



The content and the buzz.

Writer's Row and Independent Publisher Packages

May 24-26, 2011
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
Pricing	\$ 1,998	\$ 3,407
Booth Space – DIMENSIONS	6' x 8'	8' x 10'
Carpet – Standard Carpet from Freeman Decorating (Color Assigned By Show)	YES	YES
6' Draped Table – Standard 6' Draped Table from Freeman Decorating (Color Assigned By Show)	YES	YES
2 Side Chairs	YES	YES
Wastebasket	YES	YES
BEA Cares Donation	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
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
Conference Pass Upgrade/Each Exhibitor Badge	YES	YES
3 Exhibitor Badges + 1 Author Badge	YES	
4 Exhibitor Badges + 1 Author Badge	NA	YES
Free Promotional Options (Select One)		
➤ Librarian Friendly Package	NA	YES
➤ Show Special Listing & a 3 Minute Pre or Post-Show Podcast		
➤ New Title Showcase Feature and Show Special Listing		
➤ Educator Friendly Package		

All pricing includes Booth Space, BEA Cares Donation and My BEA Show Planner.

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 Doug Scully at (203) 840-5364 and dscully@reedexpo.com.

www.bookexpoamerica.com