

NEW DIGITAL BUNDLES

BookExpo is the premier tradeshow for the book and publishing industry. Reach your target market with these specially designed digital sponsorship packages to get the most out of BookExpo.

Why digital? BookExpo has a highly engaged online community that you should capitalized on today.

Reach Book Sellers

- Targeted Remarketing to ABA members 1 month leading into show
- Author Breakfast Commercial – up to a :30 video or rotation of three :10 static ads
- Two Promoted Posts in the BookExpo App (scheduled on a first come, first served basis)
- Small Ad Featured in the Attendee Newsletter
- Pre-show Facebook post (scheduled on a first come, first served)

\$4,000

Promote Your Author

- Ad in Sponsor Homepage Button (max of 8)
- Author Breakfast Commercial – up to a :30 video or rotation of three :10 static ads
- One Promoted Post in the BookExpo App (scheduled on a first come, first served basis)
- One Push Notification (scheduled on a first come, first served basis)
- Medium Ad Featured in the Attendee Newsletter
- Pre-show Facebook post (scheduled on a first come, first serve basis)

\$4,500

Target Librarians

- Targeted Remarketing to Librarians 1 month leading into show
- Two Promoted Posts in the BookExpo App (scheduled on a first come, first serve basis)
- Countdown to Show Banner Ad
- Pre-show Facebook post (scheduled on a first come, first serve basis)

**Inquire about using this package to target museum buyers*

\$3,000



- **Over 29k Followers on Facebook, 18K on Instagram, and 51k on Twitter**
- **The BookExpoNewsletter reaches over 22,500 subscribers**
- **69% of attendee's downloaded the BookExpo App in 2016 (6,200 total downloads)**

Attendance in NYC 2015:

- ABA members – 1,292
- Book Sellers & other retailers – 1,759
- Librarians – 1,900

These bundles offer discounts over individual media prices & help you create a lasting impression on BookExpo Attendees.



383 Main Avenue
Norwalk, CT 06851

_____ company name

_____ contact

_____ authorized signature

_____ title

_____ date

Payment is due in accordance with the payment schedule on page one of the Application & License Agreement For Exhibition Participation. When advertising and promotional opportunities are reserved after the 100% due date, payment will be due in full with initial invoice. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form. Ads with coupons will not be accepted.



TOTAL