

REPORT

BOOKEXPO AMERICA NEW TITLE SHOWCASE

New York, New York
May 31-June 3

Bookexpo America 2007 returned to the city of Manhattan—what many consider to be publishing's hometown. It's no surprise that attendance was up in New York, exhibitors were more abundant in New York, and the caliber of authors in New York was—well, you can never complain about the great authors that BEA provides. All in all, BEA 2007 was a busy and fun show full of attendees, exhibitors and a barrage of great programs.



America, featured a record 1,544 titles (up almost 400 titles from 2006 in Washington, D.C).

The New Title Showcase got its original start at Bookexpo America 2005, and has since grown into a staple not only for the fair itself, but also for all of the attendees that are sure to see all of the new books on display. This year, over 5 thousand NTSC catalogs and addenda were given away to booksellers, book buyers, librarians, agents and anyone else who came by the exhibit.

Though the New Title Showcase was located outside the exhibit hall, and was mistakenly left off of the floor plan that the Bookexpo America team cooked up, traffic to the exhibit remained steady. This year, BEA management decided to merge the New Title Showcase with the New Product Showcase into what they called the New Title Bookstore (most likely an homage to show director



Lance Fensterman's history as a bookseller). Though there were many great products in the bookstore, the New Title Showcase took up the most real estate and drew most of the attention.

Besides being part of the New Title Bookstore, another addition for the New Title



Showcase this year was the creation of the Virtual New Title Showcase—a searchable online database—which could be accessed before, during, and since the show's set schedule from the Bookexpo America website, drawing even further traffic to the titles themselves.

As a proud staple of the show, The New Title Showcase will of course be found in prime real estate at Bookexpo America 2008 in Los Angeles. Ideas for further improving the exhibit are always being brought up and considered, and we invite your input.

Bookexpo America 2008 will take place in Los Angeles from May 29-June 1. For more information on the show, or to visit the Virtual New Title Showcase, visit www.bookexpoamerica.com.