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January 24, 2012

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

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 2012 Fair, Friday and Saturday, August 3 & 4, 2012 at the Denver Merchandise Mart.

Our 2012 Special Feature: **Hooray for Hollywood!** We'll celebrate books made into movies, book about movies, vintage scripts, collectible movie posters, and all the fun crossovers between the printed word and the silver screen!

**Recap of 2011 Attendee & Exhibitor Post-Fair Survey Results:**

- Attendees spent more money in 2011 than in 2010. 92% of the people attending bought something & 46% spent over \$100 and 15% spent over \$500
- 75% of attendees purchased books at the Fair; 33% purchased ephemera. 15% purchased maps.
- 50% of attendees spend more than \$500 a year on books and ephemera; 29% spend more than \$1000.
- 85% of our crowd had a 4-year college degree or advanced degree
- 36% of attendees have a household income of more than \$100,000/year.
- All exhibitors sold something. 78% sold over \$1000 in merchandise, and 26% sold over \$5000
- Over half of the responding exhibitors utilized our Featured Items web page. Of those, half sold featured items, and 29% of the featured items sold were a direct result of the Featured Items listing.
- Both Exhibitors and Attendees like the fair, the program events, and the venue.
- Exhibitors love the free Lunch and the Friday Night Pizza Party.

**We have enclosed:**

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

**Fair Coordinator Contact Information:**

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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 3 & 4, 2012 in Denver!  
- *RMBPF Committee and Dana Cain Events*

## Why YOU should Exhibit at the 2012 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 28<sup>th</sup> year
- Exhibitors are vetted, so we have a great group of some of the nation's top sellers
- Attendance is growing ó Two of the last three years, attendance was up by 18%
- Special Guest, Robin Smiley, editor of *First* will speak on *Books into Film* as part of our 2012 theme: Hooray for Hollywood!
- Great Buying
- Great Venue
- Great Booth Rates ó no price increase in more than 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 have a popular theme, and a great guest for 2012
- Weekend before the 34th Annual Colorado Antiquarian Book Seminar - Sunday - Friday, August 5 ó 10, Colorado College, Colorado Springs
- Weekend after Map Fair of the West and Rocky Mountain Map Society seminar ó July 28-29 at Denver Public Library; July 26-27 at University of Denver.
- Come visit the Rockies in August
- Denver is a major airport hub in the middle of the US for easy access from both coasts ó also numerous daily international flights
- Enjoy the company of your fellow book and paper sellers

### Contact:

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