BookExpo America (BEA) International Fact Sheet

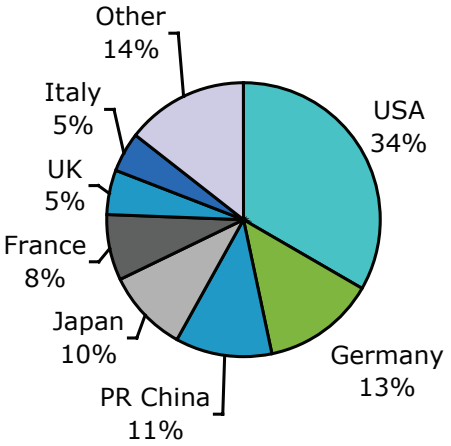
May 29, 2013: CIROBE Remainders & Sidelines Pavilions Open Early, BEA Conference & Special Events
May 30 - June 1, 2013: All BEA Exhibits Open, Conference & Special Events
Javits Center, New York City

US Book Market Highlights*

- $27.2 Billion in Net Revenue in 2011
- 2.77 Billion Units Sold in 2011 (3.4% increase)
- Trade Book Market grew 0.5% to $13.97 billion in 2011 (eBook sales accounted for 15%, up from 6% in 2010)
- Fastest-growing trade segment in 2011 was Children's/ Young Adult (sales rose 12% to $2.78 billion)

**Source: AAP Bookstats 2012 Annual Report*

Largest Book Markets: % of Market Share by Country



BookExpo America (BEA) is:

- North America's largest trade event for publishing
- 2nd largest in the World
- More than **20,000** industry professionals from **80** countries attended in 2012
- BEA is supported by:
  - Association of American Publishers (AAP)
  - American Booksellers Association (ABA)
  - Association of Author Representatives (AAR)

FOR MORE INFORMATION

Contact Chris Domans,
Sales Manager at 203-840-5827
or cdomans@reedexpo.com.

www.bookexpoamerica.com

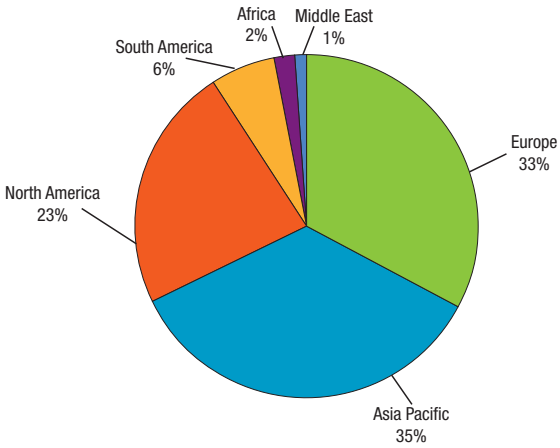
Who is at BEA?

- Booksellers & distributors (independent, specialty & chain)
- Rights buyers and sellers
- Marketing and publicity professionals
- Retailers
- Power Readers (avid book enthusiasts)
- Editors
- Librarians
- Agents & Scouts
- Film & TV professionals
- Media & Press

BEA 2012 at a Glance

- Attendance **increased 11%** over 2011!
- **11,844** attendees came from **49** states and **78** countries
- **1,648** media came from **26** countries & published over **hundreds** of stories with **thousands** of impressions
- **939** exhibitors came from **25** countries, representing books, digital/ebooks, sidelines, industry services/supplies, music/video/media products, non-books/magazines, and retailer services/supplies

International Rights Center at BEA

- Designated for conducting rights and licensing business
- **125** tables with **319** registered personnel
- Number of Licensing, Rights & Literary Agents: **953**
- Number of Film & TV Production professionals: **149**

2012 International Attendee Overview