

SBL & AAR Annual Meetings 2024

November 23-26 in San Diego, CA

Exhibit your books in the PCPA booth *(at a fraction of the usual cost)*

What is it?

A joint conference of ~10,000 global scholars who are members of the Society of Biblical Literature and American Academy of Religion. One of the highlights of this conference are the displays and sale of religion and theology books by approximately 130 publishers!



Why attend?

This event is a great place for publishers to:

- Promote books, both frontlist and backlist
- Sell books, both frontlist and backlist
- Meet with authors and prospective authors
- Conduct editorial and marketing research
- Network with scholars and other publishers.

Why join in the PCPA-sponsored booth?

- It will save you time & money!
- PCPA will manage most of the arrangements:

Booth reservation, furniture, carpet, handling the paperwork, mobile app promo, unified signage and exhibitor passes.

- You can focus on the important work of promoting your books, networking & meetings.
- We have reserved an excellent location: a double booth (20 x 10) on a corner adjacent to the café. (228 & 230)
- Plus, we'll have fun working together!

How much will it cost?

- Your cost for a shared 20 x 10 double booth with your company as **one of four PCPA publishers** exhibiting will be **\$2625** (includes one exhibitor pass), or
- Your cost for a shared 20 x 10 double booth with your company as **one of three PCPA publishers** exhibiting will be **\$3500** (includes one exhibitor pass)

What other expenses will my company have?

- Travel & entertainment expenses
- Shipping your books to and from the event (either to your hotel or advance warehouse)
- Optional: drayage fees for delivery to the convention hall from the advance warehouse
- Marketing collateral and shipping to promote your books
- Your POS system, if you want to sell books at the event
- Additional exhibitor passes if you bring more than one staff person (\$150/person)

Note: Some small publishers opt to ship books and marketing materials to their hotel and carry them to the convention center in suitcases to save money



For information or to reserve your company's space contact

Beth Lewis, PCPA Executive Director beth.lewis@pcpaonline.org

Reservations and payments are due by no later than Wednesday, July 10, 2024

Space is available on a first come, first served basis