

# Association Book Exhibit

## “EARLY BIRD and OPEN TICKET” OPTIONS

Select from any one of the discount packages outlined below:

- 1) Purchase 10 title spots for multiple exhibits @ \$49.00 each for a single flat fee of \$490.
- 2) Purchase 25 title spots for multiple exhibits @ \$45 each for a single flat fee of \$1,125.  
Exhibit up to 25 titles in any single exhibit and be debited / billed for 15 against your original 25 title spot credit.
- 3) Purchase 50 title spots for multiple exhibits @ \$39 each for a single flat fee of \$1,950.  
Exhibit up to 25 titles in any single exhibit and be debited / billed for 15 against your original 50 title spot credit.
- 4) Purchase 100 title spots for multiple exhibits @ \$29 each for a single flat fee of \$2,900.  
Exhibit up to 25 titles in any single exhibit and be debited / billed for 15 against your original 100 title spot credit.
- 5) Purchase 200 title spots for multiple exhibits @ \$23 each for a single flat fee of \$4,600.  
Exhibit up to 25 titles in any single exhibit and be debited / billed for 15 against your original 200 title spot credit.
- 6) OPEN TICKET: Unlimited titles in unlimited shows for a 12-month term for a single flat fee of \$7,995.  
Call for additional details.

### Projected Retail Exhibit Fee Rates

**A Meetings** – tend to be major meetings in the profession. Big attendance. Big costs for booth space, furniture, drayage, travel, etc. Held in convention centers and major hotels.

**B Meetings** – similar to A meetings, but usually somewhat smaller with lower costs/logistical challenges. Usually held in major hotels. Attendees tend to be similar to those of A meetings, but in most cases, couldn't go.

**C Meetings** – lower costs. Usually no service providers for expensive furniture, drayage, etc. Often held in smaller hotels or colleges. Usually table top format vs. piping/draped exhibit booths found in A or B meetings. C meetings are offered at No Charge to publishers who sign up for Early Bird or Open Ticket plans.

**D Meetings** – special exhibit offered at No Charge as a bonus for existing customers or as “get acquainted specials” for “new” ABE customers.

A	\$59 - \$79	first title	C	\$29 - \$39	first title
	\$49 - \$69	each additional		\$25 - \$35	each additional
	\$299	up to 6		\$149	up to 6
	\$399 - \$495	up to 12		\$249	up to 12
	\$495 - \$595	up to 25		\$299	up to 25
B	\$39 - \$49	first title	D	Bonus Meetings / No Charge	
	\$35 - \$45	each additional			
	\$199	up to 6			
	\$299	up to 12			
	\$399 - \$595	up to 25			