



### More "Bang" for your buck!

- Choose the shows that attract *your* target audiences
- Send out your own personalized fliers or handouts to give the librarians something to take home and reference— it makes your titles all the more memorable!
- Bibliographic listing and brief description in The Reference Shelf Show Booklet
- Title listing and description in The Reference shelf show booklet
- Receive Show Report and Attendee Listings (when provided)
- Maximize the impact by displaying multiple titles

### We Bridge the Gap Between the Library and You!

There are over 115,000 public, school, academic, government, college and special libraries in the United States. Libraries need materials. They look for media from all types of publishers for their needs.

- Use **The Reference Shelf** and you save money! The cost to display a title at all shows is less than the cost of travel, booth rental and accommodation for a solo exhibit at one conference.
- Display at national conferences if you prefer size and diversity. The attendance is high at these shows and you receive maximum exposure.
- Choose State/Regional Library Conferences to appeal to a distinct Group of librarians that **influence** and have **buying power**. These include the Medical Library Association Chapter meetings and state library associations.
- You choose who you want to reach. Publications are displayed "face out," an eye-catching display format that encourages hands-on browsing, and librarians love to browse!

#### What are they saying

"**The Reference Shelf** puts *Against the Grain* in the hands of prospective subscribers."  
-Katina Strauch  
*Against the Grain*

"**The Reference Shelf:** A professional group that knows what they are doing."  
-Jonathan Hixon  
Keesings  
Worldwide LLC

### 2010 Schedule Inside...

The Reference Shelf has selected the shows in the 2010 schedule to provide publishers with exhibit opportunities in a range of geographic locations from Denver to Chicago, Seattle, Houston, Washington D.C. and all the way to Hawaii! We offer a broad range of conference coverage; from medical libraries to special corporate libraries, public and school libraries, automation experts and collection development specialists. Craft the display program that meets your marketing objectives.

For assistance or additional information contact:  
Dolores Deneault  
The Reference Shelf  
10 Ferry Street, Suite 429, Concord, NH 03301  
603.229.0662  
ddeneault@basch.com

### Pricing: Charge per title per conference unless otherwise specified

<b>Book/Journal/Magazine Display</b>	\$85.00
<b>Box Set/Series</b> Quote based on weight/number of books	Contact for Pricing
<b>CD/DVD Display</b>	\$65.00
<b>Flyer/Brochure Distribution at Conferences</b> Distribution of up to 200 copies Distribution of up to 400 copies	\$100.00 \$200.00
<b>Journal/Magazine/Catalog Distribution</b> 50 piece minimum	\$1.00/piece
<b>Shelf Display</b> A shelf containing ten of your titles with customized signage	\$500.00
<b>8.5 x 11 Full Color Ad in Show Booklet(s)</b> Include in all or 20+ show booklets	\$75.00 \$900.00
<b>8.5 x 11 black &amp; white Ad in Show Booklet(s)</b> Include in all or 20+ show booklets	\$50.00 \$800.00
<b>Bold-faced listing at Basch.com</b>	\$75.00/year
<b>Link to website from Basch.com</b>	\$200.00/year
<b>Sidebar ad w. link to website from Basch.com</b>	\$1,425.00/year

\*Surcharge may apply for large or bulky items

### Discounts:

- 10 titles displayed **or** 10 conferences → 10% Discount
- 5 titles displayed **or** 5 conferences → 5% Discount

\*These titles/conferences must be booked all at the same time.  
\* Please reference discounts when placing your order

### How to Order:

Look for our registration form on the web at:  
[www.thereferenceshelf.com](http://www.thereferenceshelf.com)

**OR**

Contact Dolores Deneault for the registration form at:

The Reference Shelf  
Attn: Dolores Deneault  
10 Ferry Street, Suite 429  
Concord, NH 03301  
Phone: 800.226.5310 Fax: 603.226.9443  
E-mail: [ddeneault@basch.com](mailto:ddeneault@basch.com)

### Payment:

Payment is required **before** the date of the conference. We accept MasterCard, Visa, American Express and checks. Credit card payments might be subject to a convenience fee. The Reference Shelf pre-pays for conferences, set-up fees, shipping, travel, hotel and all other expenses associated with attending conferences. Sending payment for the conference with your materials is the best way to avoid the \$20.00 per title late fee.

### Cancellations:

Cancellations must be received, in writing, prior to the "in house" deadline date per conference. No refunds will be made after this date. The deadlines fall ten business days before the opening date of the conference



**The Reference Shelf**  
**2010**  
**Conference Display Schedule**

Conference	Date	Location
American Library Association– Midwinter	January 15-19, 2010	Boston, MA
Southern & Northern .Cali/Arizona/Nevada Regional MLA	January 27-30, 2010	Glendale, AZ
Special Libraries Association– Pharmacy & Health Tech.	April 11-13, 2010	Philadelphia, PA
Computers in Libraries	April 12-14, 2010	Arlington, VA
Texas Library Association	April 14-17, 2010	San Antonio, TX
New Hampshire Library Association	May 13-14, 2010	Bartlett, NH
Medical Library Association	May 21-26, 2010	Washington, D.C.
Special Library Association	June 13-16, 2010	New Orleans, LA.
American Library Association	June 25-28, 2010	Washington, D.C.
American Association of Law Libraries	July 11-13, 2010	Denver, CO.
Midwest Chapter Medical Library Association	September 24 – 28, 2010	Madison, WI
Illinois Library Association	September 28-November 1	Chicago, IL
Mid-Continental Medical Library Association	October 6-9, 2010	Wichita, KS
Pacific Northwest Medical Library Association	October 9-12, 2010	Portland, OR
Michigan Health Sciences Library Association	October 13-15, 2010	East Lansing, MI
Mid-Atlantic Chapter Medical Library Association	October 13-15, 2010	Chapel Hill, NC
South Central Chapter Medical Library Association	October 15-20, 2010	Austin, TX
New England Library Association	October 18-19, 2010	Boxboro, MA
American Society for Information Science & Technology	October 22-27, 2010	Pittsburgh, PA
North Atlantic Health Science Libraries	October 24-26, 2010	Newport, RI
Internet Librarian	October 25-27, 2010	Monterey, CA
New York Library Association	November 3-6, 2010	Saratoga Springs, NY
Charleston Conference on Collection Development	November 3-6, 2010	Charleston, S.C.
California Library Association	November 12-15, 2010	Sacramento, CA
Southern Chapter Medical Library Association	November 12-16, 2010	St. Petersburg, FL

\*Certain conferences are subject to change, please contact Dolores Deneault at [ddeneault@basch.com](mailto:ddeneault@basch.com) to confirm shows/dates or to request attendance at a conference not listed.