



The content and the buzz.

## Bestseller Value Packages – Premium Location and Discounted Advertising

May 24-26, 2011  
Jacob K. Javits Convention Center, New York City

BEA's **Bestseller Value Packages** include 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 below.)

### Bestseller Value Packages Booth Size Options\*

Amenities	100 Sq. Ft.	200 Sq. Ft.	300 Sq. Ft.
Pricing	\$ 9,098	\$ 13,313	\$ 17,558
PREMIUM Booth Space Location – DIMENSIONS	10'x10'	10'x20'	10'x30'
Carpet – Standard Carpet from Freeman Decorating	YES	YES	YES
6' Draped Table – Standard 6' Draped Table from Freeman Decorating	YES	YES	YES
2 Side Chairs	YES	YES	YES
Wastebasket	YES	YES	YES
BEA Cares Donation	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
BEA show Planner – This interactive Web site tool allows attendees to plan their days at BEA by searching exhibitors using an online floor plan. Buyers will find you even before the event so they may add you to their personal show agendas. The BEA Show Planner is a great lead generation vehicle for exhibitors looking to gain access to buyers pre-show.	YES	YES	YES
Full Page 4 Color Ad in the Show Directory	YES	YES	YES
New Title Showcase Feature	YES	YES	YES
Show Special Listing & a 3 Minute Pre or Post-Show Podcast	YES	YES	YES
Conference Pass Upgrade/Each Exhibitor Badge	YES	YES	YES
5 Exhibitor Badges + 1 Author Badge	YES	NA	NA
7 Exhibitor Badges + 1 Author Badge	NA	NA	NA
10 Exhibitor Badges + 1 Author Badge	NA	YES	NA
20 Exhibitor Badges + 1 Author Badge	NA	NA	YES

All pricing includes Booth Space, BEA Cares Donation and My BEA Show Planner.  
Corner Charges: \$375 per corner – not included in the above pricing.

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 Chris Domans at (203) 840-5827 and [cdomans@reedexpo.com](mailto:cdomans@reedexpo.com).

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