



THE
NEW ENGLAND
BOOK SHOW

SPONSORSHIP

WHAT IS THE NEW ENGLAND BOOK SHOW?

LEGACY The New England Book Show, the flagship event for Bookbuilders of Boston, has been running for nearly 60 years. It is an annual juried show held at Symphony Hall in Boston. Featuring a number of categories—including trade, juvenile, college and more—winning books are selected for their design, quality of materials, and workmanship.

While the Book Show has historically commemorated works in print, digital media—such as eBooks, apps, and multimedia websites—are now recognized in the evolutionary publishing environment. We want to recognize publishers for their efforts in embracing technologies while maintaining their core identities.

COMMUNITY While its parent organization is based in Boston, the Book Show welcomes participants from all the New England states: MA, CT, NH, RI, VT, and ME. The introduction of Small & Self Publisher categories has helped to widen the playing field, and aspiring publishers' work is recognized alongside professional publications in the Student Design Competition.

Many consider NY to be the publishing capital of the world. The New England Book Show reminds everyone that there is indeed a hub of publishers beyond the Big Apple evolving content and telling stories through new mediums and traditional materials.

PRIDE This event is all about recognizing the best in publishing. The entries we receive reflect the profound creativity, innovation, and work ethic present in the minds and offices of New England publishers.

For the judging process, we enlist top professionals who have years of design and production experience to review and rank submissions. Every year, the sentiment is unanimous: deciding winners is difficult, because the caliber of work is extraordinary. But it all comes down to the showcase at Symphony Hall—the display is unlike any event, where we honor the best in ink and pixels with colleagues and friends.



BOOK SHOW FACTS

VENUE

Symphony Hall (Higginson Hall Wing)
Boston Symphony Orchestra

WHEN

Early May, from 5:30 to 9 p.m.

ORGANIZERS

Event chairs and committee of volunteers; a judging panel comprised of publishing industry veterans; a printer paired with skilled students tapped to design and produce the Book Show winners catalog.

ATTENDEES

Between 200–400 professionals in various areas of publishing, including printing, production, editorial, content developments, marketing, and manufacturing.

THE EVENT

Fully catered three-course dinner curated specifically for the Book Show; cash bar; live music; robust networking; and a proud display of the best of New England publishing.

WHO ENTERS THE NEW ENGLAND BOOK SHOW?

RECENT BOOK SHOW ENTRANTS

215 Ink	Charlesbridge Publishing	Houghton Mifflin Harcourt	Rose Metal Press
99: The Press	Chelsea Green Publishing	Jones & Bartlett Learning	Science History Publications
Adams Media	Cheng & Tsui	Lincoln Institute of Land Policy	Shambhala Publications
Amadeus	Counterintuitive Comics	Little, Brown & Co.	Smith College Museum of Art
America's Test Kitchen	Cranky Pants Publishing	Macmillan Education	Strangelet Press
American Mathematical Society	CRC Press	Maine Authors Publishing	Thames & Hudson
American Meteorological Soc.	CurlyQ Press	Mass. Historical Society	The LOOK Book, Inc.
America's Test Kitchen	Da Capo Press	MFA Publications	The MIT Press
Ankeny Comics	David R. Godine Publisher	NE Historic Genealogical Soc.	Trinity College
Barefoot Books	Education Development Center	Ninth Art Press	The Wellesley Review
Bauhan Publishing	Elsevier	Overseas Adventure Travel	Thomson Learning
Beacon Press	Focal Press	Peabody Museum Press	TidePool Press
Benna Books	Fruitlands Museum	Pearson Education	Tilbury House Publishers
Bentley Publishers	Fulcrum Publishing	Pioneer Valley Books	Union Park Press
Black Salt Press	Harvard Art Museums	Ploughshares	Vista Higher Learning
Black Widow Press	Harvard Common Press	Pressed Wafer	Wilde Press
Bunker Hill Publishing	Harvard Ed. Publishing Group	Quale Press	Wildlife Worlds
Candlewick Press	Harvard University Press	Revider	Wisdom Publications
Cengage Learning	Heinemann firsthand	Roost Books	Yale University Press



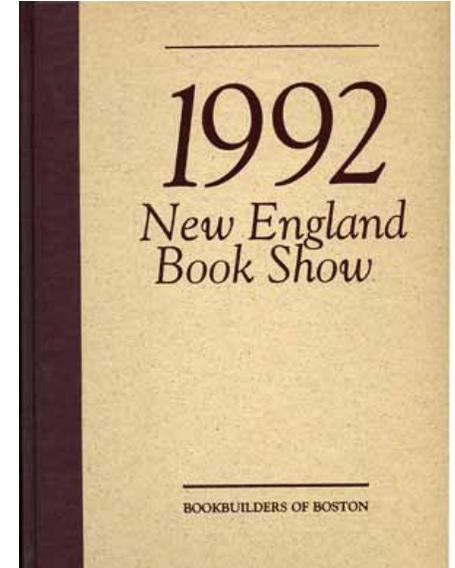
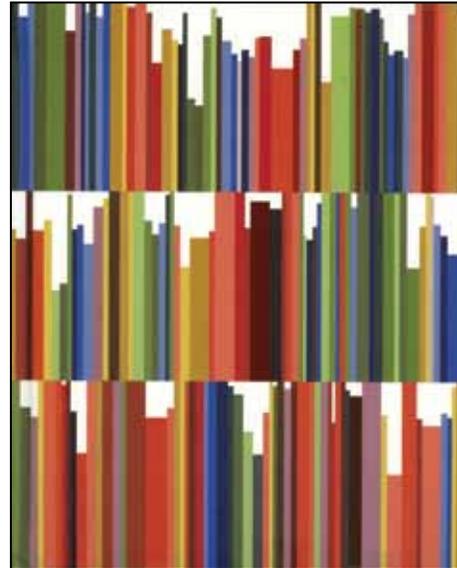
THE NEW ENGLAND BOOK SHOW CATALOG

A TREASURED TAKEAWAY

The catalog is a cherished component of the Book Show. The sizeable book features production details of all finalists, including design specifications, vendor partners, cover, spread, and screenshot images, and judges' and designers' comments.

In recent years, the ambitious project has been carried out by graphic design students at various institutions, such as Framingham State University, Curry College, and the Massachusetts College of Art & Design. The catalog is made possible by generous in-kind donations from our many manufacturing vendor supporters.

The catalog is given to all who attend the Book Show; approximately 350 copies are printed through in-kind donations for distribution at the event. An archive of Book Show catalogs and all of the finalists are available at the Burns Library at Boston College.



SPONSORSHIP INFO

TOP EDGE \$3,000

- ¶ Full-page ad in the Book Show catalog with acknowledgment of sponsorship level
- ¶ Vocal recognition at the Book Show
- ¶ Table-top marketing materials & signage (furnished by sponsor)
- ¶ Company logo on Book Show website (printed & electronic)
- ¶ Four complimentary passes to the Book Show

Companies who contribute financially to the New England Book Show are proudly recognized at the event and in our printed catalog, which is gifted to all attendees. The Book Show and its accompanying catalog is a wonderful opportunity to reach publishers directly while recognizing their best creative efforts.

EDITOR \$2,000

- ¶ Full-page ad in the Book Show catalog with acknowledgment of sponsorship level
- ¶ Company logo on Book Show website + vocal recognition at the show
- ¶ Two complimentary passes to the Book Show

*All sponsorship tiers are flexible.

SCHOLAR \$1,000

- ¶ Half-page ad in the Book Show Catalog with acknowledgment of sponsorship level
- ¶ Company logo on Book Show website + vocal recognition at the show
- ¶ Two complimentary passes to the Book Show

CONSERVATOR \$500

¶ Acknowledgment of sponsorship level in the Book Show Catalog

¶ Company logo on Book Show website

¶ One complimentary pass to the Book Show

BOOK BUILDER \$250

¶ Acknowledgment of sponsorship level in the Book Show Catalog

¶ Company logo on Book Show website

BOOK SHOW SUPPORTERS

Canon

CANON SOLUTIONS AMERICA



APTARA

THE **ADS** GROUP

Courier



1880
**EMERSON
COLLEGE**

HFGROUP 
ACMEBINDING

*All sponsorship tiers are flexible.

WHY SUPPORT THE NEW ENGLAND BOOK SHOW?

Becoming a sponsor means you're a friend to Bookbuilders of Boston—not just our organization, but everyone involved in the art and work of publishing content. The New England publishing community is intimate; supporting the Book Show is a wonderful opportunity to connect directly to those responsible for making great books and digital products happen.

BENEFITS OF SUPPORT:

- ¶ Visibility to the top publishers of New England, which include major national & international companies.
- ¶ A rare opportunity to connect with production professionals face-to-face through networking, displaying marketing materials, or even a formal speaking engagement.
- ¶ Contribution to continuing education through forums to the public.
- ¶ Key recognition for making the Book Show, a legacy event, possible.



Former Book Show co-chair and Board Member, Michele Brennan
Former Board Member, Michael Mozina



Bookbuilders OF BOSTON

Bookbuilders of Boston, a not-for-profit organization founded in 1937, is dedicated to bringing together people involved in print and digital publishing. Its membership represents all facets of the book industry: editing, design, production, manufacturing, and marketing across all media. Through its various activities, Bookbuilders offers a forum to exchange information, learn new technologies, and promote improvements in the quality of publishing in New England.

MEMBERSHIP BREAKDOWN

INDIVIDUAL MEMBERS

115+

CORPORATE MEMBERS

75+

PUBLISHING ARENAS

ACADEMIC
EDUCATION
TRADE
CONSUMER
LITERARY

PROFESSIONALS

PRODUCTION
EDITORIAL
MARKETING
DIGITAL
DISTRIBUTION

FOR MORE INFORMATION ON The New England Book Show

www.newenglandbookshow.org

 @BookbuildersBOS

 Annual New England Book Show

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Thank you.

