



INFORMATION FOR PUBLISHERS, BOOK EXHIBITORS AND ADVERTISERS

ASLE invites small and large press publishers, publishers of magazines and journals, and individual writers to display and sell their products at the 2013 Conference Book Exhibit, located in Alderson Auditorium in the Kansas Memorial Union, near conference registration, the venue for plenary talks, and the food court.

The tentative publishers' exhibit schedule for 2013 is:

Tuesday, May 28: setup during registration desk hours (12-6pm)

Wednesday, May 29: 8:30am – 5pm

Thursday, May 30: 8:30am – 5pm

Friday, May 31: 8am – 12pm

Saturday, June 1: 8am – 12pm

Table and Registration Fees for Book Exhibitors and Publishers

Full Table Rates: Full tables (8-foot) are available at the cost of \$300 each. Each full table purchase includes two registrations for representatives. Additional tables can be purchased for \$100 each. Additional attendees will be charged the rate of \$100 each.

Half Table Rates: Half tables can be purchased at the rate of \$175. Half table purchases include one registration. Additional attendees for half table purchases will cost \$100 each.

UPDATE: ASLE cannot staff tables for authors or publishers, and prefers that you send a representative. However, in response to several requests, we WILL allow unmanned tables and set up your books at the beginning of the conference and take them down at the end. We cannot ship books back to you, so they will be donated or given away at the end of the conference. Prices for unmanned tables are the same as below due to our increased logistical/administrative costs.

If you cannot attend and would like to display and sell a limited number of titles at a table with a representative present, please contact Mary Lynn Howe (mlh@scholarschoice.com) at The Scholar's Choice (<http://www.scholarschoice.com>).

*Individual authors with books published since the 2011 ASLE conference are invited to display and sell their work at the separate **Author's Reception** (Thursday, May 30), and must contact Salma Monani (smonani@gettysburg.edu) to reserve a spot.

Security: Appropriate security will be provided for protecting exhibit spaces when the Book Fair is not in session; the room can be locked when not in use.

Pre-conference Shipment of Books: Boxes of books will be accepted beginning April 1, 2013. Boxes should be clearly labeled "Books for ASLE Conference" and include the name of the publisher or author on the outside of the box. The boxes can be mailed to:

Dr. Byron Caminero-Santangelo
Dept. of English
University of Kansas, Lawrence
1445 Jayhawk Blvd., Room 3001
Lawrence, KS 66045
bsantang@ku.edu

Post-conference: Please be aware that KU and the conference co-hosts cannot be responsible for return shipping of unsold books, so please make plans for shipping your books home. **Any** books that remain on display or in pre-conference storage after 6:00 p.m. on Saturday, June 1, 2013 will become the property of ASLE.

Program Advertising

ASLE offers advertising space in the 2013 conference program. The printed program is approximately 40 pages in length, with B/W printing on recycled paper. There will also be an electronic app option for the program this year.

| Size: | Rate: |
|--------------------------------------|--------------|
| Full page (7.5 x 10 inches) | \$400 |
| ½ page (7.5 x 5 or 3.75 x 10 inches) | \$250 |
| ¼ page (3.75 x 5 inches) | \$150 |

Please provide fully laid-out ads in .jpg or .pdf format.

The deadline to submit advertising copy is April 20, 2013. Files may be emailed to info@asle.org or mailed on a CD to the address below.

Please reserve your space for the exhibit and/or program by April 20, 2013.

For questions about the Book Exhibit, please contact exhibit coordinator Clare Echterling at cechterling@ku.edu or 816-716-6650.