



EXHIBITORS

Submitting your
Featured Items has just
gotten a whole bunch
easier!

How to Submit Your Featured Items

You told us that the process for submitting your Featured Items was cumbersome and difficult. We heard you and we did something to make life easier for all of us.

Now all you need to do is Click on This Link:



<http://rmaba.org/rmbpf/fi-submission-form.html>

Fill in the blanks; Answer the attempt at a security question, and Click on Submit.

That's all there is to it.

Check out this Sample:

http://www.rmaba.org/rmbpf/2013/2013_FeaturedItems/BLU/BLU_2013.html

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Again this year we will be posting your Featured Items on the Rocky Mountain Book and Paper Fair website and using some material for the news releases and Facebook announcements. We would like you to send us up to five Featured Items, with a maximum of three pictures for each. These will be placed in the Featured Items section on the RMBPF website. This section will be cross referenced with your Exhibitor Listing on the same website thus allowing a viewer to go to your Exhibitor entry and see a link to your Featured Items or vice versa.

Please send us your Featured Items as soon as possible! This is advertising for you since these remain on the RMABA Webpage until this time next year.

In fact, Featured Items actually remain on the Web in perpetuity. Coincidentally, this week in (June 2013), a 2008 Exhibitor received an inquiry for a Featured Item they had showing that same year. These pages are not deleted, though we would be happy to delete page/item upon exhibitor request.

Contact us at 2013@rmaba.org with any questions about Featured Items. [This is a non-published email address]

Photo Tutorial or How to get great photos, of your books, for the RMABA Featured Item pages.

A simple photo setup can be created by using just two lamps, a flat surface, and a contrasting background (towel, pillow case, etc.) See photo of setup:

<http://www.rmaba.org/rmbpf/setup.jpg>

High-intensity lamps work the best, but almost any lamps will do. Just place the lamps so that they shine at approx. 45-degree angle onto the book surface (this helps eliminate glare).

Rotate the camera so that the long edge of the viewer is parallel with the long edge of the book. Zoom in close to get as much of the book in the photo as possible. If your camera has a 'macro-mode' (for close-ups), it may help to use that mode. Shoot the photo in a fairly high-resolution mode, with the camera straight over the book.

If you have photo-editing software, you can rotate the image (if necessary) and also crop it so that there is almost no background.

See photo of demo image: <http://www.rmaba.org/rmbpf/demo.jpg>

If you can't rotate/crop the images, go ahead and send them anyway - we'll take care of them on our end as long as they are of sufficient size, and well-focused.

Website: www.rmaba.org

Find out more on our website...