



**MOM'S
CHOICE AWARDS®**

Honoring excellence in
family-friendly
media, products and services.

BookExpo America 2011 Autographing / Product Demo Sessions Instructions

Please be advised of the following:

- 1) **BADGES**—Admissions badges are not automatically provided and must be ordered separately. If you haven't already ordered badges for your authors / representatives, please contact us IMMEDIATELY for options: bea@momschoiceawards.com
- 2) **ON SITE SALES**—BEA does not allow items to be sold during the show. They consider this a promotional opportunity to the trade. You can, however, take orders.
- 3) **SHARED SPACE**—You may be sharing a booth / table with another author / representative—no more than two authors / representatives at a time will be featured.
- 4) **CATALOG LISTING**—As soon as possible, send us the following information and we will make every effort to get your information listed in the printed show catalog: author name, co-author / illustrator name, book title, 10 word description of the book, publication date, materials to be signed (book, galley, brochure, poster, etc.). Email your information to: bea@momschoiceawards.com
- 5) **SIGNAGE**—You are encouraged to bring or ship signage / pop-up banner. Additionally, the MCA will provide professionally designed signage featuring your author / representative and product. Please email a high resolution (300 dpi jpg @ 6") headshot and product image to Joe Poz, MCA designer, **no later than April 15th**: joepozdesign@comcast.net
- 6) **THE #1 FAQ—How many books should I send?**
There is no scientific answer for this question. Generally companies send between 60 and 250 units. When making this decision, you might consider how much your author / inventor likes to interact with the guests, a tight schedule, the overall popularity of the author / inventor and the material handling charges and quantity per case count. Should you have books left over, you can donate them on-site or you can use FedEx on-site to return them to your warehouse.
- 7) **MATERIAL HANDLING**—Freeman is the company that provides exhibitor services at BookExpo America. If you are shipping your books / items to the show site or the warehouse in advance (as opposed to bringing them with you), Freeman will bill for material handling charges. The MCA cannot be responsible for material handling charges associated with your shipment. For questions concerning material handling charges, please contact Freeman directly at 201.246.2160.

Getting your items to the show – Three Options:

1) Bring your items with you to the show

This is the most economical method, however please note: space is EXTREMELY limited, and we are not able to offer you storage in our booth. If you are signing in the Author Corral, you may deliver your items to the Author Corral Green Room upon arrival. If you are signing in the MCA booth, please ask about storage options when you check-in at Registration.

2) Ship in advance to the Freeman Warehouse

Your items must arrive on or after April 25th and before May 16th.

Prepay for Material Handling by May 6th, and save 10%.

For questions concerning Material Handling charges, please contact Freeman directly at 201.246.2160.

- a) Use the links below to access the Material Handling Agreement and Method of Payment Form. **TIP!** You can complete these forms online, save to your computer and print.
<http://www.momschoiceawards.com/documents/MaterialHandling2011.pdf>
<http://www.momschoiceawards.com/documents/MethodofPayment2011.pdf>
- b) Complete the forms using **your** name, contact information and credit card information.
- c) Return the forms via fax 469.621.5618 or email FreemanNewYorkES@freemanco.com.
- d) Download and complete the **Warehouse** shipping labels
<http://www.momschoiceawards.com/documents/WarehouseShipmentLabels.pdf>
- e) Apply a shipping label to each item you are shipping.
- f) If you would like to check on the arrival of your freight, call 201.299.7575, Monday-Friday, 8:00 AM - 2:00 PM EST.

3) Ship directly to the Convention Center

Your items must arrive ON May 23rd—not earlier or later!

Prepay for Material Handling by May 6th, and save 10%.

For questions concerning Material Handling charges, please contact Freeman directly at 201.246.2160.

- a) Use the links below to access the Material Handling Agreement and Method of Payment Form. **TIP!** You can complete these forms online, save to your computer and print.
<http://www.momschoiceawards.com/documents/MaterialHandling2011.pdf>
<http://www.momschoiceawards.com/documents/MethodofPayment2011.pdf>
- b) Complete the forms using **your** name, contact information and credit card information.
- c) Return the forms via fax 469.621.5618 or email FreemanNewYorkES@freemanco.com.
- d) Download and complete the **Show Site** shipping labels
http://www.momschoiceawards.com/documents/ShowSiteBookShipmentLabels_000.pdf
- e) Apply a shipping label to each item you are shipping.