



**MOM'S
CHOICE AWARDS®**

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

BookExpo America 2011 Interview Instructions

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. 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. Upon Arrival, Pickup Your Badge

Upon arrival at the Javits Center, stop by the Registration Desk to pick up your badge. Anyone entering the Exhibit Hall must have a badge (*badges are not included in the interview offer and must be ordered separately. If you have not made arrangements for your badge, please contact us IMMEDIATELY*).

The Exhibit Hall hours are:

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

3. Check-In At The Booth

Kindly arrive at the MCA booth #2264-2265 a few minutes prior to your scheduled timeslot and check-in with the Interview Coordinator.

Our booth is located in the Exhibit Hall on Level 3 of the Convention Center. Look for entrance 3E. Make your way to the back, left-hand corner of the Hall. Our booth is located near the main autographing area (AKA Author's Corral).

4. Prepare To Go On Camera

- Remove outerwear, apply lipstick, etc.
- Our camera crew will fit you with a clip-on microphone just before you go on.
- Please have a copy of your book/product with you.

You will be on camera approximately 10 minutes.

After your interview wraps, kindly move to the side as soon as possible as we have many interviews scheduled.

If you need to reach the Interview Coordinator at the booth, please contact us at 757.410.9409 X712 or email bea@momschoiceawards.com.