



The content and the buzz.

## 2010 BEA Bestseller Value Packages – Premium Location and Discounted Advertising

May 25-27, 2010  
Jacob K. Javits Convention Center, New York City

BEA's **Bestseller Value Packages** includes 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 noted below)

### Bestseller Value Packages Booth Size Options\*

Amenities	100 Sq. Ft.	150 Sq. Ft.	200 Sq. Ft.	300 Sq. Ft.
Pricing	\$ 8,975	\$ 11,065	\$ 13,072	\$ 17,181
PREMIUM Booth Space Location - DIMENSIONS	10x10	10x15	10x20	10x30
Carpet – Standard Carpet from Freeman Decorating	YES	YES	YES	YES
6' Draped Table – Standard 6' Draped Table from Freeman Decorating	YES	YES	YES	YES
2 Side Chairs	YES	YES	YES	YES
Wastebasket	YES	YES	YES	YES
BEA Cares Donation	YES	YES	YES	YES
Directory Listing - The Directory is the primary source buyers use for both new and old vendors exhibiting at BEA and throughout the year.	YES	YES	YES	YES
Web Listing/Link – Your company listing is live on the BookExpo website allowing customers and prospects to contact you pre-show and throughout the year. (Note: Listing deadlines apply)	YES	YES	YES	YES
Full Page 4 Color Ad in the Show Directory	YES	YES	YES	YES
New Title Showcase Feature	YES	YES	YES	YES
Show Special Listing & a 3 Minute Pre or Post-Show Pod Cast	YES	YES	YES	YES
Conference Pass Upgrade/Each Exhibitor Badge	YES	YES	YES	YES
5 Exhibitor Badges + 1 Author Badge	YES	NA	NA	NA
7 Exhibitor Badges + 1 Author Badge	NA	YES	NA	NA
10 Exhibitor Badges + 1 Author Badge	NA	NA	YES	NA
20 Exhibitor Badges + 1 Author Badge	NA	NA	NA	YES

**Corner Charges - \$350 per Corner – Not Included in the Above Pricing**

\*\* **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.

Stand out from the crowd with reusable booth banners.  
**EZ Impact Booth Banners** are cost effective and attention grabbing.  
Ask your Booth Space Representative for details.

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