



BEA 2012 EVENT FACT SHEET

- June 4** CIROBE Reminders and Gift Shop Pavilions, Conference, and Special Events
- June 4-5** IDPF Digital Book Conference
- June 5-7** Exhibits, Conference, Special Events and International Rights & Business Center (by appointment only)
- June 5-7** BlogWorld & New Media Expo NY

The content and the buzz.

Javits Center | New York City

2011 Attendee Analysis

Attendees hailed from:

Domestic: 45 States plus Washington DC, Puerto Rico and the Virgin Islands

International: 59 Countries included:

- 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)
- Co-Located Events:**
 - IDPF Digital Book Conference
 - BlogWorld & New Media Expo NY
 - Book Bloggers Convention
 - Publisher's Launch Conference

2011 Attendance Analysis

- Exhibit Hall & Conference Attendance: 11,842
- Total Event Attendance: 20,561
- Attending Buyers Include:
 - > Book Club Members
 - > Booksellers
 - > Digital Service/Solution Providers
 - > Book Bloggers
 - > Film & TV Production
 - > Librarians/Educators
 - > Licensing, Rights and Literary Agents
 - > Media
 - > Museum Stores
 - > Publishing Personnel/Editorial
 - > Specialty Retailers

- Anguilla
- Argentina
- Australia
- Bahrain
- Belgium
- Bermuda
- Botswana
- Brazil
- Bulgaria
- Canada
- Chile
- China
- Colombia
- Costa Rica
- Denmark
- Egypt
- France
- Germany
- Ghana
- Greece
- Haiti
- Hong Kong
- Hungary
- India
- Ireland
- Italy
- Jamaica
- Japan
- Jordan
- Kazakhstan
- Korea, Dem. People's Rep Of
- Korea, Rep Of
- Lebanon
- Kuwait
- Malaysia
- Mexico
- Morocco
- Netherlands
- New Zealand
- Nigeria
- Norway
- Oman
- Peru
- Philippines
- Poland
- Portugal
- Russian Federation
- Saudi Arabia
- Singapore
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- Taiwan
- Trinidad and Tobago
- Turkey
- United Arab Emirates
- United Kingdom
- Vietnam

FOR MORE INFORMATION

Visit www.bookexpoamerica.com
 Or contact Dana Brady, Group Sales Director,
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- Media Attendance:** **1,581**
- Number of Countries:** **59** including the United Kingdom, France, Belgium, Spain, Nigeria, Colombia, India, China and Portugal
- Number of Published Stories:** **1,000** including *The New York Times*, *The Insider*, *New York Post*, *LA Times*, *Access Hollywood*, *Boston Herald*
- National Media Attendance included:**

- 60 Minutes
- Glamour
- Parade Magazine
- ABC News
- Good Morning America
- People Magazine
- Associated Press
- Los Angeles Times
- Reuters News
- Dateline
- National Geographic
- The New York Times
- Entertainment Weekly
- Newsweek
- The New Yorker
- FOX News
- NPR
- Time
- Forbes
- "O" Oprah Magazine
- USA Today

2011 Exhibitor Analysis:

- > Square Footage: **174,300**
- > Number of Companies: **1,100**
- > 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: **28**
 - Australia
 - Botswana
 - Canada
 - China
 - Egypt
 - France
 - Germany
 - Hong Kong
 - India
 - Ireland
 - Italy
 - Republic of Korea
 - Lebanon
 - Mexico
 - Netherlands
 - New Zealand
 - Poland
 - Russian Federation
 - Saudi Arabia
 - Singapore
 - Spain
 - United Arab Emirates
 - United Kingdom

Exhibitors Included:

General Trade Publishers

- Hachette Book Group
- 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).

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

University Presses

- Columbia University Press
- Duke University Press
- Harvard University Press
- MIT Press
- NYU Press
- Princeton University Press

Gift Shop

- Filofax
- Millennium Products
- Orangeart
- NY Subway Line
- Enchanted

Made in America

- David Howell
- Clear solutions
- Found Images

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: **137** 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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