



## JENKINS GROUP

*in partnership with*

## Combined Book Exhibit

*presents*

2010

# GLOBAL BOOK SHOWS

**8 Incredible Shows! 3 Money Saving Packages!**



**Promote Your Items Without Having to Travel!  
Exposure. Credibility. Sales.**

**Display Books / DVD's / CD's / Videos / Calendars / Maps / Notecards**

**W**e're waiving the \$150.00 member fee and giving you the lowest prices ever offered!

**BUY INDIVIDUAL SHOWS OR ANY OF 3 GREAT PACKAGES!**

**PRINT THE FAX-IN REGISTRATION FORM BELOW**

**OR CALL 1.800.706.4636 X 1004 TO REGISTER BY PHONE OR VIA PAYPAL.**

***These shows are the easiest way to be a part of the best books shows available without the inconvenience and expense of travel.***

**Now is the time to gain the attention of buyers, librarians, distributors, wholesalers, retailers, publishers, foreign rights agents, and countless other publishing professionals!**

**Get on board and register your book today!**

## 2010 Book Show Display Opportunities

<b>Show</b>	<b>Date</b>	<b>Price Per Title</b>	<b>Deadline</b>
Beijing Book Fair	Sept. 2-6	\$175	May 14 & July 19*
Illinois Library Association	Sept. 29-30	\$95	Sept. 10
Frankfurt Book Fair	Oct. 6-10	\$175	Aug. 9
New England Library Association	Oct. 17-19	\$95	Oct. 9
Pennsylvania Library Association	Oct. 24-27	\$95	Oct. 9
New York Library Association	Nov. 2-5	\$95	Oct. 16
Michigan Library Association	Nov. 10-12	\$95	Oct. 16
California Library Association	Nov. 12-15	\$95	Oct. 16

*\* Air Shipment deadline - additional shipping charges apply*

## Combined Book Exhibit Packages

The Combined Book Exhibit show packages are designed to save you time and money when it comes to marketing your book. We have created four unique packages that offer targeted marketing efforts in regional, national and international book shows at prices well below the already reduced individual show price.

### The 2010 Platinum Package of All 8 Shows

**Sale Price: \$875**

Beijing International Book Fair	Beijing, China	September 2-6
Illinois Library Association	Chicago, IL	September 29-30
Frankfurt International Book Fair	Frankfurt, Germany	October 6-10
New England Library Association	Boxborough, MA	October 17-19
Pennsylvania Library Association	Lancaster, PA	October 24-27
New York Library Association	Saratoga Springs, NY	November 2-5
Michigan Library Association	Acme, MI	November 10-12
California Library Association	San Diego, CA	November 12-15

### The 2010 Library Show Package of 6 Great Shows

**Sale Price: \$550**

Illinois Library Association	Chicago, IL	September 29-30
New England Library Association	Boxborough, MA	October 17-19
Pennsylvania Library Association	Lancaster, PA	October 24-27
New York Library Association	Saratoga Springs, NY	November 2-5
Michigan Library Association	Acme, MI	November 10-12
California Library Association	San Diego, CA	November 12-15

### The 2010 International Package of 2 Great Shows

**Sale Price: \$325**

Beijing International Book Fair	Beijing, China	September 2-6
Frankfurt International Book Fair	Frankfurt, Germany	October 6-10

As a friend of Jenkins Group, Inc., the nation's publishing services leader, here is your chance to display your books at 8 of the world's premiere publishing and bookselling events! Now you can promote and exhibit your books alongside other authors and publishers in a variety of Jenkins Group Inc. / Combined Book Exhibits being offered at incredible prices! We've secured more space and locked our deadlines to get you the best prices ever offered! No matter what type of book you have, there is a show for you!

*"I've been getting book orders from displaying at your shows. Thanks for all the good work you guys do."*

—JAMIE MURPHY, EARTH HEALING PRODUCTS

These 8 unique displays are located in high-traffic exhibit areas at each of the shows and are visited by thousands of visitors throughout the show weekends. Staffed by Combined Book Exhibit personnel, the displays have proven to be a valuable marketing tool for individual authors and publishers to share their titles with the largest gathering of book buyers and professionals around the world.

*"Professional, well-organized display. An important service to the publishing industry."*

—THE BAKER & TAYLOR CO.

Your participation includes shelf space to display your title with a full facing cover as well as a listing in the Combined Book Exhibit feature catalog that includes all of your pertinent sales, company and contact information. This is a great way to get your book in front of buyers – and into their briefcases – as this catalog will go home with them and keep your book information at their fingertips for months to come.

*"Good Program! You've definitely helped me sell books."*

—SUSAN MESS, SOURCE PUBLICATIONS

As a special offer to you, we have reserved space in each of the 8 displays at a reduced rate available only through Jenkins Group, Inc. These per title fees are a fantastic savings over to the normal rates and we're waiving the \$150 Combined Book Exhibit membership fee to boot! Dollar for dollar, there is no better way to gain attention and marketing momentum for your title. Simply put, these are outstanding opportunities at an incredibly affordable price!

*"An outstanding promotion, service, and value."*

—JIM MILLIOT, BUSINESS & FINANCE EDITOR, PUBLISHER'S WEEKLY

These exciting special offers are appropriate for authors and publishers looking to increase exposure for their books whether they are attending these shows or not, and are geared for exceptional results at a very low cost. Imagine being a part of the largest book shows in the world while saving time and money! Don't pass up these incredible offers to have your book visible for thousands of book fair attendees. We hope you'll be a part of it!

**REGISTER ONLINE AT [WWW.JENKINSGROUPINC.COM/IXXO](http://WWW.JENKINSGROUPINC.COM/IXXO)**

*Need more details or have questions? Contact Andrew Parvel via email at [aparvel@bookpublishing.com](mailto:aparvel@bookpublishing.com) or by phone at 1.800.706.4636 x.1004*

## 2010 Display Opportunities Show Descriptions

### Beijing International Book Fair

#### **Beijing, China: September 2-6**

With over 1 billion citizens, China is one of the largest markets on Earth. As such, they represent a lot of possible book sales. Whether you're hoping for book sales, rights sales, translation or distribution opportunities or more, BIBF is the place for you. Additionally, after being out of Beijing in 2008 (because of the Olympics) the show's return to Beijing should garner even more attendance than usual.

The Beijing International Book Fair is the best venue to break into the Asian Market, and general garners attendance upwards of 200 thousand, and their love of English Language material will draw attention to your books in the Combined Book Exhibit.

Combined Book Exhibit's catalog and physical exhibit will be organized alphabetically by publisher/company name.

### Illinois Library Association

#### **Chicago, IL: September 29-30**

Illinois Library Association's annual show is always a solid state show, and it doesn't hurt when it's in Chicago, the state's most populous city, and the home of the American Library Association. Chicago is considered by many to be the library capital of the US because of this, and Combined Book Exhibit is happy to provide you a venue to market your books at this great location!

Combined Book Exhibit's catalog and physical exhibit will be organized by Dewey Decimal Category.

### Frankfurt International Book Fair

#### **Frankfurt, Germany: October 6-10**

Simply put, the Frankfurt International Book Fair is the largest and most important book fair in the world. While some might top Frankfurt's 250 thousand in attendance, the multi-hall, mile long fair ground in Frankfurt hosts the largest contingent of publishing professionals of any book fair anywhere.

Combined Book Exhibit is located in Hall 8, the English Language hall of the fair, and has space available for you to market your titles to the largest gathering of publishers, agents, authors, distributors, translators, journalists and more of any venue on Earth.

As always, the Frankfurt International Book Fair will be held at the Frankfurt Fair in Frankfurt, Germany. Combined Book Exhibit's catalog and physical exhibit will be organized alphabetically by publisher/company name.

### New England Library Association

#### **Boxborough, MA: October 17-19**

Marketing at the New England Library Association is the best way to hit a large reaching group of people at the regional level. Comprised of libraries from the six New England States, NELA offers you the opportunity to reach hundreds of libraries and library systems all in one venue.

NELA always garners the best attendance when held in Massachusetts, so the 2010 location of Boxborough, MA should make for a great show. Combined Book Exhibit's catalog and physical exhibit will be organized by Dewey Decimal Category.

### **Pennsylvania Library Association**

#### **Lancaster, PA: October 24-27**

Pennsylvania Library Association puts on a classic state library show: Quality attendance, quality traffic, quality programming, and a great opportunity to get your books in the hands of decision makers and those who talk to patrons in the libraries and library systems of this large state.

Located in the eastern city of Lancaster, this year's show should keep a fairly high attendance. Combined Book Exhibit's catalog and physical exhibit will be organized by Dewey Decimal Category.

### **New York Library Association**

#### **Saratoga Springs, NY: November 2-5**

New York Library Association is one of the highest regarded library associations in the state. Comprised of branches and systems in high-population areas, NYLA's members know the importance of the show floor at their annual conference, which is why Combined Book Exhibit is a popular stop on the show floor at what is one of the larger state shows CBE attends.

NYLA's return to Saratoga Springs, a popular locale for the show, should bring it's generally high attendance even higher. Combined Book Exhibit's catalog and physical exhibit will be organized by Dewey Decimal Category.

### **Michigan Library Association**

#### **Acme, MI: November 10-12**

In 2009, the Ohio Library Council were forced to cancel their annual trade show, which opened Combined Book Exhibit's schedule up for Michigan Library Association as a replacement then, and CBE kept it for 2010. With an average attendance of up to 1,100, MLA serves a large Midwestern populace.

The 2010 show will take place in Acme. Combined Book Exhibit's catalog and physical exhibit will be organized by Dewey Decimal Category.

### **California Library Association**

#### **San Diego, CA: November 12-15**

California Library Association represents one of the most populace states in the union, with some of the largest cities and library systems. CLA's attendance averages over 1 thousand library professionals who, as per California's hurting budgets, are known to take lots of time and care in making informed purchasing decisions, which makes Combined Book Exhibit the perfect venue for them and for your titles.

Hosting the 2010 show is the popular convention city of San Diego, which should bring with it great attendance. Combined Book Exhibit's catalog and physical exhibit will be organized by Dewey Decimal Category.

## **Space is Limited!**

**PRINT THE FAX-IN REGISTRATION FORM ON THE FOLLOWING PAGE  
OR CALL 1.800.706.4636 X 1004 TO REGISTER BY PHONE**

# GLOBAL BOOK SHOWS

## JENKINS GROUP, INC. / Combined Book Exhibit 2010 Display Registration

Registration for each of the shows is a two step process. First, complete the form below and fax or mail it with payment to the number or address at the bottom of the form. Step two begins once we receive your form. We will then send a confirmation email that includes instructions on how and where to send your books and a Title Registration Form that you fill out and send with your books. The completed Title Registration Form needs to be sent with the appropriate number of items you are interested in displaying to the New York address that is on the Title Registration Form. Please call with any questions. Please tell us which show(s) are you interested in attending.

### 2010 Book Show Display Opportunities

Packages	Price Per Title	# of Titles
Platinum Package of all 8 Shows	\$875	_____
Library Show Package of 6 Shows	\$550	_____
International Show Package of 2 Shows	\$325	_____

Individual Shows	Date	Price Per Title	# of Titles	Deadline
Beijing Book Fair	Sept. 2-6	\$175	_____	May 14 & July 19*
Illinois Library Association	Sept. 29-30	\$95	_____	Sept. 10
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# **GLOBAL BOOK SHOWS**

## **JENKINS GROUP, INC. / Combined Book Exhibit** **2010 Display Registration**

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Contact Person: \_\_\_\_\_ Email Address: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

We Accept: VISA • MasterCard • American Express • Checks in US\$ (payable to Jenkins Group)

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

**FAX COMPLETED FORM TO 231-933-0448**

**To Register by Phone or Make a PAYPAL payment, call 1.800.644.0133 x 1004**

***or mail completed form with payment to:***

**Jenkins Group Inc., COMBINED BOOK DISPLAY,  
1129 Woodmere, Suite B, Traverse City, MI 49686**