



*Celebrating Your Passion for Books*

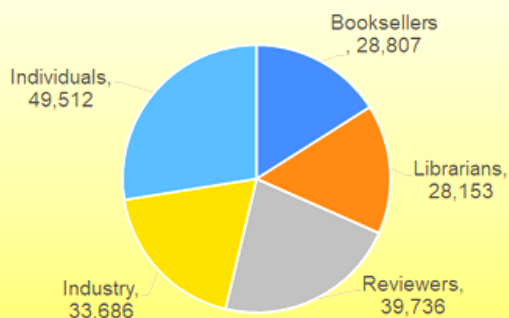
Generate *more* than leads,  
enable sales!

## Who attends?

- Booksellers
- Librarians
- Bloggers
- Reviewers
- Publishers
- Book lovers

*Special pricing to encourage quality attendance.*

*Users of Edelweiss By Role  
(from our community of 180k members)*



## What's so different?

- Content created by the community, for the community
- Genre and peer community focused
- Hosted by Edelweiss by Above the Treeline - 20 years of trusted work with the industry
- Integration of Edelweiss workflow tools to enable sales
- Consistent focus on diversity, equity, and inclusion with programs to support the community
- ABA's Indies Introduce event held at Bookfest
- Extensive partner marketing and content

## Why attend?

- Support book discovery
- Engage with community
- Enable consumer sales through bookstores
- Support diversity, equity, and inclusion in publishing
- Innovative activities to engage and network

## When & Where

- June 8-9
- Virtual event through provider Virtual Event Place

## Content partners include



Event platform by **Virtual event place**

## Exhibitor Options

### AUTHOR SPOTLIGHT

Perfect for individual authors

- 2 dimensional booth, no avatar needed
- Simplified booth template
- Opportunities to chat, summary, and links, book cover photo, link to booth from one genre hall
- Business card drop
- Edelweiss member account, plus ability to add your title(s) to our online customer bookshelves
- 2 passes for staff

### PREMIUM BOOTH

Showcase your titles with an eye-catching exhibit.

- 3D booth and avatars
- Expansive creative opportunities to edit CSS and HTML
- Chat and business card collection
- Ability to offer a single video presentation and add other multimedia links
- Direct link to your booth from up to 3 genres
- Offer participants unlimited digital downloads
- Up to 7 passes for staff
- Lead generation / advertising – one listing per booth in pre and post show event newsletters
- Link to private Zoom meeting room
- Additional booths at \$500

### PAVILION

Your custom Hall to welcome participants and offer events

- 3-D booth environment which is a collection of 9 booths
- Ability to create your own backdrop
- Ability to host unlimited # of chats or events in your pavilion
- Individual booths have additional chat capability
- Logos and links from all appropriate genre halls
- "Named" pavilion access selectable from main drop-down menu
- Banner at entry lobby and logo near the main event stage
- Links and logos from all appropriate genre areas
- 20 Passes for staff and guests
- Includes private, branded meeting room
- Lead generation / advertising – 18 listings in pre and post show newsletters (per pavilion)
- Integration of Edelweiss "tote bag" into the event, including catalogs, lists, digital review copies and communities

### TOOLS OF THE TRADE

- Premium booth space 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

### Academic Publishers

Academic publishers are eligible for a discounted exhibit rate

### Small Publishers

Publishers with under 20 titles/year are eligible for a premium booth at discounted pricing

## **Special rate for UK Publishers**

### **UK-based Publishers**

UK based companies are eligible to exhibit at this special rate for a premium booth



# Sponsor Opportunities



## Sponsor Options

### GENRE LOUNGE SPONSOR

- You host a branded lounge in your genre of interest.
- Chat live with attendees
- Offer events, gatherings, video features
- Genre specific game draws visitors
- Pre- and post-show advertising
- Zoom meeting capabilities

### PROFESSIONAL LOUNGE SPONSOR

- You host a branded lounge in your professional area of interest.
- Chat live with attendees
- Offer events, gatherings, video features
- Professional specific game draws visitors
- Pre- and post-show advertising
- Zoom meeting capabilities

### 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
- Pre- and post-show advertising
- Zoom meeting capabilities

### MAIN AUDITORIUM SPONSOR

*Exclusive opportunity, high visibility!*

- Can choose to host your own evening event in the lounge
- 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- and post-show advertising
- Zoom meeting capabilities

## TREELINE 2020 SCHOLARSHIP

*Dismantling Systemic Racism and Bias*

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

Supporting :

- Howard University
- Spellman College
- City College of NY
- Internship Programs

This is an exciting new opportunity for you to support our industry-wide access and inclusion scholarship program. You'll be known for increasing diversity, equity, and inclusion in our industry and in our lives.

**Be a Silver Patron, Gold Patron, or Platinum Patron.**

100% of your donation goes directly to the organization you wish to support. **Contact us for details!**

**For more information about Edelweiss and Bookfest**

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