



THE REIMAGINED
BOOKEXPO

NEW EDITORS' HOURS PROGRAM

Wednesday, 5/30: 11 AM - 12 PM

Thursday, 5/31: 11 AM - 1 PM & 1 PM - 2 PM

Friday, 6/1: 1 PM - 2 PM

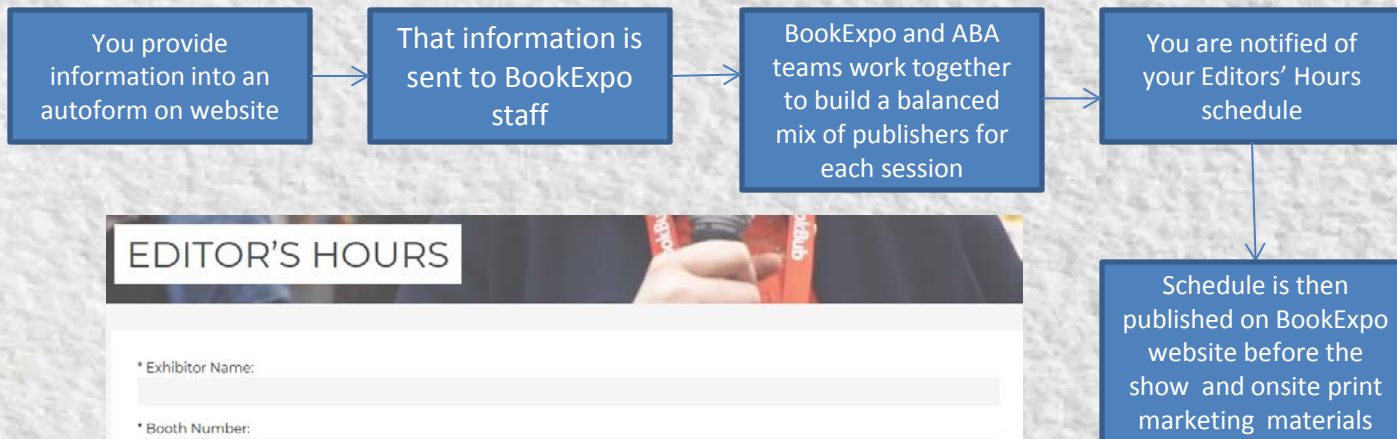
Editors' Hours – The Value

- BookExpo is adding Editors' Hours sessions to facilitate valuable chats between editors and booksellers right **in your booth**. Booksellers will **drop by your booth** during the sessions to chat with your editors **in an open house format**
- Booksellers value chats with your editors as they provide insight in to your books and imprints
- These insights drive sales as the bookseller is empowered to recommend your books to their customers

Editors' Hours – How It Works

- You submit the editors and imprints you would like to participate at the below link (workflow on page 4)
 - <http://www.bookexpoamerica.com/Exhibit/Current-Exhibitors/Editors-Hours/>
 - You are encouraged to submit multiple editors and imprints
- The BookExpo and ABA teams will program each session to ensure a balance of publishers of all sizes and genres are represented
- You will be notified of your sessions (day and time) the week of 4/23
- BookExpo promotes the sessions on its website before the show and onsite in print marketing materials
- Booksellers will drop by your booth for chats with your editors during the Editors' Hours sessions (schedule on page 5)
- BookExpo will have a concierge in each aisle to help direct booksellers to your booth and your editors

Editors' Hours – How It Works continued



EDITOR'S HOURS

* Exhibitor Name:

* Booth Number:

* Editor(s) Appearing:

* Imprints Being Featured:

* Short Description of Imprint:

* Genre Specialty:

What title are you most excited about:



Editors' Hours – Schedule & Timeline

Schedule of Editors' Hours sessions

- Session #1: Wednesday, 5/30 from 11:00AM to 12:00PM
 - Reserved for publishers who selected the Wednesday – Friday exhibit option
- Session #2: Thursday, 5/31 from 11:00AM to 1:00PM
- Session #3: Thursday, 5/31 from 1:00PM to 2:00PM
- Session #4: Friday, 6/1 from 1:00PM to 2:00PM

Timeline

- 3/16 – Submissions open
- 4/16 – Submission deadline to be included in all marketing materials
 - Submissions will be accepted at any time, we encourage you to submit by 4/16 so we can provide full marketing support of your session(s)
- Week of 4/23 - You are notified of the day and time of the session(s) your editors will take part in
 - Submissions received after 4/16 will be placed in to the appropriate session on an individual basis

Questions?

- Please contact Brien McDonald at bmcdonald@reedexpo.com or 203-921-7628