



BEA 2012 International Value Packages— Save Time and Money!

The content and the buzz.

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BEA's International 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.)

International Value Packages Booth Size

Booth Size	100 sq. ft.	200 sq. ft.	300 sq. ft.
Pricing	Call for Pricing	Call for Pricing	Call for Pricing
MIS Hard Wall Panels—Including Header Panel with Black Letters	YES	YES	YES
Slanted Shelves	6 Shelves	12 Shelves	18 Shelves
Carpet—Standard Carpet from Freeman Decorating	YES	YES	YES
Soho Cafe-Style Table	YES	YES	YES
Side Chairs	4 Chairs	4 Chairs	8 Chairs
My BEA Show Planner —a free value-added service to attendees through the Web site that provides exhibitors with the opportunity to showcase themselves to attendees and connect with them before the show. <ul style="list-style-type: none"> • Basic Listing—includes company contact information, company description, product category listings, and the ability to upload press releases. BEA Mobile —Places all relevant information about your company at the buyers' fingertips. <ul style="list-style-type: none"> • Basic Listing—includes a brief description of your company (40 words), a link that allows attendees to add you to their My BEA Show Planner agenda, and your booth number which is linked to the floor plan that will enable attendees to find you faster. 	YES	YES	YES
Exhibitor Success Program*	YES	YES	YES
Waste Basket	YES	YES	YES
BEA Cares Donation supporting publishing & literacy —Every year BEA supports numerous nonprofit entities through the donation of goods, services, space at BEA, and monetary contributions.	YES	YES	YES
Exhibitor Badges	5 Badges	7 Badges	10 Badges

*Exhibitor Success Program (select one)

- **Librarian Friendly Package**
 - Listing and logo on the Librarian dedicated page of the BEA Web site.
 - Carpet decal in front of your booth at BEA designating your booth as a stop for Librarians.
 - Special LCD button to designate the personnel in your booth that your company is Librarian Friendly.
 - Pre and At show promotion to all BEA Librarians.
- **3 min. Pre or Post-show Podcast**
 - Record a three minute interview with your author(s) and our Emmy-award winning reporter to promote their book title. We'll record the podcast and distribute on www.bookexpocast.com giving you a great opportunity to promote your podcast through your own viral channels.
- **New Title Showcase Feature**
 - (1) Individual Title spot.
 - Listing in the New Title Showcase catalog and New Title Showcase online searchable database.
- **Educator Friendly Package**
 - Listing and logo on the Educator dedicated page of the BEA Web site.
 - Carpet decal in front of your booth at BEA designating your booth as a stop for Educators.
 - Special LCD button to designate the personnel in your booth that your company is Educator Friendly.
 - Pre and At show promotion to all BEA Educators.

For pricing and more information, contact Chris Domans, Sales Manager, at (203) 840-5827 or cdomans@reedexpo.com.

www.bookexpoamerica.com