

The 28th Annual Midwest Booksellers Association Trade Show
September 25-27, 2008 • RiverCentre and nearby venues • Downtown St. Paul, MN

2008 MBA TRADE SHOW SPONSORSHIP OPPORTUNITIES

- **Heighten your company's visibility with our booksellers**
- **Help MBA make the 2008 Trade Show a big success**
- **Get Exhibit space rebates on major sponsorships, too!**
- **Respond by September 2 for mention in the Trade Show Program**

Many sponsorship and promotional opportunities are available. Choose one of these, or create your own. MBA is happy to customize a sponsorship to fit your budget and your promotional needs!

Thursday Midwest Booksellers' Choice Awards Reception "Premier Supporter" Sponsorship -- \$4000

Welcome booksellers and others to the Trade Show by being the #1 sponsor for our **Midwest Booksellers' Choice Awards and Welcome Reception**. Our popular kick-off for the weekend is highlighted by the presentation of our fourth annual **MIDWEST BOOKSELLERS' CHOICE AWARDS** to our Award and Honor Book-winning authors. In return, **you will get a \$300 rebate on your 2008 Trade Show Exhibit space. You'll also get a \$100 discount on an ad in the Trade Show Program**. And you'll be recognized in the Trade Show Program with a highlighted listing, your name and logo will be on Book Awards Reception signs at the show, and we will give you a free MBA booksellers mailing list (Excel file or labels.) Give out promotional items of your own at this event, too.

Thursday Midwest Booksellers' Choice Awards Reception "Key Supporter" Sponsorship -- \$1500

Welcome booksellers and others to the Trade Show by being the #1 sponsor for our **Midwest Booksellers' Choice Awards and Welcome Reception**. Our popular kick-off for the weekend is highlighted by the presentation of our fourth annual **MIDWEST BOOKSELLERS' CHOICE AWARDS** to our Award and Honor Book-winning authors. In return, **you will get a \$100 rebate on your 2008 Trade Show Exhibit space. You'll also get a \$50 discount on an ad in the Trade Show Program**. And you'll be recognized in the Trade Show Program with a highlighted listing, your name and logo will be on Book Awards Reception signs at the show, and we will give you a free MBA booksellers mailing list (Excel file or labels.) Give out promotional items of your own at this event, too.

Friday Cocktail Party and Formal Autographing Sessions "Premier Supporter" Sponsorship -- \$3000

Be the #1 host at the Friday evening **Cocktail Party** for all attendees preceding the Friday Book & Author Dinner. This is a great opportunity to feature some of your authors at the formal autographing sessions during the cocktail party, too. In return, **you'll get a \$200 rebate on your 2008 Trade Show Exhibit space**. You'll be recognized in the Trade Show Program with a highlighted listing, and your name and logo will be on Cocktail Party signs at the show. **You'll also get a \$100 discount on an ad in the Trade Show Program**, and a free MBA booksellers mailing list (Excel file or labels.) Give out any promotional items of your own at this event.

Friday Cocktail Party and Formal Autographing Sessions "Key Supporter" Sponsorship -- \$1500

Be a host at the Friday evening **Cocktail Party** for all attendees preceding the Friday Book & Author Dinner. This is a great opportunity to feature some of your authors at the formal autographing sessions, too. In return, **you will get a \$100 rebate on your 2008 Trade Show Exhibit space**. You'll be recognized in the Trade Show Program with a highlighted listing, and your name and logo will be on Cocktail Party signs at the show. **You'll also get a \$50 discount on an ad in the Trade Show Program** and a free MBA booksellers mailing list (Excel file or labels.) Feel free to give out any promotional items of your own at this event.

Friday Book & Author Dinner OR Saturday Children's Breakfast "Key Supporter" Sponsorships -- \$2000 each

Support your authors and the Trade Show by sponsoring our Friday **Book & Author Dinner** or Saturday **Children's Book & Author Breakfast**. **Includes a 50% discount on tickets for a reserved table for 8 at the meal you are sponsoring** – invite your favorite booksellers to join you and your authors! You'll have a highlighted listing in the Trade Show Program, and your name will be on your event's signs at the show. **You'll also get a \$50 discount on an ad in the Trade Show Program**, a free MBA booksellers mailing list (Excel file or labels) and a list of the booksellers at your event.

Friday Authors LUNCH: A Moveable Feast "Key Supporter" Sponsorship -- \$2000

Support your authors and the Trade Show by sponsoring the Friday **Authors Lunch: A Moveable Feast**. **Includes guaranteed participation for one of your authors and a 50% discount on up to 8 tickets** – invite your favorite booksellers to attend and meet your author! You'll be recognized in the Trade Show Program with a highlighted listing, and your name and logo will be on the **Authors Lunch** signs at the show. **You'll also get a \$50 discount on an ad in the Trade Show Program**, a free MBA booksellers mailing list (Excel file or labels) and a list of the booksellers at your event.

2008 MBA TRADE SHOW SPONSORSHIP OPPORTUNITIES

continued

Friday Authors LUNCH: A Moveable Feast “Supporter” Sponsorship -- \$1000

Support your authors and the Trade Show by sponsoring the **Friday Authors Lunch: A Moveable Feast**. Includes **guaranteed participation for one of your authors and a 50% discount on up to 4 tickets – invite your favorite booksellers to attend and meet your author!** You'll be recognized in the Trade Show Program with a highlighted listing, and your name and logo will be on the **Authors Lunch** signs at the show. You'll also get a free MBA booksellers mailing list (Excel file or labels) and a list of the booksellers at your event.

Booksellers School Education “Key Supporter” Sponsorships -- \$1500 each

Education is a major component of the MBA Trade Show. Sponsor our **Booksellers School** panels and presentations on Thursday afternoon and during the day on Friday at the Trade Show. In return, **you will get a \$100 rebate on your 2008 Trade Show Exhibit space**. You'll be recognized in the Trade Show Program with a highlighted listing, and your name and logo will be on educational program signs at the show. **You'll also get a \$50 discount on an ad in the Trade Show Program**, a free MBA booksellers mailing list (Excel file or labels), and a list of the booksellers attending these educational sessions.

NEW! MBA Registration Video Screens Sponsorships -- \$800 each

Promote your new titles, authors, and special offers on the **video screens** near MBA Registration during the entire Trade Show. Each sponsorship includes up to 8 PowerPoint slides, which you will provide to MBA for inclusion. Booksellers will be alerted right away to come visit you on the show floor! You'll be recognized in the Trade Show Program with a free quarter-page display ad (\$325 value) and a highlighted exhibitor listing, too.

NEW! MBA Trade Show Banner Sponsorships -- \$500 each

Sponsor a **banner** for your company during the Trade Show Exhibit to tell booksellers about your new titles, authors, and/or special offers featured at the show. Your banner will be hung from the balcony railings above the exhibit floor during the Exhibit on Saturday and Sunday. You'll be recognized in the Trade Show Program with a highlighted exhibitor listing, too.

“Place Those Orders!” Trade Show Booksellers Raffle Cash Prize Sponsorships -- \$100 each

Help sponsor cash prizes for our booksellers in the **“Place Those Orders!” Raffle**. All sponsors will be recognized in the Trade Show Program and on signs during the Show itself.

Make Your Handouts for Booksellers Available at MBA Trade Show Registration -- \$100 each

MBA will make your catalogs, reading copies, or other materials available to our booksellers right at MBA Trade Show Registration. \$100 per item. Please contact us for further instructions on quantity and shipping.

Many thanks for your support for the MBA Trade Show and MBA's booksellers!!

If you have any questions or would like to discuss sponsorship further, please contact Susan Walker, MBA Executive Director, or Kati Gallagher, Assistant Director, at 612-926-5868, 800-784-7522; Fax 612-926-6657, UMBAoffice@aol.com (Walker) or MBAofficeKT@aol.com (Gallagher).

Please complete and e-mail, mail or fax the sponsorship form on the next page to the MBA office as soon as possible. Sponsorships are welcome at any time, but please respond by September 2 for mention in the Trade Show Program.

2008 MBA TRADE SHOW SPONSORSHIP FORM

Sponsorships welcome at any time, but please respond by September 2 for mention in the Trade Show Program.

FILL OUT OR ATTACH BUSINESS CARD

Company _____
Contact Person _____
Address _____ City/State/Zip _____
Phone _____ Fax _____ E-mail _____

Please indicate the sponsorship(s) you want:

- _____ Thursday Midwest Booksellers' Choice Awards Reception "Premier Supporter" Sponsorship -- \$4000
- _____ Thursday Midwest Booksellers' Choice Awards Reception "Key Supporter" Sponsorship -- \$1500
- _____ Friday Cocktail Party "Premier Supporter" Sponsorship -- \$3000
- _____ Friday Cocktail Party "Key Supporter" Sponsorship -- \$1500
- _____ Book & Author Dinner and Children's Breakfast "Key Supporter" Sponsorships -- \$2000 each event
- _____ Authors Lunch "Key Supporter" Sponsorship -- \$2000
- _____ Authors Lunch "Supporter" Sponsorship -- \$1000
- _____ Booksellers School Education "Key Supporter" Sponsorship -- \$1500
- _____ MBA Registration Video Screens Sponsorships -- \$800 each
- _____ MBA Trade Show Banner Sponsorships -- \$500 each
- _____ "Place Those Orders!" Trade Show Booksellers Raffle Sponsorships -- \$100 each
- _____ Handouts for Booksellers at MBA Trade Show Registration -- \$100 each

Mail or fax this form and payment to:

Midwest Booksellers Association, 3407 W 44th Street, Minneapolis, MN 55410. Fax 612-926-6657.

Please keep a copy of this form for your own records, too.

PAYMENT METHOD:

A check payable to MBA is enclosed for \$_____

Visa MasterCard Amount authorized \$_____ (American Express not accepted)

Card No.

□ □ □ □ - □ □ □ □ - □ □ □ □ - □ □ □ □

Expiration

____/____

Print name on card _____ Phone _____

Address on Statement _____ Zip _____

Signature _____ (MBA's Tax ID# 36-3381963)