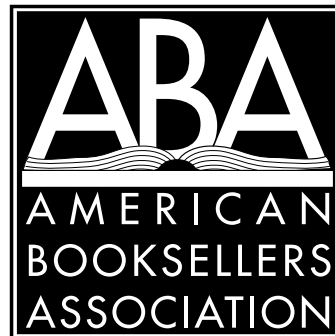


American Booksellers Association

100 Years of Leadership. A New Century of Innovation.



www.BookWeb.org

American Booksellers Association

Representing independent booksellers nationwide since 1900, a not-for-profit trade association, is devoted to meeting the needs of its core members—independently owned bookstores with retail storefront locations—through business services and products, advocacy, education, and information dissemination. The key goal for all ABA programs is to ensure a thriving and diverse network of profitable independent bookstores nationwide.

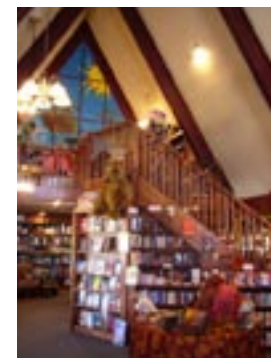


ABA

Membership is:

2,000
storefront locations
nationwide

Serving nearly
14 million
consumers per year



Helping 60% of expenditures remain local

\$1.2 billion
in total sales

Over \$18.8
million gift card sales since 2003

ABA Major Initiatives include:

Bookseller Education

More than 65 educational sessions presented per year, at BookExpo America, the ABA Winter Institute, ABA Bookseller Forums, and regional association trade shows.

ABA Book Buyer's Handbook

More than 7,000 publisher listings of trade terms and special offers, available to members online (10 million page views per year).

Book Sense Marketing

Book Sense Picks recommendations, Bestseller Lists, Gift Card program, and publisher promotions made available to more than 1,200 bookstore locations. ABA Publisher Partner program includes more than 800 separate publishers.

BookSense.com

Content rich, e-commerce websites available to bookseller members at below market prices. The more than 200 participants include major independents across the country.



ABA Major Initiatives include:

Advocacy

Ongoing efforts encompassing the Campaign for Reader Privacy, Shop Local and Main Street coalitions, and small business health care and equitable sales tax legislation. Working with the American Booksellers Foundation for Free Expression—established by ABA in 1990—against censorship and for free speech.



Bookseller Information

Trade website (BookWeb.org) and electronic publication (*Bookselling This Week*), logging more than 10 million page views and informational downloads per year.



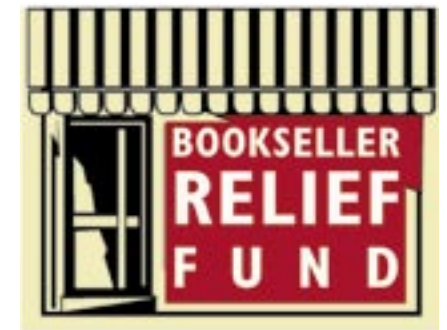
Trade Practices

Working with publishers and other trade organizations on industry issues of importance to booksellers and their customers.

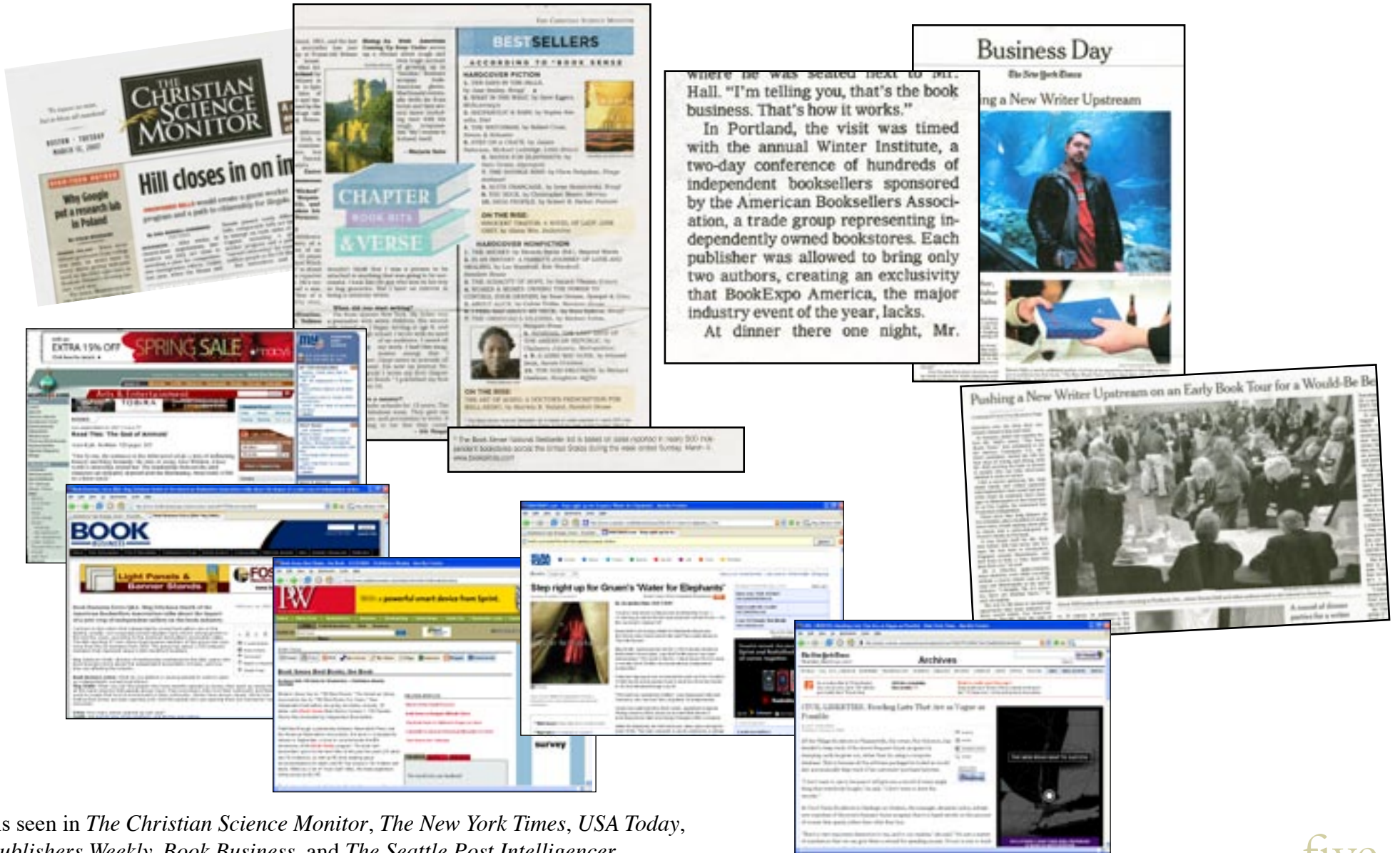


Emergency Response

Bookseller Relief Fund created to help with humanitarian needs of booksellers affected by emergency situations; formed as a response to the 2005 Gulf Coast disasters.



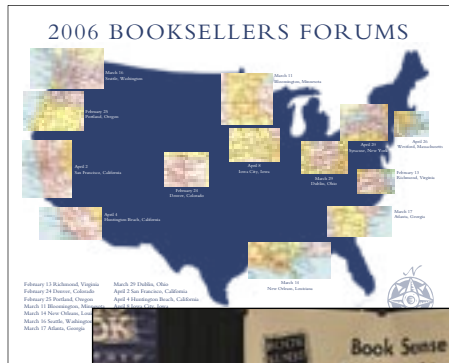
ABA in the news



As seen in *The Christian Science Monitor*, *The New York Times*, *USA Today*, *Publishers Weekly*, *Book Business*, and *The Seattle Post-Intelligencer*.

Sponsorships & Advertising

Booksellers are key influences in their communities. Reach booksellers, and you reach millions of consumers.



ABA Educational and Networking Events:

- The Winter Institute
- BookExpo America
- Spring Booksellers Forums
- Publisher Focus Group Meetings



ABA Publications:

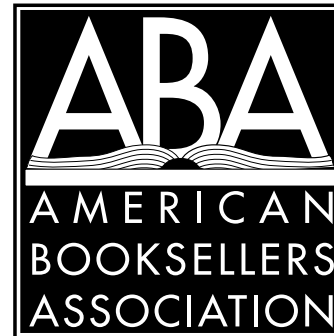
- Book Sense Picks fliers
- Bookselling This Week
- Booksellers Resource Directory (free listing)
- ABA Book Buyer's Handbook (free listing)
- ABA BEA Show Daily

Contact ABA for sponsorship details and advertising prices; additional sponsorship opportunities available.



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