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February 1, 2011

Invitation to Exhibit at the Rocky Mountain Book and Paper Fair (RMBPF)

From: Dana Cain Events & the RMBPF Committee

On behalf of the Rocky Mountain Antiquarian Booksellers Association (RMABA), sponsor of the Rocky Mountain Book and Paper Fair, we invite you to participate in our 2011 Fair, Friday and Saturday, August 5 -6, 2011 at the Denver Merchandise Mart.

“The Buzz” was on at the 2010 fair which was sold out at 80 exhibitors and showed an increase of 18% in attendance over 2009 which was an increase of 18% over 2008. We believe that 2011 will be even better and hope you’ll join us.. We already have reservations for almost half of the available spaces; so think about doing this fair and send in a deposit soon.

This year the fair committee did a Survey of Exhibitors and a Survey of Attendees to see what our customers were thinking: what did they like, what did they want changed, etc.

Recap of Survey Results:

50% of the Exhibitors and 10% of the Attendees responded to the email survey.

- Both Exhibitors and Attendees like the fair and the venue.
- Exhibitors loved the free Lunch and the Friday Night Reception. One person commented that this is what keeps her coming back. Whatever works – these are both on again in 2011.
- There was a love/hate relationship with the live music (We heard you and we’re working on it.)
- 90% of the people attending bought something – 38% spent over \$100.00 and 13% spent over \$500
- 60% of our attendees spend more than \$500 a year on books and ephemera and 40% spend more than a \$1000
- 84% of our crowd have a 4-year college degree or advanced degree
- All exhibitors sold something and 22% sold over \$5000 in merchandise
- 20% of our crowd was under 44 years of age and 42% between 45 and 59

We have enclosed:

- Why YOU should exhibit at the RMBPF
- Exhibitor Information
- Contract
- Showcase Rental Information
- Fair Flyer

Fair Coordinator Contact Information:

Dana Cain - Coordinator
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If you are still undecided as to whether to Exhibit at the RMBPF, see the back of this letter – Why YOU should Exhibit at the RMBPF.

See you August 5 and 6, 2011 in Denver.

Why YOU should Exhibit at the 2011 RMBPF!!!

- You deserve to have some fun and make some money
- Be a part of one of the nation's longest running and best Antiquarian Book Fairs, now in its 27th year
- Exhibitor Spaces Sold Out in 2010
- Almost 50% of the spaces are reserved for 2011
- Attendance is growing – Each of the last two years attendance was up by 18%
- 44% of the Exhibitors who submitted Featured Items for the fair web site sold one or more of the items
- Great Buying
- Great Venue
- Great Booth Rates – no price increase in 10 years
- Great inexpensive lodging at the Comfort Inn, attached to the Merchandise Mart
- Lots of Free Parking
- Easy Load In and Out
- Free Lunch during set up
- Free Reception (food and drink) Friday night after the show closes
- We are planning crowd pleasing events for 2011.
- Weekend before the 33rd Annual Colorado Antiquarian Book Seminar - Sunday - Friday, August 7-12, 2011, Colorado College, Colorado Springs
- Come visit the Rockies in August
- Denver is a major airport hub in the middle of the US for easy access from both coasts – also numerous daily international flights
- Enjoy the company of your fellow book and paper sellers
- Be part of “The BUZZ”

Contact:

Dana Cain – Fair Coordinator (also “The Buzz” Coordinator)
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