



Arielle Ford and Mike Koenigs present

Everything you should know about...

21st Century Book Marketing



www.21stCenturyBookMarketing.Com

Event Dates: September 25-26, 2010- San Diego

EXHIBIT BOOTHS

We're offering two quality packages for exhibitors!

Standard Package - ~~\$2,995~~

- 6 foot draped table
- Company logo and listing (20 words) in the event program
- ONLINE: Company listing, link and logo detailed on www.21stCenturyBookMarketing.com
- Two event tickets (value \$994)

Only \$2,495 if confirmed by September 1st

Premium Package - ~~\$5,995~~

- 8 foot draped table
- Company logo and listing (40 words) in event program
- 1/4 Page Advertisement in event program (\$500 value)
- 4 event tickets (value \$1998)
- STAGE: Exhibitor will be personally introduced to the audience prior and given 5 minutes to explain the company's initiatives
- ONLINE: Company listing, link and logo detailed on www.21stCenturyBookMarketing.com
- MAILING LIST: Attendee mailing list after the show

Only \$4,995 if confirmed by September 1st

Please be advised: additional fees will apply for carpeting electricity internet connections storage at venue and show decorator. Exhibitors will receive information directly from the venue with details.

Sponsorship

Only \$5,000 if
confirmed by
September 1st

As the Standard Sponsor, your company receives the following benefits: (4 available)

- LOGO: Placement in all email blasts and on all promotional items
- MAIN STAGE: Sponsor will be personally introduced to the audience prior to the opening session on the first day and given 5 minutes to explain the company's initiatives
- BOOTH: Standard space to demonstrate and display products and/or services - Includes 6 ft. table and 2 chairs (*value \$2,995*)
- PROGRAM: Logo on cover of event program - Logo and Company listing detailed in the event program
- PROGRAM AD: Full Page Full Color Ad in the Event Program - Premium Positioning (*value \$1,500*)
- SIGNAGE: Company Logo on Main Stage slide show
- ONLINE: Company Listing, link and logo and acknowledgement as Event Sponsor on Official Website
- BANNER: Company Banner in the registration area
- ADMISSION: 6 Complimentary General Admission Tickets (*value \$2,982*)

SPONSORSHIP NET INVESTMENT: ~~\$10,000~~ → only \$5,000 if confirmed by July 15th

Advertising Rates

1/4 PAGE AD- \$500

- ad specs = 3.5 x 4.5 (no bleed for quarter page ads)

1/2 PAGE AD- \$1000

- ad specs= 7.5 x 4.5 (8.5 x 5.5 for bleed)

FULL PAGE AD- \$1500

- ad specs= 7.5 x 9.5 (8.5 x 10.5 for bleed)

Absentee Table Rate- \$500

Can't make it to the event as an exhibitor? Consider being an absentee exhibitor. Send us your flyers, pamphlets and more and we'll put them on an absentee exhibitor table and restock throughout the event for you.

For more information contact:
Jessie Schwartzburg Events and Consulting
Phone: (619)795-9858
[email: Jessie@JessieSchwartzburg.com](mailto:Jessie@JessieSchwartzburg.com)

Exhibitor Application

21st Book Marketing University

Please Fax or Mail Your Completed Application to:

Jessie Schwartzburg Events and Consulting
2940 Laurel St
SD, CA 92104
Fax: (480) 393-5275
Phone: (619)795-9858
[email: Jessie@JessieSchwartzburg.com](mailto:Jessie@JessieSchwartzburg.com)

ISA REP:

Company:

Contact Name:

Address:

City:

State:

Zip:

Phone:

Email:

Website:

Company listing (20 or 40 words depending on booth size you are purchasing) for the event program:

I'm applying to be an exhibitor at the 21st Century Book Marketing event:

◇ **Please accept my application and payment for** _____ **. I am paying \$**_____.

Terms and Conditions

1. Exhibitor: All exhibitors, concessionaires, contractors or vendors will be referred to as an Exhibitor throughout these Terms & Conditions.
2. Rules and Regulations: Exhibitors must abide by all rules and regulations of the event venue. Only one company may exhibit per booth, unless otherwise approved. 21st Century Book Marketing reserves the right to request the removal of any items displayed within Exhibitor's booth that, in its sole judgment do not conform to event guidelines. Violation of this agreement is grounds for removal of an Exhibitor from the event, at Exhibitor's expense and with no refund. Exhibitors must confine their activities to their contracted space; leafleting outside Exhibitor's booth is prohibited. Exhibitors are prohibited from using amplifying equipment during event hours.
3. Exhibitor Load-In, Dismantling and Load-Out: Exhibitor will arrange for the shipment of any materials, displays, furniture, etc., for use in its exhibit space, per directions found in Exhibitor Confirmation Package.
4. Liabilities: Exhibitor participates in 21st Century Book Marketing Event at its own risk. Neither 21st Century Book Marketing Event nor its employees, and/or its agents, or the hosting facility or its employees will be responsible for any damage to or for the loss or destruction of the Exhibitor's property or injuries to the Exhibitor, its representatives, agents or employees. The Exhibitor expressly waives all claims for such loss, damage, destruction or injury. Exhibitor agrees that no guarantees of attendance or sales have been made by 21st Century Book Marketing Event, nor its employees and/or its agents. Exhibitor agrees to hereby and forever discharge, release and hold harmless 21st Century Book Marketing Event, its agents and employees and the event facility from any claims arising from participating in the event. 21st Century Book Marketing Event, its employees and/or its agents shall not have any liability whatsoever for delay or cancellation of the Exhibit or any damage to any person, matter or thing, resulting from storm, wind or water, or other acts of God, nor from fire, strikes, lockouts, or any other circumstance beyond 21st Century Book Marketing Event control.
5. Payment Terms and Cancellation Policy: Exhibitor is required to pay in full upon registering for the event, by the due date in this contract. No Exhibitor will be allowed to exhibit at event without first making full payment for exhibit space. Under no circumstances will Exhibitor payments be returned or refunded.
6. This Agreement represents the entire Agreement between the parties hereto and supersedes all previous agreements, whether oral or written, between the parties. Amendments to this agreement shall be in writing only. A waiver by either party of any provision of this Agreement shall not be deemed to be a waiver of such provision, or any other provision, as to any future instance or occurrence.

By signature or initials below, the individual signing or initialing this contract represents and warrants that he/she is duly authorized to execute this binding contract on behalf of named Exhibitor.

Signature: _____ Print name: _____

Title: _____ Date: _____

Payment Information: Full payment must be received at the time the application is submitted.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: (____) _____ - _____

Email _____@_____

Please make check payable to:
**“Jessie Schwartzburg
Events”**

Method of Payment: Visa MC AMEX DISC Cash Check # _____

Credit Card #: _____ Ex: ____ / ____ 3-Digit _____

Signature: X _____