



BOOKEXPO AMERICA

# Exclusive Exposure Opportunity for Authors Autographing Area, Podcasts, and Banners

Highlight your authors' book signing by enhancing their presence at BEA!

June 5-7, 2012 | Javits Center, New York, NY | [www.bookexpoamerica.com](http://www.bookexpoamerica.com)

BookExpo America (BEA) provides the perfect venue to showcase your author's latest work and puts *your author(s) face-to-face with booksellers!* You may showcase first-time published new authors or best-selling authors. Many publishers have credited their participation at BEA as an integral part to the success of their new release(s).

**Check out the new packages below that will give you the option of multiple levels of exposure. Each package includes:**

- Acknowledgement on the BEA Web site
- Acknowledgement in the on-site printed Autographing Schedule
- Signage in the lobby and in the Autographing Area; signage at each table each day as well as at the front of the line at the signing time

**Silver Star Autographing Package:** \$3,000 (\$5,225 value)

- Select your preferred signing day/time/table
- 5 Minute Podcast
- New Title Showcase
- BEA Mobile Application – Announcement – Text Message to all registered attendees
- Silver Star Author Table in Press Office
- Silver Star Call-out in printed Autographing Schedule and on the BEA Web site
- PR Campaign on BEA Web site with Social Media Package—Twitter \*Facebook\* LinkedIn

**Bronze Autographing Package:** \$650 (\$1,230 value)

- 3 minute Podcast
- New Title Showcase
- Run of Site Banner on the BEA Mobile Application
- Highlight in printed Autographing Schedule

**Standard Autographing Package:** \$299 (\$445 value)

- New Title Showcase OR 3 minute Podcast

**A Table for the Day:** \$1,995/day (\$4,186 value)

- Bringing several authors to BEA? You can rent one of our Autographing Tables for an entire day (9:30 am – 5:00 pm) for one flat fee. Set your own signing schedule. Price listed includes standard package. Call for Bronze or Silver Star rates.

**Yes, I am interested in the media and sponsorship opportunities checked above. Please accept this as my insertion order.**

**Company:**  **Booth #:**

**Name:**

**Phone:**  **Fax:**

**Address:**

**City:**  **State:**  **Zip:**

**Email:**

**Authorized Signature:**  **Date:**

**Fax back completed form to Michele Oppenheimer at 203-840-9445.**

Once your sponsorship has been confirmed, you will receive a link to complete all the details for your author submission online.

**ADVERTISING TERMS:** 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 after April 15, 2012. In the event of cancellation after that date, the advertiser is responsible for full payment.

**For more information on sponsorship opportunities, contact  
Michele Oppenheimer at 203-840-5445 or [moppenheimer@reedexpo.com](mailto:moppenheimer@reedexpo.com).**

[www.bookexpoamerica.com](http://www.bookexpoamerica.com)