



Independent Publishers: Mountains & Plains Fall Trade Show 2009 Exhibitor Reservation Form: Part 1

Payment for exhibit space, membership dues, advertising/promotions, sponsorships, meal tickets, labels and stickers must accompany this form. Download this form and fax with credit card payment or mail form and payment to the MPIBA office address below. Please return this form with your check made payable to MPIBA and send to: 19 Old Town Square, Suite 238, Fort Collins, CO 80524 • (800) 752-0249 • (970) 484-5856 • Fax (970) 407-1479 • information: kathy@mountainsplains.org

Independent Publishers! Join MPIBA to take advantage of discounts on exhibit tables, advertising, promotions, and more. *Membership* *Total*

Professional Membership (July 1, 2009 to June 30, 2010).....\$100..... \$ _____

Company Name _____

Person to receive member communications _____ Job Title _____

Mailing Address _____

Street Address _____

City _____ State _____ Zip _____

Website _____ E-mail _____

Phone _____ Fax _____

Your company's products/services if other than books: _____

Names, Titles, and E-mail Addresses of Trade Show Attendees: *Please send corrections or additions to kathy@mountainsplains.org*

Special Offers: *Attach a separate sheet if necessary.*

Signs: *Limit 3 signs per table; attach a separate sheet if necessary. Unless otherwise indicated below, exhibitors will receive one sign per table with the company name as indicated above.*

Exhibit Space Reservation

Price includes draped table, signage, and chairs. The exhibit hall is carpeted.

	Number of Tables	Member Price	Your Discounted Price	Total
Wall Space 6' x 6' Includes 1 table 6' x 30" plus floor area for total of 6' x 6'	_____	\$460.....	\$299.....	\$ _____
Table 6' x 30"	_____	\$410.....	\$267.....	\$ _____
Half Table	_____	\$260.....	\$169.....	\$ _____

Internet Access in exhibit hall: Contact MPIBA as special placement and additional fees apply.

Electricity needed for tables not on wall \$50 per exhibitor \$ _____

Exhibit Space & Membership Total (this page)	\$ _____
Total from Reverse	\$ _____
Grand Total	\$ _____

Credit Card Billing: Card Number: _____ Expiration date _____ Security Code _____

Name on Card: _____ Signature: _____

Exhibitor Reservation Form and payment in full due by August 1. Any changes in exhibit arrangements must be made by August 15. Until that date the cancellation fee is 50% of exhibit space; after August 15 the cancellation fee will be 100%. If payment is not received or other arrangements made by August 15, your tables will be released. All orders for exhibit space are subject to approval by MPIBA. MPIBA shall not be subject to any liability for any failures to provide exhibit space which occur due to circumstances outside the control of MPIBA. MPIBA reserves the right to reject, adjust, or cancel any order for exhibit space for any reason at any time. In the event that MPIBA negligently fails to provide said exhibit space, its maximum liability will be limited to the amount of the exhibitor's payment for exhibit space.



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Author Autographings	<p style="text-align: right;"><i>Number of Authors Your Discounted Price Totals</i></p> Friday, September 25 (50-100 Books Required Per Author) @ \$50 \$ _____
Pick of the Lists	<p style="text-align: right;"><i>Your Discounted Price</i></p> Thursday, September 24 (5-minute slot) <input type="checkbox"/> 10:45am - 12:15pm <input type="checkbox"/> 1:30pm - 3:15pm \$25 \$ _____ Thursday, September 24 (10-minute slot) <input type="checkbox"/> 10:45am - 12:15pm <input type="checkbox"/> 1:30pm - 3:15pm \$50 \$ _____
Advertising & Promotions To reserve your advertising space in advance of submitting this form, please e-mail lisa@mountainsplains.org In the subject line specify "Trade Show" and the type of ad you'd like to reserve.	<p style="text-align: right;"><i>Regular Member Price Your Discounted Price</i></p> Trade Show Directory Advertisement: Space reservation due July 6 • Ad and payment due August 1 Interior - Full Page Black (7.5" wide x 10" tall) \$ 400 \$ 200 \$ _____ Interior - Half Page Horizontal Black (7.5" wide x 4.75" tall) 250 125 \$ _____ Interior - Half Page Vertical Black (3.5" wide x 10" tall) 250 125 \$ _____ Interior - Quarter Page Black (3.5" wide x 4.75" tall) 125 63 \$ _____ e-Newsletter Advertisement Due Tuesday before Friday publication 210px by 210px (.jpg format) \$ 100 \$ 50 \$ _____ Website Banner Advertisement One-month run, rotated with other ads ... 460px wide x 187px tall (.jpg format) . \$ 300 \$ 150 \$ _____ "Best in Show" Promotion Check box(es) to participate <input type="checkbox"/> Adult Title <input type="checkbox"/> Children's Title No Fee No Fee \$ 0 Bookseller Welcome Bag Promotion One insertion per company. Check box to participate: <input type="checkbox"/> \$ 100 \$ 50 \$ _____
Event Sponsorships <small>MPIBA has donated \$85,000 to nonprofit literacy programs in our region over the past 16 years. We invite exhibitors to sponsor grants. Announcement of these grants is made at the Saturday Author Breakfast, with recipient programs named.</small>	<p style="text-align: right;"><i>Sponsorship</i></p> General Education Sponsorships: Sponsorships in any amount are most welcome \$ _____ Thursday Boxed Lunch for Booksellers at the General Meeting \$ 1,500 \$ _____ Thursday Evening Refreshments in the Exhibit Hall \$ 1,500 \$ _____ Friday Evening Author Autographing Reception \$ 2,500 \$ _____ Full sponsorship \$2,500; partial sponsorship \$250 and up Literacy Grants: Sponsorships available at \$250 and up \$ _____
Meal Tickets	<p style="text-align: right;"><i>Number Cost</i></p> Wednesday Reception at Books West FREE! \$ 0 Thursday Creativity Breakfast \$18 per person \$ _____ Thursday Boxed Lunch at the General Meeting Meat # _____ Chicken # _____ Vegetarian # _____ \$20 per person \$ _____ Friday Children's Author & Illustrator Breakfast \$20 per person \$ _____ Friday Regional Book Awards Luncheon Flatiron Steak Salad # _____ Grilled Chicken Salad # _____ Veggie Sub # _____ \$20 per person \$ _____ Friday Evening Author Autographing Reception FREE! \$ 0 Saturday Author Breakfast for Literacy \$20 per person \$ _____
Labels & Stickers	<p style="text-align: right;"><i>Cost</i></p> MPIBA Bookstore Member Pre-printed Labels \$35 members; \$70 non-members \$ _____ <i>Stickers below will be held for you at the Registration Desk</i> <p style="text-align: right;"><i>Number Cost</i></p> "Compliments of the Publisher" Permanent Stickers \$5 per roll of 100 \$ _____ "Display Only" Removable Stickers \$5 per roll of 100 \$ _____
TOTAL	This page only. Please transfer this number to front side of form \$ _____