

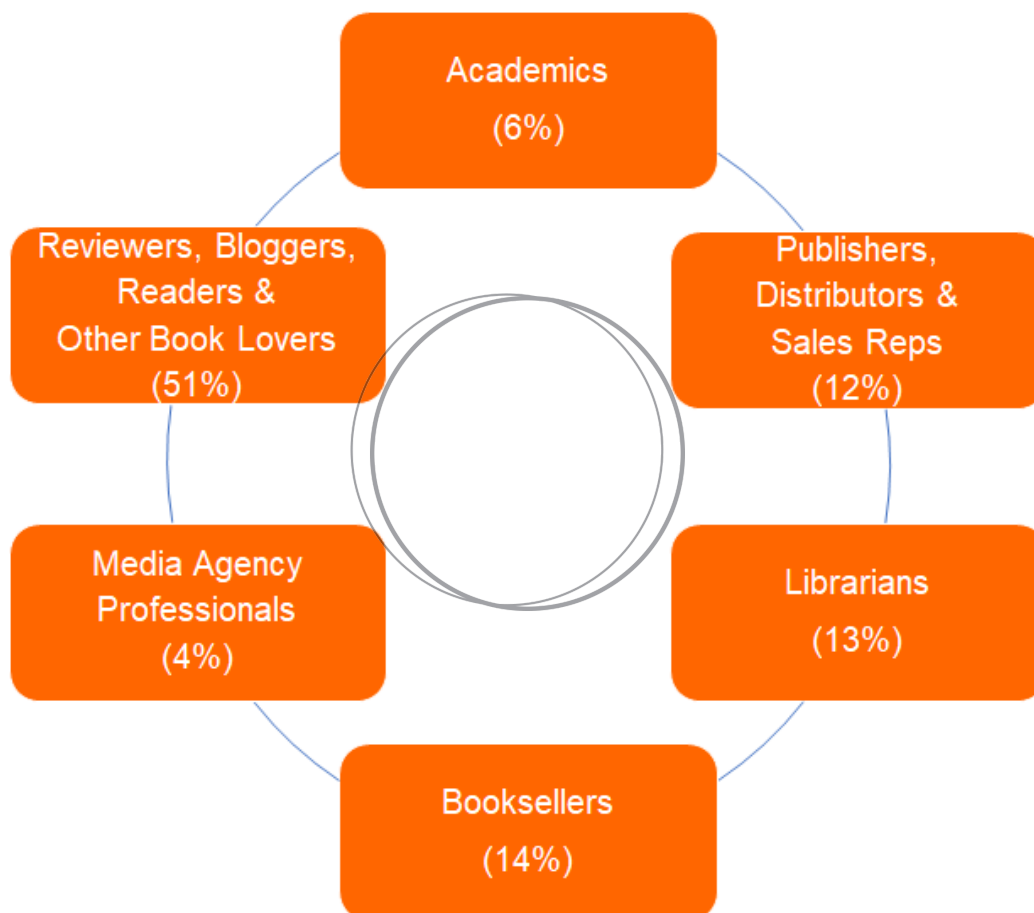


June 8-9, 2021

Sponsorship & Exhibition Prospectus

Wide Community Attendance

This first-time event will draw from our **community of 165,000 members**, as well as leverage our strong industry-wide partnerships for additional outreach. Our Exhibitor and Sponsorship packages include web advertising, extensive social and targeted email marketing campaigns to bring you an audience of decisions-makers that will enable business growth.



Bringing the Industry Together



The pandemic has created many challenges in our industry. Booksellers, libraries, and publishers are dealing with reduced foot traffic, online competition, and the lack of the typical avenues for live book promotions. As a result, the Edelweiss community has come to rely on us more than ever to provide online tools to help the market discover titles and monitor data that informs smart decision making.

Bookfest is a singular opportunity to bring these tools to life and allow our members to meet, connect, and learn from each other in an exciting expo-like online environment!

The Edelweiss Bookfest Difference



Attendees will enjoy:

- Top-of-mind content brought together by their trusted source of information and neutral, third party resource.
- Access to extensive user training with **Edelweiss University**.
- Event content targeted to our genre communities, providing an excellent opportunity to promote titles to specific groups.
- Emphasis on diversity, equity, and inclusion in the book and tech industries.
- Content generated by the Edelweiss community.
- A guaranteed outstanding experience featuring top-of-mind insights from discovery to growth to inclusivity.

Exceptional Sponsor Opportunity

The community has told us that they are thrilled to see Edelweiss connecting the industry in 2021. Since announcing **Bookfest**, we have been gratified by the support and interest we have received from every sector.



Our peer and community genre format will engage participants in a new and compelling way.



Our focus on networking activities will create engagement along with activities that are industry-related and entertaining.



Edelweiss's educational content will be a strong draw as users learn how to optimize their investment in our software.



Bookfest digital content will remain accessible in Edelweiss this year, extending your exposure and ROI.



Content will be developed based on community input, an event designed for the industry, by the industry.



Our tools have helped attendees' businesses grow for many years and **Bookfest** is a natural way to extend our services to the community.



Diversity, equity, and inclusion have never been a bigger topic in publishing than today. Our content will highlight and support this critical agenda.

Buzz on the Street...

"You're the perfect organization to take this on, provide stability and continuity, and bring innovation and improvements."
- Donna Paz Kaufman
Paz and Associates

"ABA is looking forward to featuring the Indies Introduce Adult fall authors and bookseller panelists at Bookfest. The timing is perfect."
- Joy Dallanegra-Sanger
American Booksellers Assn.

In this unusual year of not being able to meet in person, we are so happy to have a virtual venue to continue our mission of book discovery and readers' advisory programming. LibraryReads is thrilled to be part of the Edelweiss BookFest and we're looking forward to bringing the programming that we are well known for, including multi-publisher Book Buzzes and Author Panels, to our library community.

- Rebecca Vnuk
Executive Director
LibraryReads

"Looking at Edelweiss's 46% growth in digital review copy downloads in 2020 alone (740,000!), we know that our customers consider Edelweiss a leading resource for their business. Bookfest is poised to become another tool that the industry relies upon for business success."
-John Rubin
CEO of Edelweiss
by Above the Treeline

Exhibition Opportunities

AUTHOR SPOTLIGHT

Perfect for individual authors and self-published writers.

- Tabletop with space for up to two avatars
- Opportunities to chat with visitors and digital review copies
- Distribute up to 5 items from your distinctive tabletop
- Edelweiss member account + ability to add your title(s) to our online customer bookshelves
- 2 Passes for staff

\$399

TOOLS OF THE TRADE

Open to technology providers and services for the publishing industry.

- Booth within designated area
- Chat with your visitors and collect business cards
- Download literature
- 2 Passes for staff

\$1,250

Exhibition Opportunities

STANDARD BOOTH

This digital world version of a 10 x 10 booth offers a 2-D display and the opportunity for limited personalization.

- Customize panel art and your avatars and offer digital downloads, brochures, and links
- Chat with your visitors and collect business cards
- Edelweiss member account + ability to add your title(s) to our online customer bookshelves
- Up to 4 passes for staff

\$2,500

PREMIUM BOOTH

Showcase your titles with an eye-catching exhibit. Includes all items in the Standard Booth package PLUS:

- High visibility location to offer a single video presentation and to publicize multiple products in 3-D display (think of a physical 20 x 20)
- Direct link from your primary genre track
- Offer participants digital review copies
- Add your own branded background and graphics
- Post show links to digital assets on your Edelweiss page
- Digital directional links in appropriate areas throughout the event
- Link from your primary genre track
- Up to 5 passes for staff

\$3,500

Exhibition Opportunities

PAVILION

Your custom Hall to welcome participants and offer events

Your custom "hall" where you can promote your organization in a branded booth along with up to 8 additional booths to promote titles, imprints, or divisions.

- Visual upgrade to full 3-D booth environment
- Ability to host unlimited # of chats or events at your location
- Banner at entry lobby and logo near the main event stage
- Navigation bar menu direct link and other directional signage
- Links from up to 5 select genre tracks
- Assistance for booth strategy and design from our virtual event design team
- 10 Passes for staff and guests

SHOWROOM

Your spacious virtual exhibition level location to welcome participants and offer events

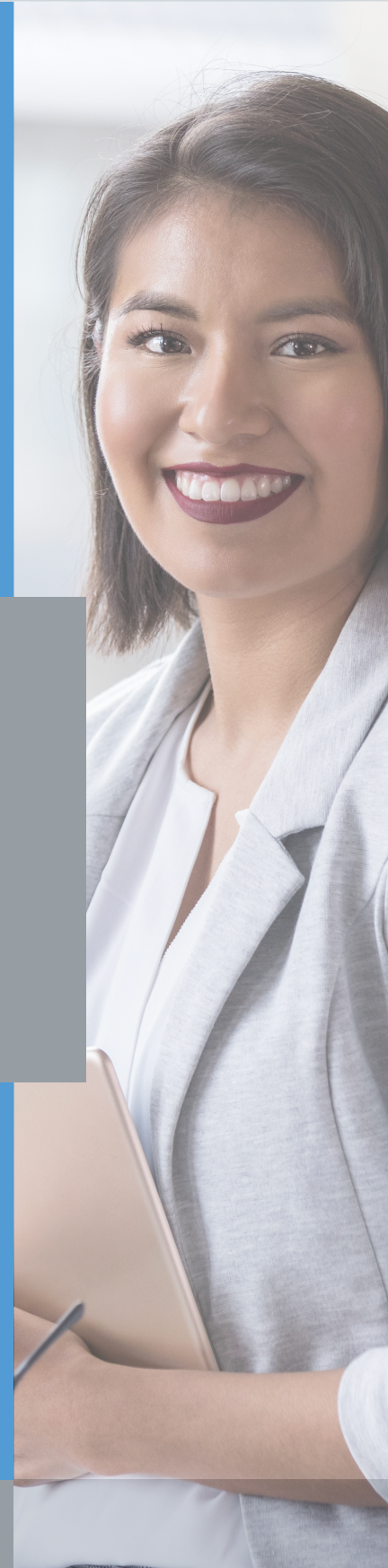
All the benefits of a Pavilion with even more space to show your titles to their best advantage. Private floor with up to 5 Pavilions (45 booths).

- Signage visible in lobby throughout event and direct links from up to 10 select genre tracks
- 10 preloaded DRCs or other tote bag inserts with internal logo
- 25 Passes for staff and guests

PENTHOUSE

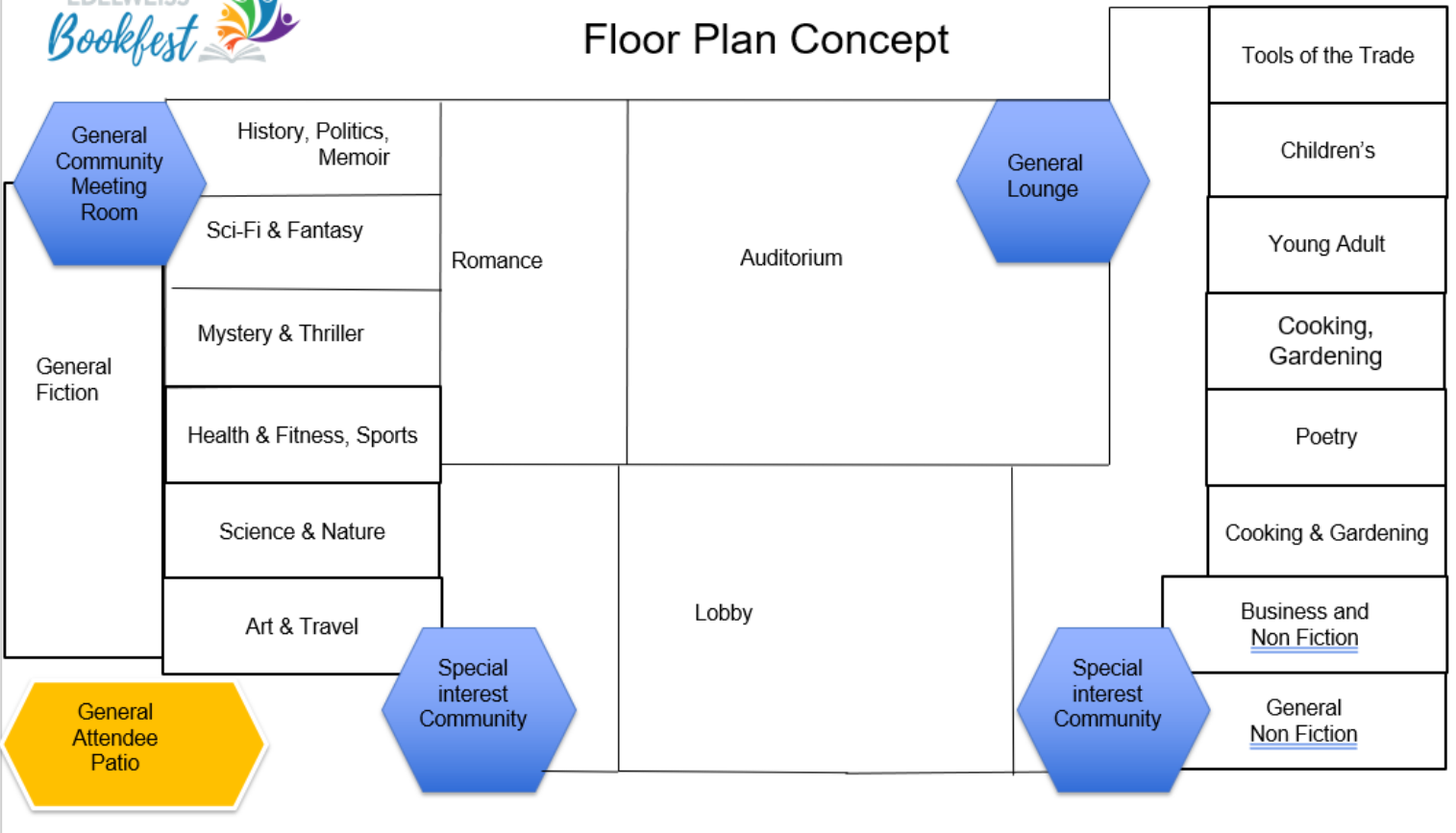
Expansive private upper floor level with 10 Pavilions (90 booth spaces)

- Private, branded VIP meeting room
- 15 Preloaded DRCs or other tote bag inserts with internal logo
- Unlimited links from your select genre tracks
- 50 Passes for staff and guests





Floor Plan Concept



Sponsorship Opportunities

DIGITAL TOTE BAG INSERTS

Ubiquitous - always accessible on the site and provides an easy way for participants to save and download their favorite materials from the event

- Up to 5 DRCs or other literature, preloaded
- Each Additional item +\$50

DIVERSITY, EQUITY, INCLUSION UNDERWRITER

Speaking spot on main event panel of thought leaders focused on organization and industry Diversity, Equity and Inclusion opportunities. 3 positions available.

KEYNOTE SPONSOR

You play a visible role in the event by introducing a keynote speaker.

- Ability to provide keynote author or thought leader in consultation with the event editorial panel
- Heavily promoted pre and post event
- Video recording accessible to all members post event on Edelweiss site
- Video recording provided for sponsor use
- **Book Boost**- post show Edelweiss community promotion

ADD A POST-EVENT BOOK BOOST

We help you extend your reach to the 165,000 member Edelweiss community with our unique *Book Boost* promotion.

- Extended marketing in weekly email marketing and on Edelweiss website
- Website banner ad, newsletter sponsorship, and social media highlight posts for 1 week



Sponsorship Opportunities

INDIVIDUAL GENRE LOUNGE SPONSORS WITH NETWORKING AREAS

You host a branded meeting room and lounge area in your primary area of interest.

- Chat live with attendees
- Offer events, gatherings, video features, or “coffee chats”
- Genre specific game draws visitors

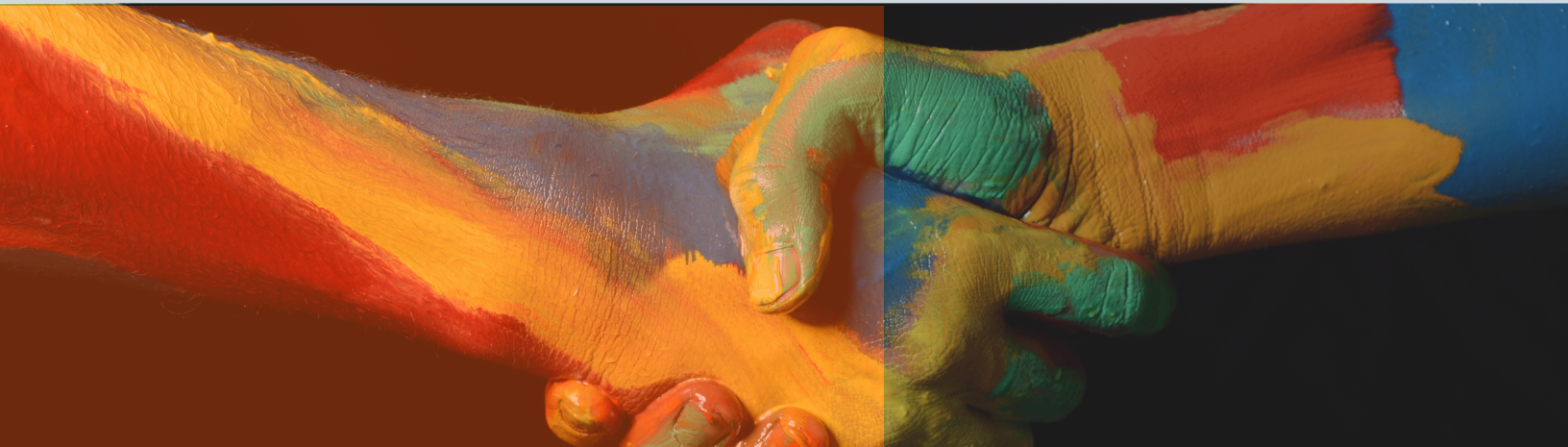
PRIVATE HOSTED MEAL WITH CURATED LIST

- We invite up to 6 of your preferred guests
- Private “dining room” from exhibition space
- Attendees receive a Door Dash coupon / gift card for dinner on the “host sponsor”
- Branding opportunities in dining room

CENTRAL NETWORKING LOUNGE SPONSOR (exclusive opportunity)

- Can choose to host your own evening event in the lounge (includes private area breakouts, meetings, or dinners)
- Live chat participation
- Central networking area has one exclusive sponsor, but all attendees can gather and pass through
- You may provide your staff as hosts
- Game that is hosted for participants in the Lounge – you can contribute clues and answers to be added
- Pre-loaded insert in tote bag

Treeline 2020 Scholarship



The **TREELINE 2020 Scholarship Initiative** is designed to help students break down barriers, open doors, and access funds and experiences that will help them succeed in our industry and in life.

This is an exciting new opportunity for you to support this industry-wide access and inclusion initiative and scholarship program. You'll be known for your innovation and inclusion and your brand will be associated with all educational programs and scholarships Treeline 2020 offers for the full year.

Not only will our 165,000+ Edelweiss members know of your support, you will be recognized in ongoing publicity and communications. Special **Bookfest** recognition will be provided to donors who confirm their participation before May 1, 2021.

TREELINE
2020

The logo for Treeline 2020 features the word "TREELINE" in a bold, grey, sans-serif font at the top. Below it, the number "2020" is displayed in the same font. The zero in the middle is replaced by a stylized tree with a white trunk and branches, set against a heart-shaped background that is filled with a colorful, multi-colored pattern of small triangles.

About Edelweiss

Edelweiss by Above the Treeline has been a critical partner in the book publishing market for nearly 20 years. Publishers, libraries, bookstores, reviewers, and influencers trust Edelweiss products to provide efficient tools for book discovery and business intelligence. We understand their business needs and maintain a dialogue with customers that keeps us in-the-know about their changing priorities and critical issues. Edelweiss is a primary trusted source of information and the **go-to resource for 95% of U.S. publishers** who use Edelweiss tools.

Interactive genre communities formed and nurtured in Edelweiss provide market intelligence specifically targeted to each genre. The Treeline2020 community was formed to support our commitment to removing barriers to access, improving diversity, equity, and inclusion in the book and tech industries. We actively support the publishing industry in its efforts to be a leader in this area with programming, best practices education and scholarships.

For more information and pricing contact us:

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