



**May 23** Conference, Special Events and CIROBE Reminders Pavilion

**May 24-26** Exhibits, Conference, Special Events and International Rights & Business Center (By appointment only)

**Jacob K. Javits Convention Center** | New York City

The content and the buzz.

**Event Profile:** Premier Event for the North American Publishing Industry

**Frequency:** Annual

**Organized By:** Reed Exhibitions

**Show Sponsors:**

- ABA (American Booksellers Association)
- AAP (Association of American Publishers)
- AAR (Association of Author Representatives)

**2010 Attendance Analysis**

- Exhibit Hall & Conference Attendance: 11,543
- Total Event Attendance: 21,364
- Top Attendee Categories:
  - > Book Club Member
  - > Bookseller/Retailer
  - > Film & TV Production
  - > Librarian/Educator
  - > Licensing, Rights and Literary Agents
  - > Media
  - > Publishing Personnel/Editorial

**2010 Attendee Analysis**

Attendees hailed from:

**Domestic: 48** States plus Washington DC, Puerto Rico and the Virgin Islands

**International: 68** Countries included:

- Anguilla
- Argentina
- Australia
- Barbados
- Belgium
- Bermuda
- Brazil
- Bulgaria
- Canada
- Chile
- China
- Colombia
- Croatia
- Czech Republic
- Denmark
- Ecuador
- Egypt
- Ethiopia
- Finland
- France
- Germany
- Ghana
- Greece
- Guatemala
- Hong Kong
- Hungary
- India
- Indonesia
- Ireland
- Israel
- Italy
- Japan
- Jordan
- Korea, Dem.
- Korea, Rep Of
- Lebanon
- Lithuania
- Macau
- Malaysia
- Mexico
- Morocco
- Netherlands
- Nigeria
- Norway
- Pakistan
- Peru
- Philippines
- Poland
- Portugal
- Romania
- Russian Federation
- Serbia
- Singapore
- South Africa
- Spain
- Sweden
- Switzerland
- Syrian Arab Republic
- Taiwan
- Thailand
- Turkey
- Ukraine
- United Arab Emirates
- United Kingdom
- Venezuela
- Vietnam
- Virgin Islands (British)

**FOR MORE INFORMATION**

Visit [www.bookexpoamerica.com](http://www.bookexpoamerica.com)

Or contact Mike Carlucci, group sales director at 203-840-5625 or [mcarlucci@reedexpo.com](mailto:mcarlucci@reedexpo.com)

### 2010 Media Analysis

- Media Attendance:** **2,334**
- Number of Countries:** **28** including the United Kingdom, France, Belgium, Spain, Nigeria, Colombia, India, China and Portugal
- Number of Published Stories:** **830** including *The New York Times*, *The Insider*, *New York Post*, *LA Times*, *Access Hollywood*, *Boston Herald*
- National Media Attendance included:**
- 60 Minutes
  - Associated Press
  - Dateline
  - Entertainment Weekly
  - FOX News
  - Glamour
  - Good Morning America
  - Los Angeles Times
  - Newsweek
  - NPR
  - "O" Oprah Magazine
  - Parade Magazine
  - People
  - Reuters
  - The New York Times
  - The New Yorker
  - Time
  - USA Today
  - Washington Post

### 2010 Exhibitor Analysis:

- > Square Footage: **174,500**
- > Number of Companies: **1,350**
- > Exhibitor Product Categories:
  - Books
  - eBooks
  - Gifts/Sidelines
  - Industry Services & Supplies
  - Music, Video & Media Products
  - Non-Books/Magazines
  - Retailer Services & Supplies
- > Number of Countries Represented By Exhibitors: **27**
  - Argentina
  - Australia
  - Belgium
  - Canada
  - China
  - Egypt
  - Germany
  - Hong Kong
  - India
  - Ireland
  - Italy
  - Japan
  - Jordan
  - Lithuania
  - Morocco
  - Pakistan
  - Republic of Korea
  - Lebanon
  - Mexico
  - Netherlands
  - New Zealand
  - Nigeria
  - Russian Federation
  - Singapore
  - Spain
  - Sweden
  - Taiwan
  - United Arab Emirates
  - United Kingdom
  - Vietnam

### Exhibitors Included:

#### General Trade Publishers

- Hachette Book Company
- HarperCollins
- Penguin Group USA
- Perseus Books Group
- Random House
- Simon & Schuster

#### Wholesalers/Distribution Companies

- Baker & Taylor
- Independent Publishers Group
- Ingram Content Group
- National Book Network
- Publishers Group West

#### Digital Book Zone

In partnership with International Digital Publishers Forum (IDPF)

- Sony
- Overdrive Inc.
- Aptara
- Libre Digital
- Barnes&Noble.com

#### University Presses

- Columbia University Press
- Duke University Press
- Harvard University Press
- M.I.T. Press
- NYU Press
- Princeton University Press

#### Remainders/Bargain Book Companies

- Book Depot
- Daedalus Books
- Powell's Books Wholesale
- Texas Bookman
- World Publications Group, Inc.

#### Independent Publishers

- Andrews McMeel Publishing
- Candlewick Press
- Chronicle Books
- Grove/Atlantic, Inc.
- Rizzoli International Publications
- Workman Publishing
- WW Norton

#### International Rights & Business Center Analysis:

- > Number of Tables: **164** tables with **354** registered personnel as members
- > Number of Licensing, Rights and Literary Agents: **192**
- > Number of Film & TV Production professionals: **133**



**BOOKEXPO AMERICA**

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