



BookExpo America (BEA) Delivers the Librarian Market



The content and the buzz.

June 5-7, 2012 | Javits Center, New York, NY | www.bookexpoamerica.com

BookExpo America (BEA) is the premier event for North America publishing and brings together a wide range of book and content buyers annually. Librarians are a key book buying segment that BEA targets and delivers successfully each year.

Librarian Buyers Continue to Increase at BEA

- Since 2008, BEA has seen a 6% increase in librarians with **1,589 librarians in attendance in 2011.**
- In 2011, librarians came from over **700** libraries including:
 - Arlington Public Library
 - Baltimore County Public Library
 - Chicago Public Library
 - Denver Public Library
 - Englewood Public Library
 - Fairfield Public Library
 - Huntington Public Library
 - Kinnelon Public Library
 - Los Angeles Public Library
 - Mount Kisco Public Library
 - New York Public Library
 - Ocean County Library
 - Phoenix Public Library
 - Queens Library
 - Reading Public Library
 - Salt Lake City Public Library
 - Toronto Public Library
 - US Naval Observatory Library
 - Westport Public Library
 - Yorba Linda Public Library
- In 2011, librarians hailed from 40 states, plus Washington, DC, including:
 - Arkansas
 - California
 - Delaware
 - Florida
 - Georgia
 - Hawaii
 - Iowa
 - Kansas
 - Louisiana
 - New York
 - Ohio
 - Pennsylvania
 - Rhode Island
 - South Carolina
 - Texas
 - Utah
 - Virginia
 - Wisconsin

Librarians Look to BEA to Discover New Titles From Around the Globe

- Librarians primary reason for attending BEA is to find new titles and see authors.

BEA Delivers Librarians

- Dedicated Librarian Marketing Program
 - Librarian Friendly Exhibitors identified onsite
 - Librarian Lounge onsite
 - Librarian-focused conference sessions
 - Association of American Publishers events especially for librarians
 - Discounted BEA registration for Librarians
 - Buses to/from BEA for local library associations including MA, CT, PA, NJ—with free galleys for the buses



BEA is Librarian Industry Supported

- BEA works closely with the following Library Associations to help promote BEA to their members and deliver special benefits such as discounts and buses.
 - Connecticut Library Consortium
 - Maryland Library Association
 - Massachusetts Library Association
 - New Jersey Library Association
 - Rhode Island Library Association



For more information, contact Dana Brady, Group Sales Director, at 203-840-5362 or dbrady@reedexpo.com.

www.bookexpoamerica.com