



Heartland

HeartlandFallForum.org

Sponsorship Opportunities / Deadline July 22

Anniversary Sponsor, \$300	Bus Tour Sponsor, contact to discuss
<p>10 spots available for our 10-year anniversary</p> <p>Designed for small presses, Anniversary sponsors will be the feature of our Oct 12 opening night party. Join us in celebrating 10 years of Heartland!</p> <ul style="list-style-type: none"> • Logo on sponsor webpage, on-site signage, and in program • Logo in e-newsletter "Get to know the Heartland Sponsors" • Acknowledgement at opening night party on Oct 12 	<p>Our annual bus tour is one of the highlights of the show, and this year it will be deluxe, with two routes to choose from and nearly 20 stores to visit.</p> <ul style="list-style-type: none"> • Logo on sponsor webpage, on-site signage, and in program • Logo in e-newsletter "Get to know the Heartland Sponsors" • Program ad • Collaborate with us for custom perks
Principal Sponsor, \$6,000 (one available)	Education Sponsor, \$5,000 (one available)
<p>Focused on the success of independent bookstores. You want to engage in a meaningful way with booksellers by building a strong foundation of support.</p> <ul style="list-style-type: none"> • Logo on all emails, homepage, footer of all website pages, all on-site signage, and in program • One Booth A exhibitor spot • Program ad • Deluxe feature in one-time e-newsletter "Get to know the Heartland Sponsors" • Banner ad on website for duration of sponsorship • One author spot at the Author Keynote Breakfast on Oct 14 • Five minutes for representative to speak to all attendees at the Book Awards Celebration on Oct 12 (exclusive!) 	<p>Support the backbone of Heartland, championing booksellers as they engage, learn, and grow.</p> <ul style="list-style-type: none"> • Logo on all emails, homepage, education webpage, all on-site signage, and in the program • Program ad • Deluxe feature in one-time e-newsletter "Get to know the Heartland Sponsors" • Banner ad on website for duration of sponsorship • Two author spots at the Moveable Feast on October 14 (exclusive!)
Major sponsor, \$3,000 (two available)	Event Sponsor, \$3,000
<p>Work with Heartland to achieve a wide range of marketing objectives. Your goal is to generate buzz.</p> <ul style="list-style-type: none"> • Logo on homepage, all emails to booksellers, in program, relevant on-site signage, and in the program • One 8-foot table exhibitor spot • One free e-blast to entire GLIBA and MIBA memberships (exclusive!) • Program ad • Classic feature in one-time e-newsletter "Get to know the Heartland Sponsors" • Banner ad on website for one month 	<p>Event opportunities include Bookstore Tour, Rep Around Lunch, Cocktail Hour, Quiz Bowl, Keynote Author Breakfast, and Moveable Feast (see schedule on website)</p> <ul style="list-style-type: none"> • Logo on relevant webpage and emails, in program, and on relevant on-site signage • Logo in one-time e-newsletter "Get to Know the Heartland Sponsors" • Custom perks for each event
Supporting Sponsor, \$1,000 (four available)	Scholarship Sponsor, \$600 (unlimited)
<p>Meet booksellers where they are and create connections. Your goal is to talk with booksellers and have real conversations.</p> <ul style="list-style-type: none"> • Your logo on homepage, in program, and on relevant on-site signage • Program ad • Logo in one-time e-newsletter "Get to know the Heartland Sponsors" • 5 minutes to address new booksellers at Orientation on October 12 (exclusive!) 	<p>Directly support booksellers by sponsoring bookseller travel scholarships.</p> <ul style="list-style-type: none"> • Your logo on homepage, in program, and on relevant on-site signage • Logo in one-time e-newsletter "Get to know the Heartland Sponsors"



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Booth and Table Rates	Advertise in Our Program
<p>Exhibitor deadline: August 1</p> <p>Booth A \$1,000 / 10-foot wide x 8-foot deep with two 8-foot tables, includes 5 free badges</p> <p>Booth B \$900 / 10-foot wide x 8-foot deep with one 8-foot table, includes 4 free badges</p> <p>8-foot Table \$750 / no backdrop, includes 2 free badges</p> <p>6-foot Table \$500 / limited availability / no backdrop, includes 2 free badges</p>	<p>Advertise in our fresh digital design-forward program. Includes click-through and a post in MIBA and GLIBA's social media channels</p> <ul style="list-style-type: none"> • Inside Front Cover 1- \$1,000 • Inside Front Cover 2- \$1,000 • Interior Full - \$800 • Interior Half - \$550
Membership	Badge Policy
<p>Heartland is a members-only show. Exhibitors must be a member of the Great Lakes Independent Booksellers Association and/or the Midwest Independent Booksellers Association. Dues are \$175 per association.</p> <p>Become a member of both MIBA and GLIBA for the discounted rate of \$300. This is a \$50 savings as individual membership dues are \$175 each. Joint membership can be purchased with your exhibitor registration.</p>	<p>Beyond the badges included with the booth and tables above, each additional badge is \$35 and can be purchased with your exhibitor registration.</p> <p>Authors participating in official Heartland programming (including in-booth signings) receive complimentary badges, which do not count against your exhibitor allotment.</p>
Rep Around Lunch	Heartland Booksellers Award
<ul style="list-style-type: none"> • \$350 per rep • Application Deadline: Aug 1 • Event: Oct 13 <p>A fun annual tradition that connects reps to 8-10 tables of booksellers to pitch their forthcoming list, enjoy the opportunity to pitch each table for 8 minutes then move on to a fresh table of booksellers. Reps supply their own hand-outs and materials.</p>	<ul style="list-style-type: none"> • \$25 per title to submit • Submission Deadline: June 30 • Awards Celebration: Oct 12 <p>Submit your Midwest-related books to be featured on the longlist titles we send to our booksellers to review as they are submitting their annual title nominations. The winners are celebrated at a celebratory and inspiring awards ceremony at the show.</p>



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Author Placement Opportunities / Pitch deadline July 22

Wednesday, October 12

5:00–6:30 pm KEYNOTE	Book Awards Celebration It's a party and we need an emcee to announce our award winners. Share your ideas for authors with an emcee presence. A good emcee will also naturally promote their own book. The emcee will sign books at the opening reception in the next row.	75 galleys \$350 fee
6:30–8:30 pm	Opening Reception Twenty authors will join the award-winning authors for a book signing reception to kick off the show.	75 galleys \$300 fee

Thursday, October 13

8:30–10:00 am KEYNOTE	Marquee Author Keynote Pitch a marquee author for a one-author event, or a complimentary pair/series of authors for a multiple-author conversation. Pitch only seasoned authors who understand the indie market and will attract and entertain booksellers.	150 galleys \$1,500 fee per author
2:30–5:30 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 \$100 fee
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
6:00–7:00 pm	Cocktail Hour Day 1 of the show is done. Host snacks, drinks, and/or author(s) with new colleagues and friends. Include authors if you'd like.	TBD

Friday, October 14

8:00–9:15 am KEYNOTE	Author Keynote Breakfast Pitch an author for one of 5-6 keynote spots. Pitch only seasoned authors who understand the indie market and will attract and entertain booksellers.	150 galleys \$1,000 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 \$100 fee
11:00-12:00 pm Pre-event lunch for authors 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.	See website for galley info \$600 fee

Additional Ideas

Cookbooks Share ideas for featuring your cookbook authors' recipes on the show floor or at a reception, break, or meal event. We work with hotel staff to feature the recipes while the publisher covers the cost.

Non-fiction 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.