



Where the world gathers to get a great **read** on the industry!

May 25 - 27, 2010 | Jacob Javits Convention Center | New York, NY
www.BookExpoAmerica.com

Basic Value Packages – Save Time and Money!

BookExpo America's **Basic Value Packages** includes booth space and basic furnishings, bundling services that you would otherwise be required to order separately. (Please note: There are no substitutions allowed to package items noted below)

Basic Value Packages Booth Size Options*

(*For booth sizes over 300 square feet, we look forward to working with you on customized options.)

Amenities	100 Sq. Ft.	150 Sq. Ft.	200 Sq. Ft.	300 Sq. Ft.
Pricing – On or Before June 1, 2009	\$ 4,545.00	\$ 6,360.00	\$ 8,092.00	\$ 11,651.00
Pricing – After June 1, 2009	\$4,745.00	\$6,660.00	\$8,492.00	\$12,251.00
Booth Space - DIMENSIONS	10x10	10x15	10x20	10x30
Carpet – Standard Carpet from Freeman Decorating	YES	YES	YES	YES
6' Draped Table – Standard 6' Draped Table from Freeman Decorating	YES	YES	YES	YES
2 Side Chairs	YES	YES	YES	YES
Wastebasket	YES	YES	YES	YES
BEA Cares Donation	YES	YES	YES	YES
Directory Listing - The Directory is the primary source buyers use for both new and old vendors exhibiting at BEA and throughout the year.	YES	YES	YES	YES
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)	YES	YES	YES	YES
Free Promotional Option (Select One) <ul style="list-style-type: none"> ➢ Librarian Friendly Package ➢ Show Special Listing & a 3 Minute Pre or Post-Show Pod Cast ➢ New Title Showcase Feature and Show Special Listing ➢ Educator Friendly Package 	YES	YES	YES	YES
5 Badges + 1 Author Badge (\$275.00 Value)	YES			
7 Badges + 1 Author Badge (\$385.00 Value)		YES		
10 Badges + 1 Author Badge (\$550.00 Value)			YES	
15 Badges + 1 Author Badge (\$825.00 Value)				YES

Corner Charges - \$350 per Corner – Not Included in the Above Pricing

** **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.

BookExpo America – 383 Main Avenue – Norwalk, CT 06851 - 1-800-840-5614/ 1-203-840-5614

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.



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Bestseller Value Packages – Save Time and Money!

BookExpo America's **Bestseller Value Packages** includes booth space and basic furnishings, bundling services that you would otherwise be required to order separately. (Please note: There are no substitutions allowed to package items noted below)

Bestseller Value Packages Booth Size Options*

Amenities	100 Sq. Ft.	150 Sq. Ft.	200 Sq. Ft.	300 Sq. Ft.
Pricing	\$ 8,975.00	\$ 11,065.00	\$ 13,072.00	\$ 17,181.00
PREMIUM Booth Space Location - DIMENSIONS	10x10	10x15	10x20	10x30
Carpet – Standard Carpet from Freeman Decorating	YES	YES	YES	YES
6' Draped Table – Standard 6' Draped Table from Freeman Decorating	YES	YES	YES	YES
2 Side Chairs	YES	YES	YES	YES
Wastebasket	YES	YES	YES	YES
BEA Cares Donation	YES	YES	YES	YES
Directory Listing - The Directory is the primary source buyers use for both new and old vendors exhibiting at BEA and throughout the year.	YES	YES	YES	YES
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)	YES	YES	YES	YES
Full Page 4 Color Ad in the Show Directory	YES	YES	YES	YES
New Title Showcase Feature	YES	YES	YES	YES
Show Special Listing & a 3 Minute Pre or Post-Show Pod Cast	YES	YES	YES	YES
Conference Pass Upgrade/Each Exhibitor Badge	YES	YES	YES	YES
5 Exhibitor Badges + 1 Author Badge	YES	NA	NA	NA
7 Exhibitor Badges + 1 Author Badge	NA	YES	NA	NA
10 Exhibitor Badges + 1 Author Badge	NA	NA	YES	NA
20 Exhibitor Badges + 1 Author Badge	NA	NA	NA	YES

Corner Charges - \$350 per Corner – Not Included in the Above Pricing

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2010 Space Only Booth Pricing

Size (Sq. Ft.)	On or Before June 1, 2008	AFTER June 1, 2008
100	\$3,610.00	\$3,810.00
150	\$5,285.00	\$5,585.00
200	\$6,960.00	\$7,360.00
250	\$8,635.00	\$9,135.00
300	\$10,310.00	\$10,910.00
400	\$13,660.00	\$14,460.00
500	\$17,010.00	\$18,010.00
600	\$20,360.00	\$21,560.00
700	\$23,710.00	\$25,110.00
800	\$27,060.00	\$28,660.00
900	\$30,410.00	\$32,210.00
1000	\$33,760.00	\$35,760.00
1200	\$40,460.00	\$42,860.00
1500	\$50,510.00	\$53,510.00
2000	\$67,260.00	\$71,260.00

All pricing includes Booth Space, BEA Cares Donation, Directory Listing and Web Listing with Hyperlink.

Corner Charges - \$350 per Corner – Not Included in the Above Pricing

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