

Choose the package that's right for you. Book Expo America offers you cost-effective promotional packages that go far beyond a booth! Our Book Packages conveniently bundle show services – along with exhibit space – to save you time and money, all while giving you increased visibility before, during, and after the event.

The content and the buzz.

Added-Value Promotions/Services/Items	Bestsellers Package 300, 200 and 100 sq. ft. only	Basic Package 300, 200 and 100 sq. ft. only	Space Only Package 100 sq. ft. and above
<b>Carpet, 6' Draped Table, 2 Chairs, and Waste Basket</b>	✓	✓	
<b>My BEA Show Planner</b> —a free value-added service to attendees through the website, that provides exhibitors with the opportunity to showcase themselves to attendees and connect with them before the show. <ul style="list-style-type: none"> <li><b>Basic Listing</b>—includes company contact information, company description, product category listings, and the ability to upload press releases.</li> <li><b>Showroom Listing</b>—Basic listing plus gain access to valuable leads (automatically gain access to a buyer's contact information when they add you to their My Show Planner), Company Logo, 3 product/Jacket Cover photos, 1 Video Commercial spot, booth highlighted on the floor plan, and company name will be featured at the Top of Exhibitor List and all product categories.</li> </ul>	Showroom	Basic	Basic
<b>BEA Mobile Listing</b> —Places all relevant information about your company at the buyers' fingertips: <ul style="list-style-type: none"> <li><b>Basic Listing</b>— 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.</li> <li><b>Showroom Listing</b>—Basic listing plus, company highlighted on search results, your company will be showcased under Featured Showrooms on app homepage, full company contact info, company logo, (3) product / book title photos with descriptions, (3) show specials, request call back (via email), and request appointment (via email) link.</li> </ul>	Showroom	Basic	Basic
<b>Directory Listing</b>	✓	✓	✓
<b>Exhibitor Success Program*</b>	✓	✓	
<b>Half Page 4 Color Directory Ad</b>	✓		
<b>New Tittle Showcase</b>	✓		
<b>3 min Pre or Post show Podcast</b>	✓		
<b>BEA Cares Donation: supporting publishing &amp; literacy</b> —Every year BEA supports numerous non-profit entities through the donation of goods, services, space at BEA and monetary contributions.	✓	✓	✓

Forfeiture of Renewal Rates: Those exhibitors selecting space at space draw and that are not 100% paid by December 21, 2011 will forfeit the renewal rate and be charged the full standard rate plus a 3% late fee.

### \*Exhibitor Success Program (select one)

- Librarian Friendly Package**
  - Listing & 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 & 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 <http://www.bookexpcast.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 & 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 & At show promotion to all BEA Educators.