lapel button to designate the personnel in your booth as Educator Friendly.
  - Pre and At show promotion to all BEA Educators.
- **Museum Friendly Package—NEW!**
  - Listing and logo on the Museum dedicated page of the BEA Web site and in printed directory.
  - Dedicated page in BEA printed directory listing Museum Friendly Exhibitors—**NEW!**
  - Table top sign for your booth at BEA designating your booth as a stop for Museum Stores.
  - Lapel button to designate the personnel in your booth as Museum Friendly.
  - Pre and At show promotion to all BEA Museum Stores.

For more information, contact Chris Domans, Sales Manager, at 203-840-5827 or cdomans@reedexpo.com.
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