

# BEA 2013 Exhibitor Booth Packages

Choose the package that's right for you. BookExpo America offers you cost-effective promotional packages that go far beyond a booth! Our Booth 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.

May 30-June 1, 2013 | Javits Center, New York, NY | www.bookexpoamerica.com

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
Carpet, 6' Draped Table, 2 Chairs, and Waste Basket	✓	✓	
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.  • Basic Listing—includes company contact information, company description, product category listings, and the ability to upload press releases.  • Showroom Listing—Basic listing plus gain access to valuable leads (automatically gain access to a buyer's contact information when they add you to their My BEA 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.	Showroom	Basic	Basic
BEA Mobile Listing—Places all relevant information about your company at the buyers' fingertips:  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.  Biowroom Listing—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.	Showroom	Basic	Basic
BEA Show Directory Listing	✓	✓	✓
Exhibitor Success Program*	✓	✓	
Half Page 4 Color Directory Ad	✓		
New Title Showcase	✓		
3 min Pre or Post-Show Podcast	✓		
<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.	✓	✓	<b>√</b>

## \*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

- 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.

