



<idpf> Digital Zone

Be part of the eBook and eReading revolution by exhibiting at the IDPF Digital Zone at BEA.

Special Offer for IDPF Members. Space Is Limited!

May 24-26, 2011

Remainders opening on May 23rd

Jacob K. Javits Convention Center, New York City

The IDPF Digital Zone at BookExpo America (BEA) is the **one** event to showcase your products and services to publishing industry leaders and decisions maker who will be looking for the latest digital trends, innovations and technology.

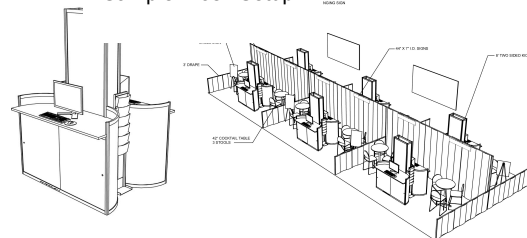
Exhibiting in the IDPF Digital Zone at BEA will help grow your business:

- Benefit from the explosive growth in the eBook market.
- Demo your devices for reading and the newest apps for books and media.
- Meet tech and industry leaders.
- Learn about the latest standards and business models for electronic reading and digital media.

Cost Effective and Turnkey Booth Options Maximize Your ROI

- Special discounted rate for IDPF members for only \$3,950, includes:
 - Dedicated and customizable kiosk
 - Broadband Internet connections for your demo stations
 - Electric
 - 24" flat-panel monitor
 - Meeting table and side chairs*(No pop-up booths or banner stands allowed)*
- Benefit from exposure on the BEA Web site, high-profile show floor signage and promotion in the BEA Buyers' Guide.
- **Have a larger presence at BEA with a dedicated booth.** Space only pricing: \$3,060 for a 10'x10' booth and \$5,835 for a 10'x20' booth. For larger space options, call Doug Scully at 203-840-5364.

Sample Kiosk Setup:



☐ Yes, I would like to participate in the IDPF Digital Zone at BEA.

I am interested in the following: ☐ Turnkey Booth Option ☐ 10' x 10' Booth ☐ 10'x 20' Booth

Company: _____

Name: _____

Tel: _____ Fax: _____

Email: _____

Authorized Signature: _____ Date: _____

ADVERTISING TERMS: 100% full payment is due prior to the event. Payment is due in accordance with the payment schedule on page one of the Application & License Agreement for Exhibition Participation. Rates are net and non-commissionable. All reservations with signed insertion orders are non-cancelable and non-refundable. IN THE EVENT OF CANCELLATION, THE ADVERTISER IS RESPONSIBLE FOR FULL PAYMENT. We collect this data in order to provide you with information about BookExpo America and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at www.bookexpoamerica.com or call our Privacy Administrator at 888-306-2344, or from outside the US at 203-840-5810.

**To reserve your space, fax this form to 203-840-9364.
Questions? Email Doug Scully at dscully@reedexpo.com.**