



**MOM'S  
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media, products and services.

## **BookExpo America 2011 Autographing / Product Demo Sessions 12 Tips For A Great Experience!**

### **Autographing Area (AKA Author Corral)**

MCA Table #5  
Wednesday, May 25<sup>th</sup> Only  
Site Contact = Dave Holton  
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### **MCA Booth #2264 - 2265**

Tuesday, May 24<sup>th</sup> through  
Thursday, May 26<sup>th</sup>  
MCA Support Team  
757.410.9409 X712  
[bea@momschoiceawards.com](mailto:bea@momschoiceawards.com)

### **1. Get Your Bearings**

The Javits Center is an amazing venue, but can be overwhelming. It's best to orient yourself before you arrive. Study the floor plan online at [BookExpoAmerica.com](http://BookExpoAmerica.com). The Exhibit Hall is on Level 3. Look for entrance 3E. Make your way to the back of the Hall. Both the Autographing Area and the MCA booth are located in the back left corner of the Exhibit Hall. Please note, restrooms are located in the front area of the Exhibit Hall—not in the back where we are located.

### **2. Pickup Your Badge**

Anyone entering the Exhibit Hall must have a badge (*discounted badges are available from the MCA Alumni Webstore through May 4<sup>th</sup>*). Upon arrival, stop by the Registration Desk to pick up your badge. The Exhibit Hall hours are:

Monday, May 23 <sup>rd</sup>	10 A – 5 P
Tuesday, May 24 <sup>th</sup>	9 A – 5 P
Wednesday, May 25 <sup>th</sup>	9 A – 5 P
Thursday, May 26 <sup>th</sup>	9 A – 3 P

### **3. Confirm Arrival Of Your Books / Items**

If you are shipping your books / items (as opposed to bringing them with you), stop by the Autographing Area and/or booth early and make sure that your books / items are where they are supposed to be. Freeman, the company, that manages logistics for BookExpo America, manages thousands of boxes and while they do a great job, mix-ups do occur. The MCA Advance Team will be on site Monday, May 23<sup>rd</sup> from 10A – 5P to assist you. ***Be sure to have your shipping information and tracking numbers with you in New York.***

### **4. Arrive 15 Minutes Before Your Scheduled Timeslot**

If you are scheduled for a signing / demo at the MCA booth, check in with an MCA Team Member. If you are signing in the Autographing Area, report to the Green Room—located in the left-rear corner of the Exhibit Hall, next to Table 1.

## **5. Schedule Management**

Please note, the autographing / product demo program is extremely popular and the schedule is usually packed. An MCA Team Member will be assigned to keep things moving. This person will take books out of the boxes, have them on the table ready to sign and keep the line moving. When your time is up, please kindly pack your items and quickly vacate the area for the next author.

## **6. Friends, Family & Fans**

You are welcome to bring friends, family and fans. However, space is EXTREMELY limited. So, we ask that your guests stand away from the area, browse the other exhibits or wait in the Green Room.

## **7. Ordering Instructions**

Help make it easier for attendees to order your book / product. Consider placing a sticker or postcard inside the book cover / product packaging with ordering instructions for retailers and librarians.

## **8. Use Post-It Notes**

When personalizing books, it helps to keep the line moving if you have attendees waiting in line write out a post it note with the information in advance. This process also helps to minimize misspelled names.

## **9. Dave's Rule – 1 Book / Person**

Consider limiting one book per attendee. Remember, BEA is a promotional opportunity. Each book you give away is an opportunity to generate an order. If an attendee asks for additional copies, you might instruct them to check back with you at the end of the session.

## **10. Remainders**

If you have books / items remaining after the session, you can take them with you or donate them to a BEA designated charity. If you'd like to donate them, simply let the MCA Team Member know. Please keep in mind that space is EXTREMELY limited, and we are not able to offer you storage in our booth. There is storage available in the coat check area for a modest fee. Freeman also offers storage options.

## **11. Posters**

If you would like to keep the poster created for your session, simply let the MCA Team Member know.

## **12. Cancellations**

Should you need to cancel your session, please email us as soon as possible—even if it's only moments before your scheduled start time. We wouldn't want to leave potential buyers hanging. Plus, we may be able to backfill you spot. Email [bea@momschoiceawards.com](mailto:bea@momschoiceawards.com)