

## Association Book Exhibit - Jewish Studies

"Association for Jewish Studies • 42nd Annual Conference"  
 The Westin Copley Place • Boston, MA  
 December 19 - 21, 2010



**Registration Deadline: Nov. 22, 2010**

*(Must submit separate from books)*

**Books Due Deadline: Nov. 29, 2010**

*(see Submission Instructions below)*

### The AJS Audience

This audience is one of the most scholarly and most enthusiastic assemblages of book buyers we've served during 30 years in the business. The expected attendance is around 1,000. All manner of subject areas involving Jewish life, history and culture are of interest here. AJS exists to promote, maintain and improve the teaching of Jewish Studies in colleges and universities. Visit <http://www.ajsnet.org> to learn more.

Most of the attendees are college / university professors. There's a huge potential for course adoptions and library acquisition recommendations. There is also a larger than ordinary contingent of published authors walking around here. Books are a tool of the trade and a passion for most, if not all, of these attendees and we look forward to addressing them on your behalf.

We've contracted for a double space, but if history is any indication, we should fill it up quickly. Be sure to consult your backlist ... this is a group with an incredible interest and the more books you exhibit, the more will be ordered.

There is no need for you to attend Jewish Studies. 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)

**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 **November 22, 2010** to be assured of listing in ABE's "Titles on Display" catalog to:

**Association Book Exhibit - Jewish Studies**  
 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 29, 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.**