



BEA 2010 Directory and Sponsorship Opportunities

May 25-27, 2010

Jacob K. Javits Center, New York City

OFFICIAL SHOW DIRECTORY & BUYERS' GUIDE - ADVERTISING

	<u>4 COLOR</u>	<u>BLACK & WHITE</u>
Full Page Spread (2 Pages)	<input type="checkbox"/> \$ 4,725	<input type="checkbox"/> \$ 3,900
Full Page	<input type="checkbox"/> \$ 3,255	<input type="checkbox"/> \$ 2,420
Half Page	<input type="checkbox"/> \$ 2,085	<input type="checkbox"/> \$ 1,545
Logo Listing	<input type="checkbox"/> \$ 300	<input type="checkbox"/> \$ 295
Shaded Listing		

PLEASE USE 2009 ARTWORK

Far Forward Positions (first 20 pages) and/or Special Placement Positions – 10% Premium, 25% due with insertion order

OFFICIAL SHOW DIRECTORY & BUYERS' GUIDE - SPECIAL POSITIONS (4C Unless Otherwise Noted)

Bookmark	<input type="checkbox"/> \$ 7,345*	Insert	<input type="checkbox"/> \$ 5,985*
Belly Band	<input type="checkbox"/> \$ 8,925*	Page Facing Cover 2	<input type="checkbox"/> \$ 4,195
Cover 3 (Inside Back Cover)	<input type="checkbox"/> \$ 4,620	Page Facing Cover 3	<input type="checkbox"/> \$ 4,195
Cover 4 (Back Cover)	<input type="checkbox"/> \$ 5,935	Page Facing Show Hours	<input type="checkbox"/> \$ 4,195
Floor Plan	<input type="checkbox"/> \$ 9,765*	Page Facing Table of Contents	<input type="checkbox"/> \$ 4,195
Front Cover	<input type="checkbox"/> \$ 9,445	Spine Advertising	<input type="checkbox"/> \$ 5,145
Gatefold	<input type="checkbox"/> \$ 9,975	Tabbed Page	<input type="checkbox"/> \$ 5,245

*Sponsorship fee only. Costs of production, materials and labor additional. Costs of catering may apply to some items.

ON-SITE SPONSORSHIP OPPORTUNITIES

Aisle Signs	<input type="checkbox"/> CALL*	Indoor Banners	<input type="checkbox"/> CALL*
Badge Laynards/Neckhanger	<input type="checkbox"/> \$ 11,000*	Internet/Bookstore Café	<input type="checkbox"/> CALL*
Badge Holder Insert	<input type="checkbox"/> \$ 11,550*	JUMBOtron Video	<input type="checkbox"/> CALL*
Badge Mailer Insert (4 Max)	<input type="checkbox"/> \$ 5,250*	Lead Generation Program	<input type="checkbox"/> CALL*
Blimp	<input type="checkbox"/> \$ 2,100*	Meter Boards	<input type="checkbox"/> CALL*
Booth Drop	<input type="checkbox"/> CALL*	Outdoor Banners	<input type="checkbox"/> CALL*
Branding Program	<input type="checkbox"/> CALL*	Pens/Pencils @ Registration	<input type="checkbox"/> \$ 5,250*
Column Wraps	<input type="checkbox"/> \$ 2,625* ea.	Press Room Program	<input type="checkbox"/> \$ 8,150*
Cups and Napkins	<input type="checkbox"/> \$ 8,400*	Registration Handout	<input type="checkbox"/> \$ 5,250*
"Demo" Program	<input type="checkbox"/> CALL*	Show Bags	<input type="checkbox"/> \$ 10,500*
Door Decals	<input type="checkbox"/> \$ 10,500*	Shuttle Busses	<input type="checkbox"/> CALL*
"Faces of BookExpo" Program	<input type="checkbox"/> CALL*	Tabletop Decals	<input type="checkbox"/> \$ 15,750*
Floor Decals	<input type="checkbox"/> \$ 7,350*	"Welcome" Program	<input type="checkbox"/> CALL*

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WEBSITE and eMEDIA OPPORTUNITIES

Attendee Email (Each)	<input type="checkbox"/> CALL	Registration Email	<input type="checkbox"/> CALL	Web Banner	<input type="checkbox"/> CALL
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Yes, I am interested in the media and sponsorship opportunities checked above. Please accept this as my insertion order.

Company: _____

Name: _____

Tel: _____ Fax: _____

Email: _____

Authorized Signature: _____ Date: _____

Mail or Fax to:

BookExpo America - Lisa Austin, Exhibitor Marketing Consultant – Promotions and Sponsorships

383 Main Avenue, Norwalk, CT 06851

Ph: (800) 477-7726 • Fax: (941) 355-2070 • Email: laustin@reedexpo.com

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. In the event of cancellation, the advertiser is responsible for full payment. Management has the right to offer new products or positions throughout the show cycle that may not be listed on this form. Ads with coupons will not be accepted.