

SHARE:

[Join Our Email List](#)

Association Book Exhibit

Association Book Exhibit announces its participation in this year's New York State Psychological Association Meeting

October 16-18, 2020 (Virtual Conference)
October 2-23, 2020 (Virtual Exhibit Hall Open)

Welcome to ABE's virtual combined publishers exhibit. We want to thank NYSPA for providing this opportunity to re-invent the way we have traditionally done business.

We feel we have designed a user friendly format for both participating publishers and NYSPA's virtual conference attendees. The objective is to create an easy to use platform that will steer real time buying interest directly to your order fulfillment departments during the meeting and provide sustainable post-conference purchasing options as well.

If all goes as planned, our Titles on Display will be posted in NYSPA's virtual exhibit hall beginning October 2, 2020 and will remain there through October 23, 2020.

Introducing an Exciting New Feature

The TITLES ON DISPLAY ORDERING BOOKSTORE

Additional online ordering capability for all titles listed in the NYSPA and every other future Titles on Display catalog we compile, virtual or otherwise, will be posted on our Titles on Display website.

We plan to assemble this library of Titles on Display (TOD) exhibit catalogs and keep them online for at least a year after the conclusion of each exhibit. We will direct book buying traffic to this site for **EVERY** exhibit we present.

The Concept:

As the selection of TODs and books available for purchase grows, potential book buyers from one meeting will be enticed to linger and browse through the TOD offerings listed from other exhibits and increase the number of books they buy. Like a regular bookstore with a wide array of subject areas in stock, serious book buyers will invariably spend more time browsing and shopping. This is especially true for the **library audiences** we serve. When they do, they will invariably end up buying more books through this newly developed online ordering system.

For that reason it is important to list the largest possible number of titles and offer the lowest possible prices to maximize the number of orders we will be forwarding to you to fulfill. The TODs will stay online for a least a year....in most cases a lot longer.... with the goal of generating additional orders which originate from the many other audiences we serve.

In essence, if you sign up for one ABE exhibit, you can potentially benefit from all past and future ones as well.

We are excited about the possibilities existing here and hope you are too. Let's get you started with NYSPA and use this new application of 21st century technology to find more new customers for your titles than ever before.

REASONS TO PARTICIPATE:

- Low cost/ high potential
- Trackable / Traceable / Quantifiable direct ordering activity
- Extended time frames for orders to be placed through ABE.
- Hyperlinks to your web-pages / ordering sites.
- Titles on Display online ordering bookstore
- Happy authors
- Analytics

CONSIDERATIONS FOR MAXIMUM RESULTS:

- Send the largest most comprehensive list of titles possible. Our fee schedule is designed to encourage significantly lower per title costs as the lists get larger.
- Offer your highest possible discounts.
- Offer free shipping to make the ordering process as easy as possible for buyers. *If this is not possible please **contact ABE** for alternative suggestions.*

It is our intention to use this NYSPA format as a template for other virtual exhibit opportunities as they undoubtedly will present themselves during the months ahead.

The clock is ticking... Please submit your participation forms as soon as possible. **Our deadline date is Friday, September 25, 2020.**

Note: Please use the below templates when creating your "catalog listing" document, which is uploaded where prompted on our new **Registration Form**.

[Click Here to Read Our Submission Instructions](#)

[Click Here for our WORD Template](#)[Click Here for our EXCEL Template](#)

This is new territory for us, as we know it is for you as well.

On behalf of all of us here at ABE, we thank the many hundreds of publishers we have been privileged to serve during all or part of the last six decades.

We see virtual exhibiting as an opportunity to embrace an ever evolving future, combining our experience of the past with newly developing technologies of the future.

If you have any questions, please feel free to call 703-609-0313 (cell) during the hours of 10-4 / Mon. - Fri.

We look forward to working on your behalf at NYSPA and navigating the uncertain months ahead at and on your side.

Ready to Get Registered for NYSPA 2020?

[Click Here to Register](#)

IMPORTANT:

Registration Deadline:
Friday, September 25, 2020



Our Goal:

To get your books into the hands of professionals, academics and students of all ages.

Our Mission:

As always: To make smart people smarter.

Association Book Exhibit
9423 Old Mount Vernon Rd. Alexandria, VA 22309
Phone Number : (703) 619 - 5030
Mark Trocchi - Exhibits Manager



[Click Here to Email Us](#)