



at BookExpo + BookCon May 29-31/June 1-2, 2019  
Javits Center, New York

### GCA Participation Form

Greeting cards are one of the most popular sidelines in bookstores today, so we are excited to work with GCA to bring many great card companies to BookExpo + BookCon this year for the debut of UnBound. Members can either exhibit in their own space or do so collectively in the GCA Village. Members who take their own space and who are also exhibiting in Noted, will benefit from a **10% discount** on exhibit fees. For those unable to exhibit in Noted, you'll enjoy a **5% discount** on exhibit space.

**If you'd like to exhibit in your own booth, please [complete and submit your application](#) right away. Call Patti Stracher Lee with any questions – 203/840-5849.**

For information on the Village, please read on:

#### **GCA VILLAGE**

We are excited to present the GCA Village on a premium, forward-facing corner on the entrance aisle of UnBound. Configured in a linear format, the Village is built out of white foam board and sits on white Masonite flooring. Each "Villager" receives (1) 39"X96" panel with 4 shelves and a 12"X36" custom booth sign. There will be cabinets for shared storage, power for charging personal devices, tables and chairs. In addition to the space, each company will receive 2 exhibitor badges.

**SPINNERS:** If you'd like to add a spinner rack, GCA member **Universal Presentation Concepts** will provide you with one of its clear towers at a deeply reduced, special GCA Village rate.

***Order your spinner directly from UPC no later than May 1. See details [here!](#)***

**The cost to participate is \$1,950.** This includes the exhibit space, all of the provisions above, extensive pre-show marketing, printed and digital directories and visibility to a trade AND consumer audience. The Village is open through BookCon (June 1-2), so your brand will receive massive consumer exposure! **You do not need to stay the extra days; you simply leave your panel intact. Your BookCon directory listing will include your website, so consumers can learn where to buy your cards. To reserve your space, please email this form** to Patti Stracher Lee at [palee@reedexpo.com](mailto:palee@reedexpo.com) **by Wednesday April 10th.** Space will be booked on a first-come, first-served basis. Upon receipt of this form, we will issue a contract within 24 hours and will request payment in full at that time.

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Details explaining space logistics and shipping will be provided when you return your signed contract and payment. Please contact UnBound Event Director Patti Stracher Lee at 203-840-5849 or [palee@reedexpo.com](mailto:palee@reedexpo.com) with any questions.

***We will collect, store and deliver boxed freight between Noted and UnBound with our compliments!***