

Association Book Exhibit - East Coast Aging

"2010 East Coast Conference on Aging"

Philadelphia Corporation for Aging • Philadelphia, PA

September 13 - 17, 2010



Registration Deadline: Aug. 18, 2010

(Must submit separate from books)

Books Due Deadline: Aug. 25, 2010

(see Submission Instructions below)

The Audience

The American Society on Aging is the largest professional association in the field of aging. Attendees are involved in case management and case coordination at all occupational levels as administrators, supervisors, clinicians, direct service providers, policymakers, planners, analysts, educators, researchers and advocates. These are people who make decisions for their organizations and make referrals and recommendations for their clients and clients' family members.

ASA has made it very easy for ABE to participate and we'd like to pass that ease of opportunity along to you. For that reason, we are offering you the opportunity to exhibit your best titles with us at this conference on a "NO CHARGE" basis. ASA wants to have the largest publisher representation possible here. ASA asked ABE to serve as its "Bookstore". We expect to make a few dollars on the sale of speakers'/presenters' books here, so the need to charge a fee has been eliminated. Plus, ASA wants the largest possible selection of titles on hand and we felt this NO CHARGE offer would be a good way to achieve that goal, while offering some a "Bonus Show" to the publishers who have joined us in and paid exhibits we have presented in the field of Aging/Gerontology.

ABE will be the only exhibitor of books at this event so you are guaranteed a captive audience of ASA members/professionals to see our exhibit.

We have been assigned as much space as we need to get the job done, so don't be shy. Feel free to send up to 25 titles. Again, there is NO CHARGE for participation. We hope you can join us with your largest possible selection. Details and deadlines are contained in this announcement. We look forward to serving you at the ASA East Coast conference.

There is no need for you to attend East Coast Aging. Association Book Exhibit serves as your representative and will:

- Arrange attractive display of all titles, most face-out.
- Distribute "Titles on Display" ordering bibliography to delegates visiting ABE.
- Encourage on-site orders.
- Provide (via email) exhibit photo, summary sheet, and copy of Titles on Display to each participating publisher.

No Charge Up To 25 Titles

Please PRINT. For additional space use a blank sheet of paper. Or you may EMAIL your registration by emailing all information required by this form.

BOOK OR JOURNAL TITLE(S)	AUTHOR(S) or EDITOR(S)	PUBLICATION DATE	LIST PRICE	DISCOUNTED PRICE (if you offer any)
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PRINT LEGIBLY or TYPE company address to which orders/inquiries should be sent. This address information will be used in the back of ABE's "Titles on Display" ordering catalog and must be legible.

Company _____

Address _____

City, State, Zip _____

Contact _____

Job Title _____

Phone () _____

FAX () _____

Email _____

Authorized Signature _____

Number of titles / take-ones to be exhibited _____ / _____

ABE is not responsible for materials not sent or received at the address listed below. All materials become the property of ABE upon receipt. **No returns.**

Return this form (*separate from books*) by **August 18, 2010** to be assured of listing in ABE's "Titles on Display" catalog to:

Association Book Exhibit - East Coast Aging
9423 Old Mt. Vernon Road
Alexandria, VA 22309

Then send **2 copies** of each title and other exhibit materials to be **received no later than August 25, 2010** to the address indicated above.

Submission Instructions: • Clearly complete this form in its entirety and fax • OR Email all the information to ABE's catalog dept. by the Registration Deadline. • Then ship all materials to arrive in ABE's processing dept. by the Books Due deadline. • Include Exhibit Name on all packages (if for more than one show, separate materials, label "Multiple Shows"). • If you offer a Discounted Exhibit Price, list the actual discounted price, not the percentage. **Please pay close attention to the Registration Deadline date. Be advised that there will be a \$50 "late fee" to accommodate requests for representation at this exhibit received after the Registration Deadline date.**