



# Educational Book & Media Association

42ND ANNUAL MEETING

THE VINOY RENAISSANCE RESORT & GOLF CLUB IN ST. PETERSBURG, FL

## EXHIBITOR PROSPECTUS

Join the Educational Book and Media Association at its 42<sup>nd</sup> Annual Meeting on February 6-9, 2017 at the **The Vinoy Renaissance St. Petersburg Resort & Golf Club in St. Petersburg, FL**. For the first time, EBMA is offering exhibitor opportunities to select organizations that support publishers in the educational and library marketplace with specific products and services that enhance and improve reading for children.

EBMA, formerly known as the Educational Paperback Association, or EPA, was founded in 1975, most specifically to encourage the use of paperback books in classrooms from preschool to college and in school and public libraries. EBMA's mission is to foster a unique community that brings together a wide range of wholesalers and publishers in order to address the ever changing book & media buying needs of the educational marketplace. Today our members continue to be at the forefront of innovation in the classroom as new media is being introduced.

EBMA is committed to holding an annual meeting that is educational in nature with presentations from industry professionals, educators and authors to inform attendees on new trends in the marketplace. The highly esteemed "One-on-One Sessions" are designed to facilitate business discussions between regular and publisher members over three days, during which each wholesaler in attendance will meet with each publisher for private eight-minute discussions. Social events are planned throughout the meeting to bring wholesalers and publishers together to network in informal settings.

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## EXHIBITOR BENEFITS

- ✓ Skirted 6' Table located in the One-on-One meeting room
- ✓ One complimentary registration to attend all receptions, meals, education sessions and networking events
- ✓ Opportunity to schedule time with publisher members to discuss services
- ✓ Recognition at the start of the annual meeting during the opening Ludington Award Dinner
- ✓ Option to have a PDF document, brochure or flyer uploaded into the mobile app
- ✓ Organization description in the official meeting binder and mobile app
- ✓ Annual Meeting attendee list

## COST

**\$2000 per exhibit**

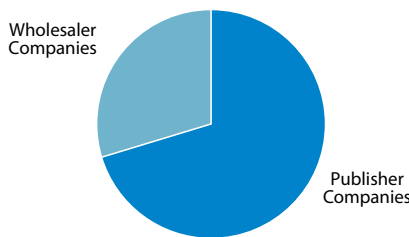
includes one complimentary registration

Additional guests will be charged the full attendee rate of \$995.

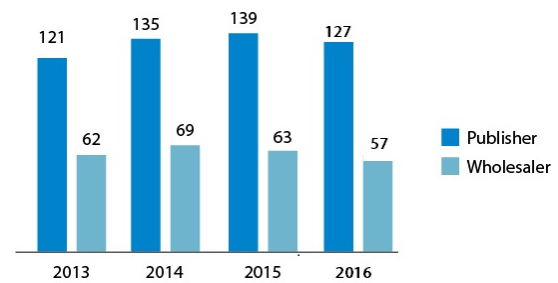
## 2015-2016 MEMBER COMPOSITION

Publisher Member Companies: 83

Wholesaler Member Companies: 30

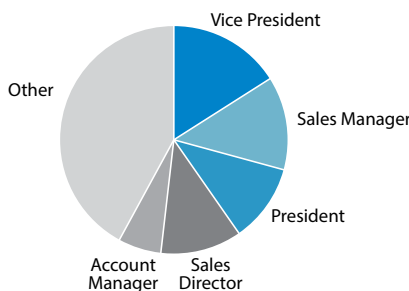


## NUMBER OF ANNUAL MEETING ATTENDEES



## TOP 5 PUBLISHER ATTENDEE JOB TITLES

1. Vice President (22)
2. Sales Manager (18)
3. President, CEO or Owner (16)
4. Sales Director (16)
5. Accounts Manager (9)



## TOP 4 WHOLESALER ATTENDEE JOB TITLES

1. President, CEO or Owner (17)
2. Vice President (8)
3. Collection Development (6)
4. Director of General Manager (15)

