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Combined Book Exhibit

presents

2008 Global Book Display Opportunities

21 Incredible Shows! 3 Money Saving Packages!

INTRODUCING
THE COMPLETE 2008
SHOW SCHEDULE



GREAT
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DISCOUNTS
AVAILABLE

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

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

**WE'RE WAIVING THE \$125.00 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**

*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!

2008 BOOK SHOW DISPLAY OPPORTUNITIES

Show	Date	Deadline	Price Per Title
American International Toy Fair	Feb. 17-20	Jan. 25/08	\$150
Michigan Reading Association	March 15-17	Feb. 22/08	\$85
Public Library Association	March 25-29	March 2/08	\$110
London Book Fair	April 14-16	March 3/08	\$210
Texas Library Association	April 15-18	March 24/08	\$85
Florida Library Association	April 23-24	March 24/08	\$85
Pennsylvania School Library Association	April 24-26	April 4/08	\$85
Connecticut Library Association	April 28-30	April 7/08	\$85
New Jersey Library Association	April 29-30	April 7/08	\$85
BookExpo America	May 29-6/1	April 7/08	\$195
BookExpo Canada	June 15-16	TBA	\$195
American Library Association Annual	June 28-7/1	June 2/08	\$110
National Education Association	July 1-3	June 2/08	\$110
Beijing Book Fair	TBA	TBA	\$150
Ohio Library Council Trade Show	TBA	TBA	\$85
Illinois Library Association	Oct. 3-5	Oct. 10/08	\$85
Frankfurt Book Fair	Oct. 15-19	Aug. 1/08	\$150
New England Library	Oct. 19-21	Oct. 3/08	\$85
New York Library Association	Nov. 5-8	Oct. 17/08	\$85
California Library Association	Nov. 9-12	Oct. 13/08	\$85
Pennsylvania Library Association	Nov. 10-11	Oct. 17/08	\$85

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 2008 PLATINUM PACKAGE

All of the 21 2008 Shows—One Low Price

Now Just \$2,245

A HUGE SAVINGS OFF THE ALREADY REDUCED PRICE!

2008 INTERNATIONAL SHOW PACKAGE

5 Great Shows—One Low Price!

London Book Fair	April 14-16
BookExpo America	May 29-June 1
BookExpo Canada	June 15-16
Beijing Book Fair	August 30-Sep. 3
Frankfurt Book Fair	October 10-14

Now Just \$855

A \$45 SAVINGS OFF THE ALREADY REDUCED PRICE!

LIBRARY SHOW PACKAGE

15 State and Regional Library Shows—One Low Price!

Michigan Reading Association.	March 15-17
Public Library Association	March 25-29
Texas Library Association	April 15-18
Florida Library Association	April 23-24
Pennsylvania School Library Association	April 24-26
Connecticut Library Association	April 28-30
New Jersey Library Association	April 29-30
American Library Association Annual	June 28-July 1
National Education Association	July 1-3
Ohio Library Council Trade Show	TBA
Illinois Library Association	October 3-5
New England Library	October 19-21
California Library Association	November 9-12
New York Library Association	November 5-8
Pennsylvania Library Association	November 10-11

Now Just \$1,290!

A \$60.00 SAVINGS OFF THE ALREADY REDUCED PRICE!

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As a friend of Jenkins Group, Inc., the nation's publishing services leader, here is your chance to display your books at 21 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 21 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 21 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 \$125 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!

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

Jenkins Group, Inc. www.BookPublishing.com was founded in 1988 as a provider of services to independent, university and small press book publishers. Based in Traverse City, Mich., the company serves individual and corporate clients internationally with a full range of custom book publishing, packaging, consulting and marketing services to the specialty, non-traditional book market.

The Combined Book Exhibit <http://www.combinedbook.com> Organizing collective book exhibits since 1933, CBE now attends over 25 trade, library, education and International shows annually. They have been attending BEA for over 30 years, showcasing books and related materials from thousands of U.S. and overseas publishers.

2008 DISPLAY OPPORTUNITIES SHOW DESCRIPTIONS

American International Toy Fair, New York, NY—February 17-20, 2008

One of the two new shows chosen by Combined Book Exhibit clients, The American International Toy Fair is the largest toy trade show in the Western Hemisphere. More than 1,500 manufacturers, distributors, importers and sales agents from 30 countries showcase their toy and entertainment products, which of course include books. The floor of the International Toy Fair has two entire rows set aside for publishing, and this is a great market, especially for children's and young adult material

The American International Toy Fair is a great opportunity to have your works displayed in a very unique and special market. It is open to trade only, so your titles will be on display for all the right people who represent the \$22 billion (and growing) youth entertainment market. And with 20 thousand attendees from almost 20 countries, the show is truly international.

Your titles will be displayed prominently within the exhibit and organized alphabetically by publisher. All books will have a number affixed to the front cover of the book which will correspond to the exhibit catalog we prepare that all lists all titles on display for the show. This enables attendees to quickly review a large number of titles and take away with them a record of what they saw.

This is Combined Book Exhibit's first time exhibiting at Toy Fair, and it is expected to be a huge success.

Michigan Reading Association, Detroit, MI—March 15-17, 2008

Reach thousands of teachers in Michigan. Materials appropriate would be K-12 materials as well as educational books. MIRA attracts thousands of teachers, librarians, and media specialists, all looking to improve or build upon their classroom or library collections, as well as to purchase books for their personal libraries.

Public Library Association, Minneapolis, MN—March 25-29, 2008

According to the American Library Association, there are almost 9 thousand separate public library systems in the US, and over 15 thousand buildings and branches. That makes for a very large portion of the over \$5 billion library market.

As a national show, the Public Library Association marks a great opportunity to reach these 9 thousand systems in one venue. And, as it only happens once every two years, PLA is always has a great draw—around 10 thousand in total attendance

London Book Fair, New Title Showcase, Earls Court, London, England, April 14-16, 2008

The New Title Showcase is making its sophomore appearance at the London Book Fair in 2008, after a very successful inaugural year in 2007, that saw almost 400 books on display (and a lot of positive feedback).

Both exhibitors and non-exhibitors can reserve space on the New Title Showcase. Every title will be represented in the New Title Showcase catalog which will be distributed free of charge to all visitors and exhibitors at the showcase.

Titles will be displayed by publisher name alphabetically. The LBF New Title Showcase Catalog entries will be listed alphabetically by company and will include; company name, address, telephone number, fax number, email, website, listing of distributors, wholesalers, LBF specials and key contacts information (up to 3), Book Title, author, ISBN, 25 word description and stand number if applicable

Texas Library Association, Dallas, TX—April 15-18, 2008

Texas Library is often cited (and rarely disputed as) the best state show in all of the US. Their library conference certainly lives up to the adage that “everything is big in Texas”: Attendance is consistently over 7,000 librarians and exhibitors. This show attracts all types of librarians, with the primary mix being from school and public libraries. The show’s exhibit staff does an excellent job of keeping attendees on the exhibit floor. While public librarians are in meetings, school librarians have free time to be at the exhibits, and vice versa.

Despite what you may have heard, this show is not only for childrens books. The Combined Book Exhibit has a nice assortment of books including reference, novels, academic as well as childrens books. The attendees take their time and look through all of the books. In fact, public librarians have commented how happy they are to see adult level material displayed.

Florida Library Association, St. Petersburg, FL—April 23-24, 2008

The audience for this show is primarily public librarians, with librarians from academic and other specialized libraries attending. Florida is one of the fastest growing states in the Union. With this growth comes an increasing demand for books and other services in the libraries. The attendees have a broad array of interests and all subject areas are thoroughly reviewed. The Combined Book Exhibit is always very busy during no-conflict times and continues to have steady traffic while the librarians are in the sessions.

Pennsylvania School Library Association, Hershey, PA—April 24-26, 2008

This conference is school librarians (K-12) from Pennsylvania, and is run by a well organized association, who takes into account the needs of each exhibitor. Combined Book Exhibit is always given prime location in the exhibit hall, as we continue to host the most popular display on the floor. These school librarians love the opportunity to view titles from both large and small publishers at one stop. It’s becoming a PSLA tradition for attendees to stay even after the show has ended to view the collection as the exhibits are packed up. CBE’s representatives frequently are told that our exhibit is their favorite display and we are the primary reason that they come to the conference each year.

Connecticut Library Association, Mystic, CT—April 28-30, 2008

The audience for CTLA is typical for a library show, with the majority coming from public libraries, with a fair number of attendees from academic and special libraries as well. Books for all ages are actively reviewed. The Connecticut legislature and local communities are known to be highly supportive of their public library system. Even though last year’s show in Hartford was slow because of inclement weather, the Combined Book Exhibit was the busiest (and largest) on the floor. Mystic stands to be a successful show for CTLA.

New Jersey Library Association, Long Branch, NJ—April 29-30, 2008

NJLA allows attendees to spend quality time at all exhibits. Long Branch is the location which the attendees and exhibitors prefer to meet. This leads to good attendance. And as the largest and most popular exhibitor on the floor, Combined Book Exhibit gets a lot of good traffic from the attendees, about 75% of whom are from public libraries and the remainder from school libraries.

The New Jersey Library Association organizers always make sure the librarians attend the exhibits through no-conflict exhibit hours, coffee breaks, and ice-cream socials on the exhibit floor. Long Branch is also a good location to draw a lot of attendees, as it’s right on the beach as spring starts to move more aggressively towards summer. For all of these reasons, exhibitors are usually very pleased with the show each year.

Bookexpo America, New Title Showcase, Los Angeles, CA—May 29-June 1, 2008

In 2007, the third annual New Title Showcase at Bookexpo America shattered records with over 15 hundred individual titles! Demand was so high to be a part of this exhibit that registration had to reopen to accomodate all of those that wanted to participate. Over 5 thousand catalogs and addenda were distributed in 2007.

This year, BEA moves to the west coast for what should be a very successful show. By the start of BEA 2007, almost 80% of exhibitor space was already sold out for 2008. This points to good things for the 2008 show.

As in years past, the New Title Showcase will be organized alphabetically by publisher, and will have an accompanying catalog and online, searchable database. The NTS will, as always, be located in prime real estate, to maximize traffic to your titles.

Bookexpo Canada, New Title Showcase, Toronto, Ontario, Canada—June 15-16, 2008

After the success of the New Title Showcases, first at Bookexpo America, then the London Book Fair, Combined Book Exhibit and Reed Exhibitions (the parent company of the two fairs, and Bookexpo Canada) decided to bring the revolutionary New Title Showcase to Canada for Bookexpo Canada 2008.

Held in Toronto, BookExpo Canada is a publishing industry trade show that combines a large and diverse selection of book titles with an unparalleled conference program. This special publishing industry and author event is held annually to create a dynamic environment for networking, sourcing and relationship building within the publishing industry in Canada.

Like the other New Title Showcases, the exhibit will be organized alphabetically by publisher and have an accompanying catalog and online, searchable database.

American Library Association Annual, Anaheim, CA - June 28-July 1, 2008

The American Library Association Annual conference is the largest meeting of librarians in the world, drawing a broad audience from the U.S. Publishers will find the most diverse audience for their products in the library market. Attendance regularly approaches 20,000, and 2007 broke that number with a record 25 thousand in total attendance. Most of the attendees have purchasing authority and for many this is the only show they attend. Through its 58,000 members, the ALA serves as a resource for public, academic, private and school libraries, and is responsible for accreditation of library school programs.

Librarians who attend the Annual Conference include leaders from public, academic, school, private and special libraries. Attendees also include the Association Executive Board, the budget assembly, councilors, members of the executive boards of the divisions and round tables, and officers of committees and sections.

After a record-setting year in 2007, ALA is expected to keep up its intensity and quality of programs to make 2008 just as successful as it, like BEA, moves to the west coast.

National Education Association, Washington, D.C—July 1-3, 2008

The other of the two shows chosen by Combined Book Exhibit clients, the National Education Association is considered America's biggest gathering of educational leaders, and consistently has over 15 thousand in attendance. NEA has a membership of over 3.2 million worldwide, making it the largest association concerned with education. Being in Washington, D.C, near July 4th, and in an election year, NEA 2008 stands to be a show of high attendance in both quantity and quality, giving your books face-to-face meeting with all who arrive at the show.

Beijing International Book Fair, Beijing, China—TBA

China and the Asian marketplace business is built on long standing relationships. 2008 will be the fourth year that Combined Book Exhibit will be attending the Fair. The Chinese market is the new frontier and the next big market for years to come. With 1.2 billion people, China is poised to become the biggest market in the world, with English language materials leading the way. Books in most all subject categories are appropriate.

In 2007, Combined Book Exhibit debuted the International Children's Publishing Exhibit, an official children's book exhibit of the fair. The ICPE was joint venture between Combined Book Exhibit, their sister company The American Collective Stand, The BIBF itself, The Association of Educational Publishers, The Publishers Association of the UK and the Children's Book Council (USA). After its inaugural year in 2007, the ICPE will return again in 2008.

Ohio Library Association, Columbus, OH—TBA

The Ohio Library Council alternates its schedule every year. In 2007, the exhibit floor was open during the Council's annual conference. This year, there is a one day "trade show" featuring only the exhibits, and no conferences or panels. This arrangement insures high traffic because the entire conference is non-conflict time.

Ohio has a reputation of spending big on libraries, and it also has the highest per capita budget for libraries in the entire country, making it a very important show.

Illinois Library Association, Chicago, IL—October 3-5, 2008

Chicago is a great venue for any library show (it hosted the second highest-attended ALA Annual ever in 2005), so the hometown crowd is sure to love it. Chicago always has a high draw for Illinois Library.

Public, school and academic librarians all attend. Reference materials in all subject areas, literature and children's books are just a few of their areas of interest but this is one show which the librarians show an interest in the entire collection of titles.

Typical of today's times, selector librarians find it increasingly important to "see the book before buying it" to insure that their money is wisely spent.

Frankfurt International Book Fair, Frankfurt, Germany—October 15-19, 2008

The Frankfurt International Book Fair is the largest book fair in the world, with over 6,600 exhibitors participate with over 300,000 in attendance. International visitors come to Frankfurt from 101 different countries. Practically every form of print media is sought out at this fair. Attendee interest ranges from books and CD-ROM's to journals, magazines, audio, and even calendars and postcards.

With over 30 years of seniority, the Combined Book Exhibit is located within the American Collective Stand, in the same row as Random House, Simon and Schuster, Rodale and many other major publishing houses, placing your book in the same area as some of the most popular publishers world-wide.

If you want your titles to be given good exposure for translation rights, international distribution channels and for sales, Frankfurt Book Fair is an event that you will not want to miss!

New England Library Association, Manchester, NH—October 19-21, 2008

Attracting librarians from all of the New England States, this show has consistently provided our participating publishers with exposure of their titles to a good representation of librarians from all seven states. Combined Book Exhibit is frequently the most popular and heavily trafficked exhibit. The attendees immediately make it a point to go find our location and know where they have to come back and spend solid blocks of time reviewing the titles on display. Some attendees spend well over one hour at a time in our exhibit.

Public and school librarians attend this show and have an interest in a very broad selection of subject matters ranging from scholarly and reference, to history, to literature to children's books.

Manchester is a smaller city than a lot of New England's other choices, but there's always good attendance regardless of the location. And, as the Combined Book Exhibit is sometimes situated outside the exhibit hall enabling our exhibit to be open basically 24/7 during the conference, librarians have been found in our exhibit at midnight still perusing the books on display.

New York Library Association, Saratoga Springs, NY—November 5-11, 2008

This association is well organized and its conference has a substantial block of no-conflict time allowing attendees to spend quality time looking at the books. All subject areas are actively reviewed ranging from reference to trade to children's material. Combined Book Exhibit's popularity is illustrated by having won the Best Multiple Booth award 6 times over the past 16 years.

The large size of New York and an apparent recognition of the importance of libraries by communities across the state are reasons why New York State, taken as a whole, has a substantial amount of money available for its libraries to spend each year.

Saratoga Springs is a good centralized location for NYLA, and a very popular place to hold a book show (New York State Reading is held there almost every year). It's a nice large location that allows for good traffic as well.



California Library Association, San Jose, CA—November 9-12, 2008

Having exhibited at California Library for over 30 years, Combined Book Exhibit always receives prime location and the librarians know how our exhibit works and utilize it to see the books from publishers ranging from the major houses to small independent presses. CBE representatives have been receiving comments over the past several years how the attendees really enjoy the “neutral” setting of our exhibit and the ability to learn about the new titles from both larger houses and the independent presses alike.

CLA’s membership is over 2,400 strong. All types of library professionals are involved but with a majority of librarians from Public and Academic libraries. People attending the show each year are involved in actual purchasing decisions or have the strong recommendation authority within their institutions.

The past several years have witnessed the show organizers restructure the conference in order to insure that exhibitors are given plenty of opportunity to talk to the attendees and show them their wares.

Pennsylvania Library Association, Valley Forge, PA—November 10-11, 2008

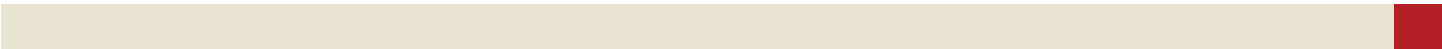
The Pennsylvania Library Association has always been a show where the Combined Book Exhibit is heavily trafficked. The state ranks high in funding for public libraries in the US. This association invites librarians not only from public libraries but also from academic institutions. The entire collection of titles is heavily reviewed showing the broad interests and needs of the attendees. Numerous attendees have been found in the Combined Book Exhibit for well over one hour going through all the books on display.

Librarians make a point to stop at the CBE booth, pick up the exhibit catalog and review the titles on display. Some take two or three catalogs so they can bring extras back home to give to fellow librarians who could not attend that year. This is an active show with librarians showing strong support for the exhibits.

Valley Forge, though not centrally located, is a good location for the show because of its proximity to heavily populated areas like Philadelphia, Allentown and others.

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JENKINS GROUP, INC. / Combined Book Exhibit

2008 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 me with any questions. Please tell us which show(s) are you interested in attending:

2008 BOOK SHOW DISPLAY OPPORTUNITIES

Packages	Price Per Title	# of Titles
Platinum Package of all 21 Shows	\$2,245 (Save \$155)	_____
Library Show Package of all 15 Shows	\$1,290 (Save \$60)	_____
International Show Package of all 5 Shows	\$855 (Save \$45)	_____

Show	Date	Price Per Title	# of Titles	Deadline
American International Toy Fair	February 17-20	\$150	_____	Jan. 25
Michigan Reading Association	March 15-17	\$85	_____	Feb. 22
Public Library Association	March 25-29	\$110	_____	March 2
London Book Fair	April 14-16	\$210	_____	March 3
Texas Library Association	April 15-18	\$85	_____	March 24
Florida Library Association	April 23-24	\$85	_____	March 24
Pennsylvania School Library Association	April 24-26	\$85	_____	April 4
Connecticut Library Association	April 28-30	\$85	_____	April 7
New Jersey Library Association	April 29-30	\$85	_____	April 7
BookExpo America	May 29-June 1	\$195	_____	April 7
BookExpo Canada	June 15-16	\$195	_____	TBA
American Library Association Annual	June 28-July 1	\$110	_____	June 2
National Education Association	July 1-3	\$110	_____	June 2
Beijing Book Fair	TBA	\$150	_____	TBA
Ohio Library Council Trade Show	TBA	\$85	_____	TBA
Frankfurt Book Fair	Oct. 15-19	\$150	_____	Aug. 1
Illinois Library Association	Oct. 3-5	\$85	_____	Sept. 10
New England Library	Oct. 19-21	\$85	_____	Oct. 3
California Library Association	Nov. 9-12	\$85	_____	Oct. 13
New York Library Association	Nov. 5-8	\$85	_____	Oct. 17
Pennsylvania Library Association	Nov. 10-11	\$85	_____	Oct. 17

Contact Person _____ Email Address _____

Company _____ Address _____

City, State, Zip _____ Phone _____

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Credit Card Number _____ exp. Date _____

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