

46th Annual
New England Independent Booksellers Association
Fall Conference

October 2-4, 2019
Rhode Island Convention Center Ballroom
Providence RI

EXHIBITOR INFORMATION AND REGULATIONS

FEES FOR CONFERENCE EXHIBITORS

**NEIBA Members • \$550 for first table &
• \$450 for each additional table**
2 free badges; @\$35 each additional badge

Non-Members • \$750 per table
2 free badges; @\$35 each additional badge

First Time Exhibitors • \$375 per table
2 free badges; @\$35 each additional badge

Exhibit includes

- One 6' long x 2' wide table
- One 44" long x 7" wide identification sign
- A white non-slip table cover with draped sides
- One chair

Table-top exhibits are positioned in open rectangles in groups of 5, 7 or 9.

Exhibits are not to exceed 54" in height from the floor or 24" from the top of the 30" high table.

No part of the display may be located in the aisles or interiors of exhibit rectangles; nor may the display intrude upon adjacent tables belonging to other exhibitors.

NO goods are to be sold at the show.

2019 NEIBA Fall Conference Information & Regulations

PAYMENT

Payment in full must accompany the Order for Exhibit Space. Make checks payable to New England Independent Booksellers Association. **No credit cards.** Orders for exhibit space after August 5 will be accepted only if space permits.

EXHIBITION SERVICES

SER exposition services handles all furnishings, labor and shipments to the Rhode Island Convention Center. After August 16 you will be emailed a link to SER exposition services online Exhibitor Services Kit. SER exposition services is located at 35B New Street, Worcester, MA 01605; Tel: (508)757-3397; Fax: 508-757-9136 or serinfo@serexpo.com

To order electrical, or telecommunications contact Rhode Island Convention Center at (401) 458-6103, <http://www.riconvention.com/exhibitors/online-exhibitor-services>.

SET-UP PROCEDURES

Set up Wednesday October 2, 10:30am -10pm and Thursday October 3, 7:30am -10am

Exhibitors may bring materials into the Rhode Island Convention Center during setup hours. Materials can be brought in through the Loading Dock, which is located on West Exchange Street about 1/8 mile west of the North Garage entrance. Parking at the Loading Dock is limited to no more than 20 minutes. Materials can also be carried into the Ballroom from the adjacent parking garage.

Directions to the Loading Dock: www.riconvention.com/exhibit/exhibit-directions-parking

Exhibitors must wear badges to enter the Ballroom during all hours, including set-up. Badges can be picked up at the NEIBA registration desk outside the exhibit hall. Security is provided on exhibit day, however, NEIBA is not responsible for loss or theft of any exhibitor items.

PRE-SHOW PUBLICITY & FALL CONFERENCE PROGRAM ADVERTISING

NEIBA Fall Conference Program - deadline August 23

Last year's Program was distributed to over 700 attendees during the show. Exhibitors receive a free listing of their location on the trade show floor, the contact person at the booth, mailing and email address, phone and FAX number and special offers.

| | |
|------------------------------------|---|
| Outside Back Cover | \$1,100.00 (includes free ENewsletter Ad) |
| Full page (8.5" x 11") | \$600.00 |
| Half page (7" x 5" horizontal) | \$350.00 |
| Quarter page (3.25" x 5" vertical) | \$250.00 |

NEIBA Trade Show E-Newsletter - deadline August 16

| | |
|---------------------------------------|----------|
| Full page (8.5" x 11") | \$300.00 |
| Half page (7" x 5" horizontal) | \$200.00 |
| Quarter page ((3.25" x 5.5" vertical) | \$100.00 |

Advertise in both the E-Newsletter & Program

| | | |
|----------------------|----------------------|-------|
| Printed Program Ads | E-Newsletter Ads | Both! |
| Full Page - \$600 | Full Page - \$300 | \$799 |
| Half Page - \$350 | Half Page - \$200 | \$499 |
| Quarter Page - \$250 | Quarter Page - \$100 | \$299 |

To reserve ad space in the ENewsletter or Fall Conference Program email Ali Schmelzle at Ali@neba.org.

REGISTRATION FOR BADGES & EVENT TICKETS

All exhibitors must complete a registration form for badges and tickets to meal functions or events. The registration form will be emailed to you in August. The last day NEIBA will process pre-registration is September 25, 2019.

PARKING

There is ample parking at the Rhode Island Convention Center Garage. The day rate is \$15 per day (enter after 7:00AM and exit by midnight), overnight parking is \$20 for each 24 hour increment, with no in-and-out privileges.

OTHER INFORMATION

- NO goods are to be sold at the show.
- The Rhode Island Convention Center is a non-smoking facility.
- Exhibitors may not dispense food or beverages on the floor without prior permission from NEIBA and the Rhode Island Convention Center.
- Exhibitors displaying audio or video products are requested to keep noise levels at a minimum.
- Taping posters or other materials is not permitted on Ballroom walls.

AUTOGRAPHING

Autographings will occur Thursday October 3 at publisher's tables.

Publishers are encouraged to have author signings at their tables. Notify NEIBA of these table signings by August 16 and NEIBA will promote them through signage and listings in the show materials. **There is a non-refundable \$100 fee for this service.**

NEIBA suggests that booksellers voluntarily donate two dollars for each autographed book they receive to a local literacy group and will provide small containers to use for collection.

PUBLISHER PICK-NIC BOXED LUNCHEON

Once again the Publishers Pick-Nic will be a booksellers/rep boxed lunch. This will be held **Wednesday, October 2 from Noon – 2pm** in the Rotunda. There will be no other competing events during this time and it's a perfect opportunity to meet with frontline booksellers and buyers to talk about the highlights of your list. Rep attendance is chosen by lottery. **Submit your name by emailing Ali@neba.org.** The deadline to sign up is August 16. There is a **\$150 non-refundable fee** for each confirmed publisher rep participating in this event.

NEW THIS YEAR: EDITOR BUZZ PANELS

5 spots for adult and 5 spots for children's, concurrent sessions held at Noon on Publisher Exhibit Day. This will be a ticketed (but free) event for 75 booksellers per session, who will have the chance to pick up a sponsored boxed lunch and listen to editor presentations for buzz-worthy Spring/Summer 2020 titles. Publishers chosen should plan to have galleys for the titles presented available at their exhibit tables after the session. **\$375**, which will be used to sponsor the bookseller boxed lunches. **Deadline July 19 - email Beth@neba.org.**

NEW THIS YEAR: AUTHOR RECEPTION COOKBOOK PROMOTION

5 spots available for a single-title cookbook promotion at the Author Reception. Pick a recipe from a Fall '19 cookbook and the Convention Center kitchen will make it for the booksellers as part of the hors d'oeuvres spread at this well-attended event. There will be space for book display, as well as the opportunity to market around the placement (raffles, recipe card giveaways, etc.) **\$500** (includes food costs). An author reception takeover option is available to a single publisher. **\$2500** (includes food costs for 5 recipes, which can come from one title if desired). **Deadline July 19 - email Beth@neba.org.**

RAFFLE PRIZES FOR STORE ORDERS

NEIBA will conduct a raffle for prizes to eight bookstores that place orders at the show. Prizes can only be won by bookstores. Tickets for the raffle should be given out by exhibitors in exchange for orders, only one ticket per order. You will receive a packet of 50 tickets per table before the show opens on Thursday. Additional ticket packets will be available at the registration desk upon request.

2019 NEIBA Fall Conference Information & Regulations

WHERE TO STAY

NEIBA has reserved a block of rooms at two Providence hotels: **The Omni** at One Exchange Street, Providence, RI 02903 (800) 843-6664. Room rates at the Omni are **\$205 per night**. **The Graduate (formerly, The Biltmore)** at 11 Dorrance Street, Providence RI 02903. (401) 421-0700. The room rates at The Graduate are **\$187 per night**. Rates reflect single, double or junior suite occupancy, plus tax. Hourly and overnight parking is available at both hotels at their published rates.

You must reference NEIBA when making your reservation to receive the group rate!

All reservations must be guaranteed with a one-night room deposit by remitting a check or a major credit card number and expiration date. If a reservation is cancelled, one night's room and tax will be forfeited.

DEADLINES

| | |
|---------------------|--|
| July 19 | Editors Book Buzz sign-up Cookbook Promotion sign-up |
| August 5 | ORDERS FOR EXHIBIT SPACE |
| August 16 | Autographing sign-up ENewsletter Ads Publisher Pick-Nic Luncheon sign-up Special offers for ENewsletter & Fall Conference Program |
| August 23 | Fall Conference Program Ads |
| September 3 | Hotel reservations |
| September 25 | Pre-registration for badges and function tickets |

TENTATIVE FALL CONFERENCE SCHEDULE

Wednesday October 2

Exhibitor Set Up
Plenary
Publisher Pick-nic
Education
Author Reception

Thursday October 3

Children's Breakfast
Exhibits (with opportunities for author signings at exhibitors tables)
Editor Buzz Panels
Awards Banquet

Friday October 4

Author breakfast
Education
NEIBA Annual Meeting
Bookseller Luncheon

CHECK THE NEIBA WEBSITE FOR ALL UPDATED INFORMATION

www.newenglandbooks.org

New England Independent Booksellers Association
1955 Massachusetts Avenue, #2, Cambridge, MA 02140
617-547-3642; Fax 617-547-3759
