



October 31, 2007



Dear NBN Publisher:

NBN has once again reserved booth space at **Book Expo America 2008!** It's being held in Los Angeles, California at the Los Angeles Convention Center; the exhibit hall is open from Friday, May 30 through Sunday, June 1. If you've been to BEA before you know first-hand that this is the show to meet and network with industry professionals like booksellers, other retailers, librarians, the media, rights agents and also spend time with key NBN staff and sales reps.

We've reserved 36 booths in the main Hall K located on a main aisle, guaranteeing us lots of foot traffic. They'll be available on a first come, first served basis so the sooner you fill out the attached reservation form the better!

### **EXHIBIT SPACE AND BOOTH PRICING**

The cost of each full booth consists of hard walls, shelving, one table with three chairs, storage benches, lighting, carpeting, shipping, setup, break down, wastebaskets and signage. Exhibitor badges are also included at the allotted quantity (noted below), which are sent to you prior to the show. Every publisher participating receives an official listing in the BEA Show Directory with your own booth number. This information will also be included on the Book Expo website and, in addition, we'll include this information on our own web site [www.nbnbooks.com](http://www.nbnbooks.com).

As part of our all-inclusive service, we provide shipment of your materials, as well as drayage\*, labor, and delivery of materials to your booth. We also provide installation and set-up of your display materials enabling you to save at least a day on travel. On-site, we have staff available to direct potential customers to you, take messages for you in the event you are away from the booth or are in a meeting. Also included are breakfast goodies, lunch and beverages daily. You'll receive regular monthly bulletins keeping you informed on opportunities and deadlines.

\*Unless you ship something directly to the show site, which you will be rebilled for after the show

**NOTE:** We offer a wide range of pricing and four booth sizes to accommodate specific needs and budgets. Please note that NBN does not make a profit from our BEA presence. We actually incur significant expenses not covered by our fees.

- ❑ **\$8,840 – Full Booth (3 panels/10' wide x 8' deep) – 4 Exhibitor Badges**
- ❑ **\$6,292 – 2/3 of a full booth\* (2 panels/6.5' x 8' deep) – 2 Exhibitor Badges**
- ❑ **\$4,420 – 1/2 Booth\* with a partner you've teamed up with (1.5 panels/ 5' wide x 8' deep) – 2 Exhibitor Badges**
- ❑ **\$4,800 – 1/2 Booth\* with an assigned partner (1.5 panels/ 5' wide x 8' deep) – 2 Exhibitor Badges**
- ❑ **\$3,432 – 1/3 of a full booth\* (1 panel/3' wide x 8' deep) – 1 Exhibitor Badge**

You'll be rebilled for half of your booth space in December and the remaining half in February.

\*All of the booths flow into each other. Each full booth will be furnished with one small round table and three director chairs. You must be willing to share this furniture with your booth mates. Please go to our website at [www.nbnbooks.com/BEA/BEAPhotos.shtml](http://www.nbnbooks.com/BEA/BEAPhotos.shtml) to see pictures of our booth set-up and more!

**After reserving your space by **December 15th**, you'll receive an "Exhibitor Packet" from me with important information and the next few "BEA Bulletins" that will require your **immediate** response.**

I'm very excited about BEA 2008 – I hope are too! Please email me with any questions at [jkennedy@nbnbooks.com](mailto:jkennedy@nbnbooks.com)

Sincerely,

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