



The content and the buzz.

## Introducing 2010 BEA Traditional Booth Packages

Save time and money while giving your brand maximum exposure.

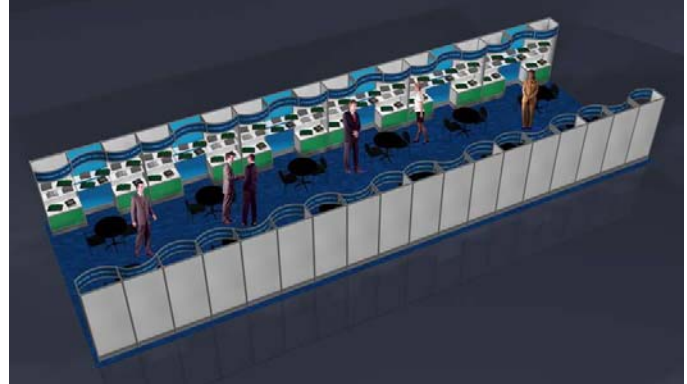
May 25-27, 2010

Jacob K. Javits Convention Center, New York City

Learn more about the all-new Traditional Booths from Freeman designed to showcase your brand—from authors to new titles and more—all for one low fixed price.

Benefits of the new Traditional Booths:

- Cost effective—you save money!
- One fixed price—all set up and dismantle fees and booth drayage are included. (Drayage for books/materials is extra.)
- Totally customizable with your graphics.
- Easy to set up.



Package / Amenities	10x10 Option A	10x20 Option A	10x30 Option A	10x40 Option A
Pricing	\$6455.23	\$11,765.42	\$17,251.96	\$22,562.16
Pricing per Sq. Ft.	\$64.55	\$58.83	\$57.51	\$56.41
8' high MIS panels (White PVC) per meter	3	6	9	12
3' high x 3M MIS siderail panel	2	2	2	2
Custom Cut Carpet	100	200	300	400
6' Draped Table	1	1	2	2
Fascia Header	1 (3M)	1 (4M)	1 (3M)	1 (4M)
Plastic Side Chair	2	2	4	4
Wastebasket	1	2	3	4
Material Handling sq ft package price (non-taxable)	100	200	300	400

Package / Amenities	20x30 Booth Option (10x30 facing 10x30)	20x40 Booth Option (10x40 facing 10x40)	20x50 Booth Option (10x50 facing 10x50)
Pricing	\$35,258.35	\$46,834.83	\$58,410.91
Pricing per Sq. Ft.	\$58.76	\$58.54	\$58.41
8' high MIS panels (White PVC)	18	24	30
8' high MIS panels (White PVC)	8	10	12
One Meter Curved Fascia Header	18	24	30
Custom Cut Carpet Per Sq Ft	600	800	1000
Material Handling sq ft package price (non-taxable)	600	800	1000

Continued



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Package / Amenities	20x60 Booth Option (10x60 facing 10x60)	20x70 Booth Option (10x70 facing 10x70)	20x80 Booth Option (10x80 facing 10x80)
Pricing	\$69,986.99	\$81,563.08	\$93,139.16
Pricing per Sq. Ft.	\$58.32	\$58.26	\$58.21
8' high 1M MIS panels (White PVC)	36	42	48
8' high .5M MIS panels (White PVC)	14	16	18
One Meter Curved Fascia Header	26	42	48
Custom Cut Carpet Per Sq Ft	1200	1400	1600
Material Handling sq ft package price (non-taxable)	1200	1400	1600

\*\* **New exhibitors** are required to pay a \$100 fee not contained in the above package that includes the DVD "**Trade Show Success – Plan for Profit**". This DVD Training Program provides comprehensive training and insights insuring you get the very most from your participation. Please ask your Booth Space Representative for details.

## ACCESSORIES LIST:

1	One Meter Shelf	\$62.40
2	One Meter x 30" high MIS storage cabinet	\$364.00
3	42" High MIS Radius Reception Desk	\$617.97
4	One Meter Gondola w/6 shelves	\$464.76
5	Halogen Stem Lights	\$73.17
6	2'x8' Vert. Hanging Banner (Single Sided)	\$212.99
7	22"x28" Graphic Panel	\$79.37
8	38 1/8"x87" Graphic Panel Single Sided	\$319.49
9	Pedestal Table (Black) 36"	\$129.58
10	Black Diamond Side Chairs	\$118.39
11	Wastebasket	\$15.85
12	Chrome Stanchions with Belts	\$56.08

For more information, contact Mike Carlucci at (203) 840-5625 and [mcarlucci@reedexpo.com](mailto:mcarlucci@reedexpo.com).  
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