



The content and the buzz.

## 2010 BEA Writer's Row and Independent Publisher Packages

May 25-27, 2010  
Jacob K. Javits Convention Center, New York City

The **Writer's Row** and **Independent Publishers** area at BEA offers a unique opportunity for independent publishers and authors to gain exposure and network with the entire publishing industry. As a small press exhibitor, you have access to reach key buyers and industry professionals from across the U.S. and around the world.

These include the following and many more!

- Independent Booksellers
- Chain Bookstores
- University / College Bookstores
- Specialty Bookstores
- Online Booksellers
- Retailers from Mass/Discount Merchandisers and Specialty Stores
- Librarians and Collections Development Professionals in Adult, Children's, References, and Multi-Media
- Literary Agents

Package / Amenities	WRITERS ROW	INDEPENDENT PUBLISHER
<b>Pricing</b>	<b>\$ 1,946</b>	<b>\$ 3,154</b>
<b>Booth Space - DIMENSIONS</b>	<b>6 Ft. x 8 Ft.</b>	<b>8 Ft. x 10 Ft.</b>
<b>Carpet – Standard Carpet from Freeman Decorating (Color Assigned By Show)</b>	<b>YES</b>	<b>YES</b>
<b>6' Draped Table – Standard 6' Draped Table from Freeman Decorating (Color Assigned By Show)</b>	<b>YES</b>	<b>YES</b>
<b>2 Side Chairs</b>	<b>YES</b>	<b>YES</b>
<b>Wastebasket</b>	<b>YES</b>	<b>YES</b>
<b>BEA Cares Donation</b>	<b>YES</b>	<b>YES</b>
<b>Directory Listing - The Directory is the primary source buyers use for both new and old vendors exhibiting at BEA and throughout the year.</b>	<b>YES</b>	<b>YES</b>
<b>Web Listing/Link – Your company listing is live on the BookExpo website allowing customers and prospects to contact you pre-show and throughout the year. (Note: Listing deadlines apply)</b>	<b>YES</b>	<b>YES</b>
<b>Conference Pass Upgrade/Each Exhibitor Badge</b>	<b>YES</b>	<b>YES</b>
<b>3 Exhibitor Badges + 1 Author Badge</b>	<b>YES</b>	
<b>4 Exhibitor Badges + 1 Author Badge</b>	<b>NA</b>	<b>YES</b>
<b>Free Promotional Option (Select One)</b>		
➤ Librarian Friendly Package	<b>NA</b>	<b>YES</b>
➤ Show Special Listing & a 3 Minute Pre or Post-Show Pod Cast		
➤ New Title Showcase Feature and Show Special Listing		
➤ Educator Friendly Package		

\*\* **New exhibitors** are required to pay a \$100 fee not contained in the above package that includes the DVD "**Trade Show Success – Plan for Profit**". This DVD Training Program provides comprehensive training and insights insuring you get the very most from your participation. Please ask your Booth Space Representative for details.

Stand out from the crowd with reusable booth banners.  
**EZ Impact Booth Banners** are cost effective and attention grabbing.  
Ask your Booth Space Representative for details.

For more information, contact Mike Carlucci at (203) 840-5625 and mcarlucci@reedexpo.com.  
[www.bookexpoamerica.com](http://www.bookexpoamerica.com)