



BOOEXPO AMERICA

On-site Signage

Banners, Meter Boards, Column Wraps, Wall Panels

The content and the buzz.

June 5-7, 2012 | Javits Center, New York, NY | www.bookexpoamerica.com

Simply visit www.plantour.com/custom/bookexpo for an interactive experience of all signage locations available at BEA. Click on the locations of your choice and it will provide details on size, location, and pricing. NOTE that ALL banner pricing is RIGHTS ONLY! (Labor & Production additional)

Exterior Banners*

www.plantour.com/custom/bookexpo/javits/zoom4.asp (pricing varies; please check for details)

Plantour Location Code _____ Price _____*

Interior Banners*

www.plantour.com/custom/bookexpo/javits (pricing varies; please check for details)

Plantour Location Code _____ Price _____*

Meter Boards, Column Wraps, and Wall Graphic Panels*

Meter Boards (one panel/one sided)	\$1,575 each	Plantour Location Code _____
Meter Boards (one panel/double sided)	\$2,625 each	Plantour Location Code _____
Column Wrap (four side panels)	\$4,425 each	Plantour Location Code _____
Wall Graphic Panels * (qty. 1)	\$1,050	Plantour Location Code _____
Wall Graphic Panels * (qty. 2)	\$1,890	Plantour Location Code _____
Wall Graphic Panels * (qty. 3)	\$2,625	Plantour Location Code _____
Tunnel Sponsorship*	\$5,250 each	Plantour Location Code _____

*Indicated production, design, shipping/freight, and/or labor costs not included. By completing this contract below, you acknowledge the terms of this agreement.

For labor/production/additional costs questions, please contact the Freeman representative, Carrie Clark, at Carrie.Clark@freemanco.com or 201-299-7426.

To reserve your space, fax back completed form to Michele Oppenheimer at 203-840-9445.

Company: _____
 Name/Title: _____
 Phone: _____
 Fax: _____
 Email: _____
 Signature: _____

Agency: _____
 Name/Title: _____
 Phone: _____
 Fax: _____
 Email: _____
 Signature: _____

ADVERTISING TERMS: 100% full payment is due prior to the event. Payment is due in accordance with the payment schedule on page one of the Application & License Agreement for Exhibition Participation. 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.** We collect this data in order to provide you with information about BookExpo America and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at: www.bookexpoamerica.com or call our Privacy Administrator at 888-306-2344, or from outside the United States at 203-840-5810.

For more information on sponsorship opportunities, contact Michele Oppenheimer at 203-840-5445 or moppenheimer@reedexpo.com.

www.bookexpoamerica.com