HELLO!

GCA Members!
We Invite You to Exhibit in the GCA Village or in your Own Booth

UnBound
a collection of bookish goods

AT BOOKEXPO & BOOKCON
MAY 28-31, 2020
JAVITS CENTER, NYC

Everyone is talking about UnBound, the new show adjacency that debuted to rave reviews at BookExpo and BookCon in 2019. UnBound is your unique opportunity to be in front of the who's who of bookselling across the country, while exhibiting next to the who's who of book publishing at their most important business event of the year in North America. Then, after the tradeshow concludes, 20,000 passionate, engaged fans - women 18-34 - will experience your brand and shop at the UnBound marketplace!

UnBound is curated to make discovering new vendors easy and convenient for BookExpo's unique retail buying audience - independent and chain booksellers and ABA* member stores, museum stores and specialty chain and independent retailers, many of whom don't attend other shows to source greeting cards. UnBound presents these stores' sidelines and merchandise buyers with products ranging from greeting cards, games and puzzles, to journals, t-shirts, candles, teas, leather goods, jewelry and more.

EXHIBITING IN UNBOUND

- We invite you to exhibit either in the GCA Village or in your own booth. As a GCA member, you'll automatically receive a 5% discount on your exhibit space and if you also exhibit in Noted, you'll receive a 10% discount!
- Please complete and submit the form below by February 7th** to receive priority placement on the show floor or in the Village.
- Once we assign you a booth or space in the Village, we will send you the contract and request a full payment.

** American Booksellers Association*
***We welcome applications after February 7th and will accommodate you on a first-come, first-served basis.*

EXHIBIT APPLICATION

Company _____

Contact First & Last Name _____ Contact Email _____

Contact Office Phone _____ Contact Mobile Phone _____

Street Address _____ City _____ State _____ Zip _____

Company Website _____

_____ Yes, we want to exhibit
- _____In the GCA Village
- _____In a booth
  - _____5x10
  - _____10x10

_____ We are interested in _____BookExpo _____BookCon _____Both

_____ We are unsure; please stay in contact with us

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INTERESTED IN EXHIBITING?

Visit www.bookexpo20.com/GCA for more information!
Or, contact Patti Stracher-Lee, event director, at palee@reedexpo.com.

BOOKEXPO: MAY 28 & 29, 2020
BOOKCON: MAY 30 & 31, 2020