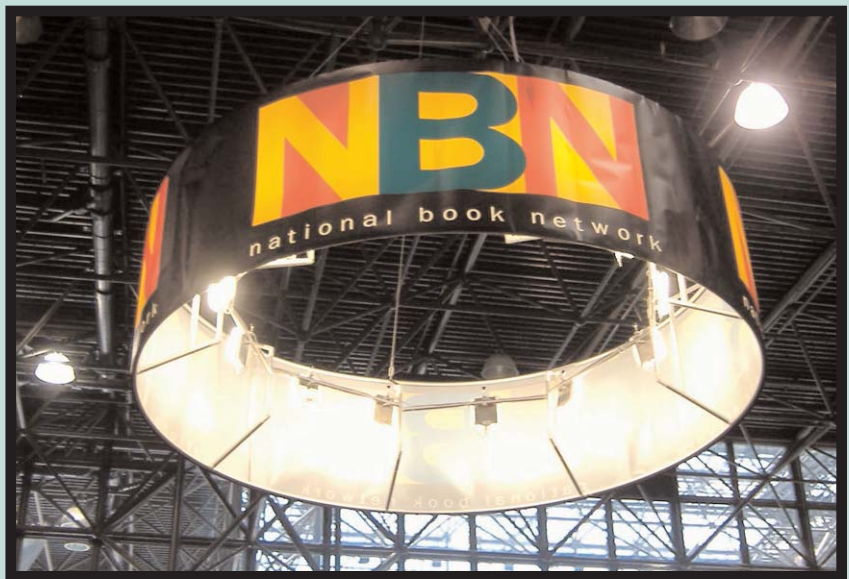


## NEWS BREAKING NOW SPECIAL BEA EDITION

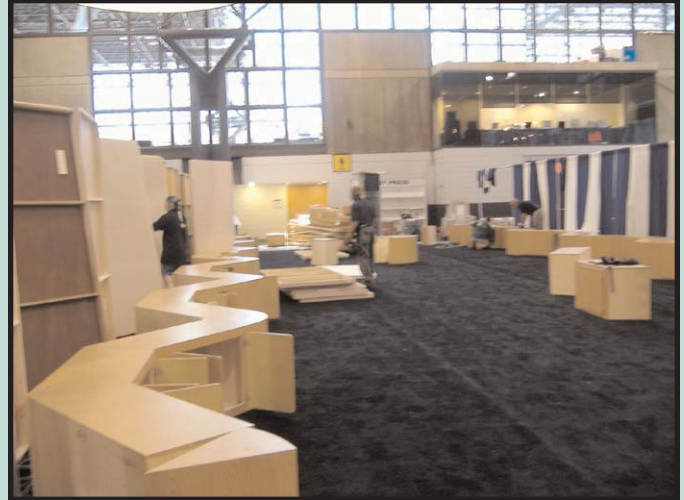
This year's Book Expo America drew a crowd of about 30,000 people! This is up almost 8,000 over last year's event in DC. However, among booksellers and libraries the increase was only about 700 people. The show was obviously courting the library market this year and I know that while I felt like I saw fewer bookseller badges, I noticed more librarians. And after all, libraries don't return books and that just makes me all warm and fuzzy inside - almost as warm and humid as the Javits Center. Also, I would never have suspected that "Dog the Bounty Hunter" would have made the impact he did on the NBN staff and publishers!



THE NBN "FLYING SAUCER" HOVERED OVER THE NBN PAVILION, PROVIDING AN EASY BEACON FOR THE BOOTHS.

In addition to the ample coverage provided by PW and Shelf Awareness, there were a number of general news articles related to BEA:

[http://www.nytimes.com/2007/06/04/books/04book1.html?\\_r=2&ref=arts&oref=slogin&oref=slogin](http://www.nytimes.com/2007/06/04/books/04book1.html?_r=2&ref=arts&oref=slogin&oref=slogin)  
<http://www.washingtonpost.com/wp-dyn/content/article/2007/06/03/AR2007060301397.html>  
<http://charkinblog.macmillan.com/PermaLink,guid,c15fd211-7020-42e5-bc0e-f0e4d2fd6ed3.aspx>  
[http://nymag.com/daily/entertainment/2007/06/book\\_expo\\_galleywatch\\_which\\_ad.html](http://nymag.com/daily/entertainment/2007/06/book_expo_galleywatch_which_ad.html)  
<http://www.post-gazette.com/pg/07154/790568-44.stm>  
[http://www.nysun.com/article/55817?page\\_no=1](http://www.nysun.com/article/55817?page_no=1)



## 2 DAYS BEFORE OPENING

I went over to Javits the Wednesday before the show opened and it is amazing the amount of work that goes into transforming the halls from barren concrete floors and walls, into a book extravaganza. These photos show the NBN booths as the walls and cabinets are just being installed. There seemed to be an equal ratio of forklifts and cherry pickers to people in the building that day.





Staff and publishers race around setting up the booths. (left)

Mark, Steve, and Mike from Lynch are among the team that creates and eventually tears down the booths each year. (below)

### SETTING UP

The day before the show opened, 14 pallets of NBN books and materials arrived to be opened and displayed. NBN staff, reps, and publishers spent about 6 hours opening boxes and merchandising the books and catalogs, followed by a much needed informal cocktail party the The Park Central Hotel.



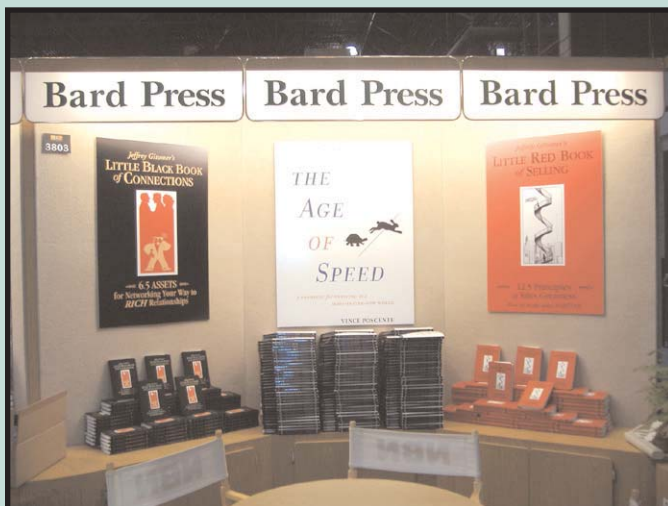
The calm before the storm. (left)

**SOME OF THE NBN PUBLISHER DISPLAYS**



**WE ASKED OUR STAFF AND PUBLISHERS A FEW QUESTIONS ABOUT THEIR BEA EXPERIENCES.**

**OVERALL, PEOPLE WHO RESPONDED RANGED IN EXPERIENCE FROM SHOW VETERANS (SEVERAL HAVING ATTENDED ABA/BEA FOR OVER TWO DECADES) TO NEWCOMERS ATTENDING FOR THE FIRST TIME. THE FOLLOWING PAGES OFFER SOME FIRST-HAND GLIMPSSES OF BEA 2007...**





**WHAT IS THE MOST INTERESTING THING YOU OVERHEARD AT THIS SHOW?**

"I heard that 'Dog the Bounty Hunter' had written a book. Who knew that he could write?" - Kunle Omalabi, NBN

"Don't think it's for 'family' consumption." - Anonymous

"Is Emails from Hell a children's book?" - Anonymous

"That Dog, the Bounty Hunter, and his wife walked right through the NBN booth."

- Amanda Willis, Ovation Books/Synergy Books

"Publishing referred to as Permanent White Water" - Marianne Bohr, NBN

"That Justin, Charles & Co. was serving Irish whiskey in their booth!" - Jessica Kennedy, NBN

"That the Convention had air conditioning."

- David Lampo, Cato Institute

"That illustrated books are not being bought by bookstores anymore!" - Carole Kitchel Bellew, Bunker Hill Publishing

**SOME OF THE NBN PUBLISHER DISPLAYS**



## WHAT WAS YOUR HIGHLIGHT AT THE SHOW? YOUR LOWLIGHT?

*Highlight: "Hearing Khaled Hosseini speak about his new book A Thousand Splendid Suns, and getting a comp copy.*

*Lowlight: The heat on Friday". - Marianne Bohr, NBN*

*Highlight: "Author signing." Lowlight: "Humidity."  
- Anonymous*

*Highlight: "Seeing everything come together." Lowlight:  
"Tired feet." - Anonymous*

*Highlight: "The long lines of booksellers and exhibitors for our authors' signings, even up to the end of the show."*

*- Amanda Willis, Ovation Books/Synergy Books*

*We had so many highlights! Receiving an award from Foreword magazine, a wonderful signing for Audrey Penn, and our booth location and the amazing nonstop traffic we had."*

*- Peggy Tierney, Tanglewood Press*

*"Lowlight: Running out of our free pocket constitutions for handouts." - David Lampo, Cato Institute*

*"My highlight was turning men's rooms into ladies' rooms and the goodies food-wise from NBN!!! My lowlights were having no mini-shelves to put our books up on display, the lack of air conditioning on Friday coupled with the exorbitant cost of a SMALL bottle of Poland Springs water, \$3.00 (normally \$1.00 - \$1.25)."*

*- Carole Kitchel Bellew, Bunker Hill Publishing*

*"Highlight: Seeing how happy our publishers and authors were with the booksignings and awards they won. Lowlight: The heat and losing my wallet."*

*- Davida Breier, Biblio Distribution*



## SOME OF THE NBN PUBLISHER DISPLAYS



*"The Fox Carlton Hughes author signing from Ovation Books was my highlight. He was such a pleasant person. He reminded me of my grandfather who passed away several years ago."*

*"The lowlight would be that I spelled his name wrong on the author signings poster. I put "Rox" rather than "Fox". It was an easy fix but I still felt so bad about it. Another lowlight was that the poster company made a mistake with the Davies Black author signing of CEO Dad; it was completely left off the author-signing poster!" - Jessica Kennedy, NBN*

*"Our highlight was the positive response to our author Ross Szabo and his upcoming book 'Behind Happy Faces' to be released in August. We were touched and encouraged by just how many people related to 'Behind Happy Faces' by - It deals with the mental health of young adults, and we learned that most everyone has a story relating to this issue, whether it has to do with their child, sibling, students, etc...it made us feel that this book has potential to be a huge help to a lot of young people out there when it releases this fall. He also taped a podcast at BEA's new 'Author's Studio,' which turned out great - we can't wait to hear it! / Our lowlight? Probably (a) the fact that it was s insanely hot/muggy in Javits Center the whole time; (b) the fact that Javits left huge, smelly barrel-like drainage containers of dirty, rotting trash/water in the middle of the convention floor (!) that took forever for them to deal with, despite NBN's continuous complaints on our behalf (thank you to the amazing Jessica Kennedy!); or (c) the crazy long lasting lines for the shuttle busses at the end of the day...could they have not had more buses ready and waiting for the post-show exodus after 5pm each day?"*

*- Lori Radcliff, Bonus Books "*

## WHAT IS THE BEST, MOST WILD, OR FUNNY EXPERIENCE YOU HAD AT BEA?

*"Coming with Mel & Bill Land from Sunset Magazine to my 1st ABA in DC & getting to go to all the exclusive parties. Bill Crystal keynote was the best!" - Anonymous*

*"Running up the stairs and though the crowd at the very last minute to get late arrival books to a signing." - Anonymous*

*"When our author who has a book titles Emails from Hell was asked if the book was children's book."  
- Amanda Willis, Ovation Books/Synergy Books*

*"This was my first experience at BEA. The funniest experience was when Dog The Bounty Hunter walked by our NBN office, Barbara ran me over in such excitement, grabbed Ginger, and they both went running after him like teenage fanatics! Later I found out that Ginger jumped in line in front of others who were already waiting to get an autographed poster of him. The whole time I had no idea what they were doing, who the guy was, and why on earth it was such a big deal. Too funny." -  
Jessica Kennedy, NBN*

*"One of the best BEA-related experiences was probably just what I noted above about talking to readers and sales reps about our author, Ross Szabo, and the importance of getting young adults to talk about emotional issues. As it really made us feel like this upcoming book has a chance to really make an important difference. The other would have to be last year, when I happened to bump into someone from 'AOL Coaches' while attending a BEA seminar - I had already been trying to figure out who the best person would be at AOL to speak to about pitching our authors for that program - and then I ran into this woman, which was perfect! Cut to a few months later, when one of our authors, Wendy Jaffe ("The Divorce Lawyers' Guide to Staying Married") was ultimately signed on as an official AOL coach! It was one of the most productive things I've gotten out of BEA so far - and that was my first one!" - Lori Radcliff, Bonus Books*

*"It's always seeing or meeting authors I admire."  
- Marianne Bohr, NBN*

*"I was cursed out by an angry Russian, which was, you know, an experience." - Kunle Omalabi, NBN*

*"I kissed Austin Powers (okay, it wasn't Mike Myers, but a guy do who did a dead-on impression of Austin Powers)."  
- Peggy Tierney, Tanglewood Press*

*"By far, the PW party on Saturday night. What a collection of intelligentsia. And great food."  
- David Lampo, Cato Institute*

*"Fistfight between publisher and author." - Anonymous  
"Rounding up bears with Spencer!!!!"  
- Carole Kitchel Bellew, Bunker Hill Publishing*

*"That our hotel in Chicago (2004) had a Trader Vic's in the building and attempting to use the hotel email connection after just one of the naked Hawaiian leprechaun drinks."  
- Davida Breier, Biblio Distribution*

## HAVE YOU GOTTEN TO MEET ANY HEROES AT BEA?

*"John Stewart." - Anonymous*

*"Julianne Moore passed by me. Unfortunately, I missed Stephen Gilbert & Khaled Hosseini." - Anonymous*

*"I have met several people who have been in the industry for 20+ years. They are my heroes."  
- Amanda Willis, Ovation Books/Synergy Books*

*"Nope. But Barbara and Ginger did!"  
- Jessica Kennedy, NBN*

*"Unfortunately this year I didn't have enough time to attend any signings for other authors, but last year I had a lot of fun being able to meet both Bob Newhart and Amy Sedaris."  
- Lori Radcliff, Bonus Books*

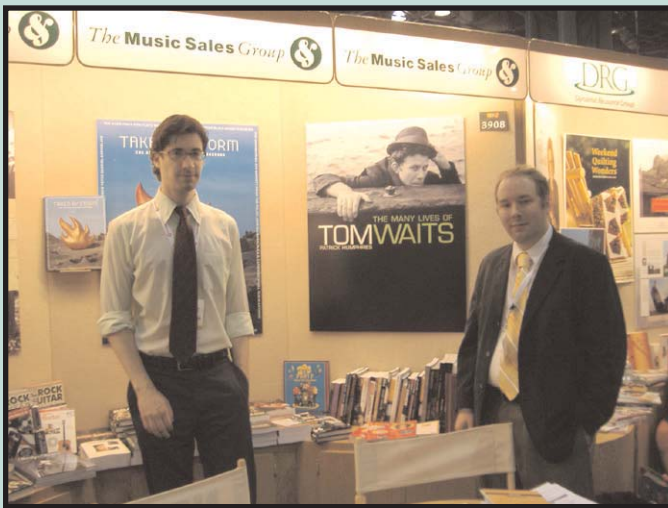
*"I met Frank McCourt several years ago and he was absolutely charming." -Marianne Bohr, NBN*

*"No. But I did see a firefighter walking about. Does that count?" - Kunle Omalabi, NBN*

*"No, I rarely get out of my booth other than for food or caffeine, but I got to brag to my 13-year-old son Gabe that I saw Dog the Bounty Hunter and his wife in person. Gabe now thinks book publishing is way more cool than he did before."  
- Peggy Tierney, Tanglewood Press*

*"The NBN staff." - David Lampo, Cato Institute*

*"I got to meet Studs Terkel and Paul Zindel one year."  
- Davida Breier, Biblio Distribution*



## SOME OF THE NBN PUBLISHER DISPLAYS



### WHAT NEW BOOKS EXCITED YOU AT THE SHOW?

*"Yarg!, A Thousand Splendid Suns by Khaled Hosseini and the new Ann Martin Series." - Anonymous*

*"Khaled Hosseini's new one" - Marianne Bohr, NBN*

*"I saw a book by Dave Barry, who is always entertaining."*

*- Kunle Omalabi, NBN*

*"Art Thief." - Anonymous*

*"There were so many! Too many to list."*

*- Amanda Willis, Ovation Books/Synergy Books*

*"None really. I didn't get much of a chance to explore. I did hear that Alice Sebold was there with her newest title but I didn't have time to check that out."*

*- Jessica Kennedy, NBN*

*"Well a couple of our own, obviously ("Behind Happy Faces" and our upcoming September titles, "Simply Greener" and "Simply Greener...for Kids," both geared toward helping people find simple things they can do each day to help the environment.) Also, - I can't wait for Stephen Colbert's new book, which is sure to be hilarious! (Sadly, I didn't have a chance to see him at his galley signing, though.)"*

*- Lori Radcliff, Bonus Books*

*"Our booth traffic was so heavy, I couldn't go browse (a nice problem to have!)"*

*- Peggy Tierney, Tanglewood Press*

*"Our own."*

*- David Lampo, Cato Institute*

*"Can't say any did."*

*- Carole Kitchel Bellew, Bunker Hill Publishing*



## SOME OF THE NBN PUBLISHER DISPLAYS

*with the NY Philharmonic, etc.) Los Angeles is a lot of fun, too - but of course we live here - so a word of warning for everyone else coming to LA next year, it's a good deal more difficult to get around town on your own in LA, for those who don't have a car at their disposal! Just don't rely on subways and taxis to take you everywhere when you get here!"*

- Lori Radcliff, Bonus Books

*"In New York, the buildings and architecture. In LA, the weather and hipness."*

- David Lampo, Cato Institute

*NY: "Central Park and the restaurants."*

*LA: "I hope that my son will be living there and that I'll get to see him."*

- Marianne Bohr, NBN

*"Never been to LA so that could be fun except for paying to get there. I don't think Javits Center is a good venue, very confusing and chopped up to get around."*

- Carole Kitchel Bellew, Bunker Hill Publishing

*"NY: That everything you could want is accessible by foot or subway. LA: The ocean is nearby."*

- Davida Breier, Biblio Distribution

## WHAT'S YOUR FAVORITE THING (OR PLACE) ABOUT NY? WHAT ABOUT LA (FOR NEXT YEAR)?

*"NY: Going to a play. LA: Seeing my parents."*

- Anonymous

*"NY- walk ability of the city; hub of publishing; LA- never been"*

- Anonymous

*"The food is wonderful and you can walk anywhere. (This especially helps when you miss the bus!) The Javits Center is also a very good building for BEA."*

- Amanda Willis, Ovation Books/Synergy Books

*"The best thing about NY for me was the food. My husband and I ate at some nice restaurants while staying there."*

- Jessica Kennedy, NBN

*"Best thing about NY is the number of attendees this year - and there seemed to be a lot more librarians and teachers, in addition to booksellers, which was good. The convention center seems to be able to handle the capacity better than Washington DC did last year. And NYC is just the heart of publishing and a fun city to go out in."*

- Peggy Tierney, Tanglewood Press

*"New York was great fun for us this year, as we stayed right near the Broadway district at le Parker Meridian and there was so much to see even just in walking distance of the hotel when we left the convention at the end of the day. And it gave me the chance to see a couple of my NY performer friends (one is in a Broadway show and the other is an opera singer who performs*



## WHAT WILL YOU DO DIFFERENTLY NEXT YEAR?

*"I'll bring some snacks & more comfortable shoes."*

- Kunle Omalabi, NBN

*"Get more sleep."*

- Anonymous

*"Wear shoes with better insoles. Map out a route before walking the floor."*

- Anonymous

*"I will bring more people to help and have contingency plans for shipping freight charges."*

- Amanda Willis, Ovation Books/Synergy Books

*"I will buy extremely comfortable shoes. My feet were killing me the first two days. The third day was better because I was wearing the flattest shoes I brought with me."*

- Jessica Kennedy, NBN

*"Well, next year we thankfully won't have the cost or drudgery of travel, since BEA will be on our home turf (Los Angeles)!!*

*Hopefully we will be able to arrange a fun la meaid evnt around one or more of our bonus books titles/authors during next year's BEA...we're looking forward to that!"*

- Lori Radcliff, Bonus Books

*"We won't give away posters next year. It will be galleys or something much smaller."*

- Peggy Tierney, Tanglewood Press

*"Include an author signing."*

- David Lampo, Cato Institute

*"Sit more."* - Anonymous

*"Reserving shelves ahead of time and bring my own water!"*

- Carole Kitchel Bellew, Bunker Hill Publishing

*"Plan for a 30 degree range in temperatures at the convention center."*

- Davida Breier, Biblio Distribution

## WHERE DID YOU HAVE YOUR BEST MEAL? YOUR WORST?

Best: *"Red Eye Grill"*

- Anonymous

Best: *"Agape Café - great Greek food." Worst: "Potato chips in between author signings."*

- Anonymous

*"I had a great meal at the Turkish Kitchen. The food at the show was also good when I had a chance to eat."*

- Amanda Willis, Ovation Books/Synergy Books

*"The best was at the Gotham Bar & Grill on 12th St. It was extremely pricey but overall it was very nice. Can't say I had a worst meal. They were all pretty good. Maybe the room service, but it was pretty good too."*

- Jessica Kennedy, NBN

*"Best meal was at Norma's (in the Parker Meridian Hotel) - amazing breakfast there! The worst was just when I didn't have time to eat a meal at all (which was the case most days for lunch during BEA, when I couldn't steal enough time away to go get a square meal!) - Lori Radcliff, Bonus Books*

*"The worst was \$20 oatmeal in the hotel (I'll know better next time!). The best was breakfast in a classic NY deli/diner on 8th Ave.*

- Peggy Tierney, Tanglewood Press

*"Best: New Yorker Hotel; Worst: Penn Station"*

- David Lampo, Cato Institute

*"No bad meals. Best was Hunan Balcony at Broadway & 97th Street." - Anonymous*

*"Meals were just so-so this time around, nothing to write about." -*

Carole Kitchel Bellew, Bunker Hill Publishing

*"Best meal: Tie between Spring Street Natural, Candle Cafe and Vegetarian Paradise 2. NY is vegan heaven.*

*Worst meal: The overall absence of food or even time to eat during the show days." -*

Davida Breier, Biblio Distribution



*We offered several signing opportunities this year, all of which were popular and well-attended. Pictured is Tom Stern signing CEO Dad.*



*Karen Brown (Karen Brown's Guides) talking with our rep Dave Bolen (Borders and AWBC).*



*Liz Moffit, Jessica Kennedy, Barbara Pierce and Mary Beall (not pictured) were the NBN Office problem-solvers, answer-givers, and overall go-to staff during the show.*



*Neil Levin, Marianne Bohr, and Ginger Miller meet with publishers.*

**WE'D JUST LIKE TO THANK OUR EXHIBITING AND ATTENDING PUBLISHERS AND AUTHORS FOR A VERY SUCCESSFUL SHOW!**

**NEXT YEAR BOOKEXPO AMERICA IS BEING HELD MAY 29 - JUNE 1, 2008 AT THE LA CONVENTION CENTER IN LOS ANGELES, CA, SO SAVE THE DATE!**