

Association Book Exhibit - Gerontology (GSA)

"The Gerontological Society of America
63rd Annual Scientific Meeting"
Hilton New Orleans Riverside • New Orleans, LA
November 19 - 23, 2010



Registration Deadline: Oct. 25, 2010

(Must submit separate from books)

Books Due Deadline: Nov. 1, 2010

(see Submission Instructions below)

The GSA Audience

This year's theme: *"Transitions of Care Across the Aging Continuum"*. GSA's Exhibits Program is your entree to 3,500 professionals, all specialists in aging: physicians, nurses, nursing home/hospital administrators, psychiatrists, psychologists, dentists, anthropologists, therapists, nutritionists, economists, biologists, government representatives, academicians, social workers, and diverse others. These are senior-level decision-makers. More than 400 scientific sessions will be offered at this year's New Orleans, LA meeting. A professional trade show, a targeted decision-making audience, a busy hall, steady traffic, daily non-competitive time slots, a gala opening reception, and morning coffee breaks complete the picture. Visit <http://www.geron.org> to learn more.

Professional Attendance

- Behavioral and social sciences - 48%
- Social Research, Policy and Practice - 21%
- Health Sciences - 27%
- Biological Sciences - 4%

Delegate Areas of Interest

- Aging
- Care/Hygiene
- Women's Issues
- Legal Status/Laws
- Employment
- Alzheimer's Disease
- Gerontology
- Recreation
- Mental Health
- Sexuality
- Housing
- Age Discrimination
- Therapy
- Elder Care
- Adult Day Care
- Psychology
- Family Affairs
- Transportation
- Elder Abuse
- Health Care
- Health Care Policy

There is no need for you to attend Gerontology (GSA). Association Book Exhibit serves as your representative and we 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.

Registration Fees

* First title	\$ 99
Each additional title	\$ 25
Up to 12 titles	\$ 295
Up to 25 titles	\$ 395
Take-One materials	\$ 99 (each item - up to 500 pieces)
Publisher's Showcase	Call for price/availability
Periodicals - 500 Distrib.	Call for price/availability

* Significant multi-show discounts available. Call for details.

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 _____ / _____

Check or Purchase Order enclosed for \$ _____

Orders must be pre-paid or submitted with purchase order or contact ABE for invoice options.

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 refunds or returns.**

Return this form (*separate from books*) with P.O. or payment by **October 25, 2010** to be assured of listing in ABE's "Titles on Display" catalog to:

Association Book Exhibit - Gerontology (GSA)
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 November 1, 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.**