

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

**Dates & Venue of Next Event:** May 23, 2011: Conference, Special Events and CIROBE Reminders Pavilion  
May 24-26, 2011: Exhibits, Conference, Special Events and International Rights & Business Center (*By appointment only*)  
Jacob K. Javits Convention Center, New York City

**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
- **Educators:** 544
- **Librarians:** 1,651
- **Total Event Attendance:** 21,364
- **Top Attendee Categories:**

- |                        |   |
|------------------------|---|
| ◆ ABA Member           | ◆ Librarian                             |
| ◆ Author               | ◆ Licensing, Rights and Literary Agents |
| ◆ Book Club Member     | ◆ Media                                 |
| ◆ Bookseller/Bookstore | ◆ Non Profits & Association             |
| ◆ Educator             | ◆ Publishing Personnel/Editorial        |
| ◆ Film & TV Production | ◆ Retailer                              |

**Number of States:** 48 States plus DC, Puerto Rico and the Virgin Islands

**Number of Countries:** 68

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



## BEA 2010 Event Fact Sheet

**- Media: 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           | ◆ Los Angeles Times  | ◆ The New York Times |
| ◆ Associated Press     | ◆ Newsweek           | ◆ The New Yorker     |
| ◆ Dateline             | ◆ NPR                | ◆ Time               |
| ◆ Entertainment Weekly | ◆ "O" Oprah Magazine | ◆ USA Today          |
| ◆ FOX News             | ◆ Parade Magazine    | ◆ Washington Post    |
| ◆ Glamour              | ◆ People             |                      |
| ◆ Good Morning America | ◆ Reuters            |                      |

**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:** 27

- |             |                     |                        |
|-------------|---------------------|------------------------|
| • Argentina | • Italy             | • New Zealand          |
| • Australia | • Japan             | • Nigeria              |
| • Belgium   | • Jordan            | • Russian Federation   |
| • Canada    | • Lithuania         | • Singapore            |
| • China     | • Morocco           | • Spain                |
| • Egypt     | • Pakistan          | • Sweden               |
| • Germany   | • Republic of Korea | • Taiwan               |
| • Hong Kong | • Lebanon           | • United Arab Emirates |
| • India     | • Mexico            | • United Kingdom       |
| • Ireland   | • Netherlands       | • Viet Nam             |

- **International Rights & Business Center**

- **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



## BEA 2010 Event Fact Sheet

### - General Trade Publishers

- Grand Central Publishing
- HarperCollins
- Houghton Mifflin Harcourt
- John Wiley & Sons Inc
- Little Brown & Company
- Penguin Group USA
- Perseus Books Group
- Random House
- Simon & Schuster
- St. Martins Publishing

### - Remainders/Bargain Book Companies

- Book Depot
- Books For Less
- Bradley's Books
- Caxton Publishing Group Ltd
- Daedalus Books
- Entertainment Liquidators of Canada
- Fairmount Books Inc.
- Freight Management Systems
- Great Jones Books
- Marketing Resource International
- Powell's Books Wholesale
- Texas Bookman
- World Publications Group, Inc.

### - University Presses

- Columbia University Press
- Duke University Press
- NYU Press
- Peterson Institute for International Economics
- Princeton University Press
- State University of New York Press
- University Of Hawaii Press
- University Of Minnesota Press
- University Of North Carolina Press
- University of Virginia Press
- University Press of New England

### - Wholesalers/Distribution Companies

- Baker & Taylor
- BookMasters
- Consortium Distribution
- Diamond Book Distributors
- Independent Publishers Group
- Ingram Content Group
- Midpoint Trade Books
- National Book Network
- Perseus Distribution
- Publishers Group West

### - Independent Publishers

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

### - Audio/Video Companies

- Brilliance Audio
- Hachette Audio
- NewSound Distribution
- Oasis Audio
- Playaway Digital
- Recorded Books
- Tantor Media

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).