

BOOKEXPO



BOOKEXPO AND NEW YORK RIGHTS FAIR (NYRF) COLLABORATE TO HELP GROW and IMPROVE THE PUBLISHING INDUSTRY

LONDON, UK/ NORWALK, CT – April 11, 2018 – BookExpo and New York Rights Fair (NYRF) today announced a joint marketing agreement whereby NYRF will become the Official Rights Fair of BookExpo starting in 2018.

The owners of NYRF, BolognaFiere, *Publishers Weekly*, and Combined Book Exhibit, will join forces with the owner of BookExpo, Reed Exhibitions, to collaborate in the best interest of improving and growing all aspects of the book industry.

This joint marketing agreement will allow BookExpo and NYRF to work together to offer the entire publishing industry the perfect gateway to the US publishing market, including increased access to resurgent US bookstores, and more opportunities for rights professionals to embrace the explosion in new media and rights opportunities.

The new relationship will help to bring together all aspects of the publishing industry, providing the strongest foundation for those looking to pursue publishing rights in the US and internationally.

Starting in 2018, NYRF and BookExpo will work seamlessly together to offer the following to all attendees:

- NYRF badge holders will have full access to the BookExpo exhibition floor
- BookExpo's Rights Center will move to NYRF and will become the official Rights Center of BookExpo. Rights oriented exhibitors will have the option to move to premium space at the NYRF located at the Metropolitan Pavillion in the Chelsea section of NYC
- BookExpo attendees with a Rights badge designation will have full access to NYRF
- Shuttle buses will be provided between BookExpo and NYRF to enable attendees to easily attend both events
- Information for both NYRF and BookExpo will be available in all directories and websites for both shows
- On-site staff will assist with information regarding BookExpo and NYRF at both events

Antonio Bruzzone, General Director, BolognaFiere said:

“This relationship was formed from the mutual goal of best serving the publishing industry. BookExpo and the NYRF chose to collaborate in the best interests of all involved. We are looking forward to continuing to grow this relationship for years to come as we work together to benefit the industry.”

Ed Several, Senior Vice President, Reed Exhibitions, said:

“Over the past year, BookExpo has undergone a reimagination to offer more of the core values that attendees and exhibitors are looking for. We have been presenting this new vision to publishers here at The London Book Fair this week and so it is appropriate that can announce this exciting new partnership here as well. We are thrilled to enter into this relationship with the New York Rights Fair and see this joint agreement as an opportunity to better serve the publishing industry.”

George Slowik, Jr., President of *Publishers Weekly*, said:

“Through *Publishers Weekly* readers and clients, we found that there was an opportunity for two events. PW’s unique POV as a horizontal publication, serving the entire industry, paired with the unique relationships that we maintain with both Reed Exhibitions’ BookExpo and BolognaFiere enabled us to foster and develop a strong collaboration between the two events.”

In recent months, the BookExpo team has met with indie Booksellers, Publishers, Distributors and Librarians to learn more about what they are looking for at the show. As a result, BookExpo has undergone a reimagination to bring Attendees and Exhibitors more value through Editor chats, more opportunity for one-on-one meetings with Publicists, expanded publishing services opportunities, more stages to feature more Authors than ever before, and added media coverage surrounding the event. The new venture with NYRF will reinforce the value proposition for the attendees who are interested in the rights element of the fairs.

For more information or to register for BookExpo, please visit www.bookexpoamerica.com.

For more information or to register for New York Rights Fair, please visit www.newyorkrightsfair.com.

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ABOUT BOOKEXPO

BookExpo is North America's largest gathering of book trade professionals attracting an audience from around the globe. The event is designed to lead the global publishing industry to its consumer driven future and celebrate storytelling in all its forms. It's the place where industry, authors and readers converge to define the direction of the publishing industry for years to come. BookExpo provides a focused professional environment to discover emerging authors and the next blockbuster titles, engage with the world's most influential publishers and learn from industry leaders and peers. BookExpo is organized with the support of association partners including the Association of American Publishers (AAP), the American Booksellers Association (ABA) and the Association of Authors' Representatives (AAR).

ABOUT NEW YORK RIGHTS FAIR

The [New York Rights Fair](#) is produced by BolognaFiere S.p.A, the leading European exhibition organizer, *Publishers Weekly*, the international news platform of the book publishing industry, and Combined Book Exhibit, a publishing marketing and promotion resource. It is the first trade and licensing show in the U.S. dedicated exclusively to the international rights, distribution and licensing of content, both adult and children's. The inaugural New York Rights Fair takes place May 30 – June 1, 2018, at the Metropolitan Pavilion in Manhattan. The fair offers a unique venue for U.S. publishers, agents and rights professionals across adult and children's markets to network with their global counterparts in the publishing capital of the world. The three-day fair will cover rights sales negotiation and distribution of content across print, audio, TV, film and digital channels.

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