## BOOKEXPO AMERICA

Company: Contact:

**Authorized Signature:** 

## Digital and Print Promotional & Sponsorship Opportunities

Official 2013 BEA Event Rate Card and Order Form

Increase your pre-show, on-site, and post-show exposure with targeted, high impact advertising and sponsorship opportunities!

May 29, 2013: CIROBE Remainders & Sidelines Pavilions Open Early, BEA Conference & Special Events

May 30 - June 1, 2013: All BEA Exhibits Open, BEA Conference & Special Events

Javits Center, New York City

SHOW DIRECTORY		ONLINE		ON-SITE SPONSOI	RSHIPS*
Two Page Spread Full Page Half Page Logo Listing Shaded Listing 1/4 page Front Cover Inside Front Cover Back Cover Inside Back Cover Special Position Spine Post-it note, Cover Bookmark Belly Band Facing Table of Contents Addendum Back Cover	\$ 5,000 \$ 3,700 \$ 2,200 \$ 300 \$ 400 \$ 10,000 \$ 5,500 \$ 8,500 \$ 5,500 \$ 4,000 \$ 5,200 \$ 8,500* \$ 8,000 \$ 7,000* \$ 4,200 \$ 5,000	Visit our Online Media Kit at www.bookexpoamerica.com/med  Map Your Show (online listings) Web Banners BEA Mobile  E NEWSLETTERS  (Countdown to Show)  Banner Ads Text Attendee Bar Code Attendee Promotion	\$ 800 \$ 200 \$1,600 \$ 700	*Indicates production, design, and/or labor costs not included and/or labor costs not included Show Opening/Balloon Drop  Official Show Bags  Author Breakfast Bags  Lanyards  Badge Holder/ Inserts  Registration Handouts  Registration Pens  Lobby Handouts  Tuesday  Wednesday  Thursday  Charging Station  Autographing Pens  Booth Drops	\$\text{shipping/freight,} \\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\
EVENT MAP		AUTHOR PODCASTS  ☐ 3 Minute Audio	\$ 360	☐ Info Booth/MYS Kiosks ☐ Hand Sanitizer ☐ Crystal Palace Quad	\$ 3,000 \$ 1,000* Call
Front Cover Back Cover Business Card Ad Logo Highlight on Exhibitor List	\$ 3,000 \$2,500 \$ 950 \$ 500 \$ 265	(Each Additional Minute: \$80)  ☐ Pre-Show or ☐ On-site ☐ 3 Minute Video (Each Additional Minute: \$80) ☐ Pre-Show or ☐ On-site	\$ 500	ON-SITE SIGNAGE  Outdoor Banners Indoor Banners Column Wraps	Plantour* Plantour* \$ 4,500
HOSPITALITY  Press Room Internet Cafe (2) Insight Stages Cups & Napkins Museum Store Breakfast VIP Lounge Breakfast Sponsor Snack Sponsor Pub Bins Meeting Rooms Water Coolers	\$ 3,500 \$ 14,000 \$ 6,000 \$ 4,500* \$ 5,000 \$ 2,500 \$ 2,500 \$ 5,000 Call \$ 2,500	Overall Presenting Sponsor Track Sponsor Stream/Webcast Sponsor  JUMBOTRON/TV MO Video Commercial  CONFERENCE SPONS Conference Pads Conference Pens	\$ 3,400	Meter Boards (1 side) Meter Boards (2 sides) Wall Graphic Panel Aisle Signs Individual Aisle Signs by Pavilion Door/Window Decals Floor Decals—EXCLUSIVE! Table Decals Escalator Stairs Floor Plan/Exhibitor List You are here	\$ 4,000 \$ 1,650 \$ 2,750 \$ 1,000 \$ 1,500 Call \$ 5,000 \$ 7,800* \$ 5,000* \$ 4,725* \$ 12,000*
SIDELINES DISPLA  Showcase in NEW Sidelines Disp		OTHER/CUSTOM	\$	TOTAL \$Questions? Call Michele :	 at 203-840-5445

## Fax completed form to Michele Oppenhimer at 203-840-9445.

165, 1 diff interested in the inedia/sporisorships offered above. I least accept this as my insertion of the form.					
		Booth #:			
	Phone:	Email:			

Date:

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 nositions throughout the show cycle that may not be listed on this form. Add with coupons will not be accepted.