

# REPORT

## LONDON BOOK FAIR NEW TITLE SHOWCASE

April 16-18, 2007

Earls Court Exhibition Centre, London

After two years of mounting successful New Title Showcase displays at BEA, the Fair organizers of the London Book Fair asked CBE to partner with them and establishing a New Title Showcase exhibit at their fair starting in 2007. CBE eagerly agreed to partner with the organizers, as the display had been so successful in the States.

As the months passed, registrations started coming in and the word was out. Even when our deadline for participation had come and gone, both the organizers of the fair and CBE got emails and phone calls asking if it was too late to get their titles on display. Unfortunately, it was and the deadline was firm.

Opportunities missed are always disappointing, especially when the opportunity turns out to be this successful. The first Annual London Book Fair New Title Showcase catalog and display ended up with 375 books from 254 publishers. The location of this exhibit could not have been any better. Immediately upon entering the exhibition hall of Earls Court, you came across the NTSC display.

People were walking up to the display grabbing catalogs and learning what this new display was all about. After learning about its purpose, the attendees either started perusing the titles on display immediately or they made notes about having to come back later after going to prearranged meetings at other stands.

3,000 catalogs were printed up and almost 2,500 were distributed by the conclusion of the Fair. Unlike BEA, it appeared that the primary focus of the people stopping to go through this exhibit was to discover titles which they had interest in translation rights or picking up distribution of the books in the countries or regions of the world they were from. This is a truly international event. Publishers, agents and distributors from all parts of the globe come to this venue each year.

Our staff witnessed the people who utilized this showcase spend a considerable amount of time going through the entire exhibit and looking at the books as opposed to walking quickly through and just seeing a glimpse of books. The exhibit catalogs were heavily relied upon to make personal notations about the various titles or publishers that they wanted to remember for future contact.

The only slow time of the exhibit was the hour prior to the conclusion of the conference as the attendees had begun the process of exiting the hall on the way to their evening plans, but the long days and hours prior all saw heavy traffic.

As to 2008, the New Title Showcase will be a featured exhibit once again. New ideas have already been talked about as to improving the showcase and we are always open to any suggestions you may have.

The deadline for the NTSC will be towards the end of February so we encourage you to look for the online registration to be available in mid Autumn 2007 and sign up early so you do not miss the opportunity in 2008. London Book Fair has grown by leaps and bounds over the years and is one of the most productive publishing events each year. The New Title Showcase has shown promise of continuing to grow and get better as the fair itself does each year.