We provide a rich environment for anyone allied to the book industry to meet one another, network, introduce authors, promote new titles, place orders, and learn crucial skills from one another to keep independent bookselling strong. We offer a busy show floor, a wide range of author events, and various formats of practical and inspiring education.

**Average Attendance of 600**

125 bookstores  
215 exhibitors  
275 booksellers  
110 authors

**Sponsorship Opportunities**

Get in front of Heartland! Every sponsorship includes: program acknowledgment, multiple forms of signage on-site, and logo placement in all Heartland Preview e-newsletters.

* Almost every event on our schedule can be sponsored. Consider working with us to creatively sponsor the following events, which can include your unique promotion.

<table>
<thead>
<tr>
<th>Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major event*</td>
<td>$3,000</td>
</tr>
<tr>
<td>Education</td>
<td>$4,000</td>
</tr>
<tr>
<td>Coffee break</td>
<td>$2,000</td>
</tr>
<tr>
<td>Cocktail host</td>
<td>$1,000 plus cost of event</td>
</tr>
<tr>
<td>Bookseller travel scholarships</td>
<td>$500</td>
</tr>
<tr>
<td>Badgeholder</td>
<td>Cost of badges</td>
</tr>
<tr>
<td>Tote bag</td>
<td>Cost of tote bags</td>
</tr>
</tbody>
</table>

**Heartland Print Program**

Circulation: 600 print plus online exposure  
Program size: 7.75 x 9.75 inches  
Outside back cover: $900 full color  
Inside back cover: $800 full color  
Full-page interior: $800 B&W  
Half-page interior: $550 B&W  
Quarter-page interior: $400 B&W

**Other Items**

Hosted item at registration desk: $200  
Hosted item at all event tables: $500  
Insert item in a tote bag: $500
Heartland Fall Forum

The Heartland Preview is our e-newsletter sent to MIBA and GLIBA memberships each month year-round. Get your message directly to our dedicated booksellers. All graphics can be jpg, png, or gif.

Sponsored Content & Banners

<table>
<thead>
<tr>
<th>Type</th>
<th>Features</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Classic Feature</strong></td>
<td>Half column</td>
<td>$300</td>
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<tr>
<td></td>
<td>One clickthrough</td>
<td></td>
</tr>
<tr>
<td></td>
<td>One photo, 75 words</td>
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</tr>
<tr>
<td><strong>Deluxe Feature</strong></td>
<td>Full column</td>
<td>$500</td>
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<tr>
<td></td>
<td>Two clickthroughs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Two photos, 150 words</td>
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<tr>
<td><strong>Mega Feature</strong></td>
<td>Entire e-newsletter</td>
<td>$800</td>
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<td>Permanent post on our newsfeed</td>
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<tr>
<td></td>
<td>Unlimited clickthroughs</td>
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<tr>
<td></td>
<td>Five photos, 800 words</td>
<td></td>
</tr>
<tr>
<td><strong>Banner Ad</strong></td>
<td>Place a banner ad in our e-newsletter or on</td>
<td>$150</td>
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<tr>
<td></td>
<td>Heartland’s website.</td>
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<tr>
<td></td>
<td>400 W x 125 H</td>
<td></td>
</tr>
<tr>
<td></td>
<td>One clickthrough link</td>
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</tr>
<tr>
<td></td>
<td>**Shared with two regions of independent</td>
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<tr>
<td></td>
<td>booksellers!</td>
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</tr>
</tbody>
</table>

Exhibitor Information

Our trade show floor is a fun and high-energy way to connect with our booksellers, spread over two days of engagement. Exhibitors are invited to pitch authors for our Heartland events and apply for a spot in our Rep Around lunch programming.

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
<th>Features</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Booth A</strong></td>
<td>8 x 10</td>
<td>2 tables and 5 badges</td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>Booth B</strong></td>
<td>8 x 10</td>
<td>1 table and 4 badges</td>
<td>$900</td>
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<tr>
<td><strong>Regular Table</strong></td>
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<td>2 badges</td>
<td>$700</td>
</tr>
<tr>
<td><strong>Small Table</strong></td>
<td>6-foot</td>
<td>2 badges</td>
<td>$400</td>
</tr>
</tbody>
</table>

Visit our website for more schedule info!
### Author placement opportunities

- **Wednesday, October 14**
  - **4:00-5:00 pm KEYNOTE**
    - **Book Awards Emcee**
      - It’s a party and we need an emcee! Share your ideas for authors with an emcee presence. A good emcee will also naturally promote their own book. The emcee can be used throughout the show if he/she is available.
      - 150 galleys
      - $500 fee
  - **5:00-6:30 pm Opening Reception**
    - Twenty authors will join the book awards authors and emcee for a fun book signing reception to kick off the show.
    - 75-100 galleys
    - $250 fee

- **Thursday, October 15**
  - **9:00-9:45 am KEYNOTE**
    - **Marquee Author Keynote**
      - Pitch a marquee author for a one-author event, or a complimentary pair for a multiple-author conversation. Pitch seasoned authors who understand the indie market and will attract and entertain booksellers.
      - 200-250 galleys
      - $1,000 fee per author
  - **2:30-4:00 pm**
    - **Author Lounge Day 1**
      - We feature a themed lounge (selected after viewing your author lounge submissions) on the show floor with a 1-hour book signing slot for three authors.
      - 75-100 galleys
      - $250 fee per pair
  - **4:00-5:00 pm Trade Show Floor Happy Hour**
    - Pitch us your idea for an author- or publisher-focused happy hour on the trade show floor.
    - TBD
  - **5:30-6:30 pm Cocktail Hour**
    - Day 1 of the floor is done. Host snacks, drinks, and/or author(s) in a special event set up and mingle with booksellers before dinner begins.
    - TBD
  - **6:30-8:30 pm KEYNOTE**
    - **Tasting Notes Dinner**
      - Pitch an author for one of 4-5 keynote spots. Pitch seasoned authors who understand the indie market and will attract and entertain booksellers.
      - 150 galleys; $1,000 fee (includes one full table of 8-10 meal tickets)

- **Friday, October 16**
  - **8:00-9:15 am KEYNOTE**
    - **Children’s Author Breakfast**
      - Pitch seasoned authors who understand the indie market and will attract and entertain booksellers. 3 keynote spots available.
      - 150 galleys; $1,000 fee (includes one full table of 8-10 meal tickets)
  - **9:30 am-12:30 pm Author Lounge Day 2**
    - The aforementioned lounge opens up to all authors as we host a series of 16 authors signing books in 45-minute increments throughout the day.
    - 75-100 galleys; $100 fee
  - **9:30 am-12:30 pm In-Booth Signing**
    - Publishers can choose to host author book signings within their own booth. The placement fee is for marketing the signing on our website, in our program, and in our social media.
    - Galley quantity is up to you.
    - Send with your booth materials. $100 fee
  - **11:00 Author pre-lunch 12:30-2:00 pm Main event Moveable Feast**
    - We accept 40 exciting and well-spoken authors for a high-energy speed-dating lunch with booksellers. Pitch only charismatic authors who will enjoy the format.
    - 165 galleys for attendees (+20 more for Feast authors if you like); $500 fee
  - **2:30-4:00 pm KEYNOTE**
    - **Heartland Book Club**
      - See the next page for details!

### Additional Ideas

- **Cookbooks**
  - Send us ideas for featuring your cookbook authors’ recipes at a reception, break, or meal event. We work with hotel staff to feature the recipes while the publisher covers the cost.

- **Nonfiction**
  - We’re always interested in experts who can lead an educational session on topics such as creativity, business, success, time management, local economies, or anything bookselling related.

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**HEARTLAND FALL FORUM**
Carrie Obry • carrie@midwestbooksellers.org  |  Larry Law • larry@gliba.org
Kate Scott • kate@midwestbooksellers.org
www.HeartlandFallForum.org
Heartland Book Club

The Heartland Book Club is designed to capture the attention of publishers and booksellers alike as our most exciting marquee-level event. Hosted by a charismatic emcee, the event will be our grand finale, set in a stunning room with views of the Mississippi River and the Gateway Arch.

Timeline
- May 1: All Heartland Book Club pitches due from publishers
- June 5: Announce Heartland Book Club selection, accompanied by a custom event logo
- June 15: Publisher mails galleys to all MIBA/GLIBA bookstores (along with an e-galley request link) with an invite to come to the show to meet the author and participate in the event; include a bookseller reading guide, custom bookmarks, and talking points to support an inspiring in-person book club conversation at the show.

Event Plan
- Author delivers a 15-minute keynote
- Moderator engages the author with a few questions
- Moderator opens it up to the audience for conversation
- Free drinks and snacks

Cost: $1,500
Requirements: Send author to show, mail galleys to booksellers before the event, include creative assets, reading group guides, etc.
Location: The Heartland Book Club will take place in the Gateway Arch room of the Hyatt, which features a commanding view of the Gateway Arch, the Mississippi River, an indoor room for the event, and an open terrace for a celebration after the event.

The Heartland Book Club

Friday, October 16
2:30-4:00 pm
KEYNOTE+

Pitch authors with name recognition whose books sell well in indie bookstores.