

REPORT

BOOK EXPO AMERICA NEW TITLE SHOWCASE

New York, NY
May 28th – May 31st 2014



The annual BookExpo America brought its usual near 30 thousand people to the Jacob Javits center, and with the addition of BookCon on the last day of Book Expo America, this year's show was bigger than ever before. An estimated ten thousand attendees descended on the Jacob Javits Center on Saturday to partake in a day of celebrity and industry professional panels, trivia and of course books!

As always, The New Title Showcase was well attended, but this year with strategic placement at one of the two entrances for the show, the NTS exhibit was busy throughout all three days. A steady flow of traffic ensured all of our titles received maximum exposure. There were many inquiries from attendees on how to purchase titles in the New Title Showcase, as well as interest from booksellers. The eBook displays were also very popular at this year's show, with many attendees stopping to search and read through book previews.



In addition to the book displays, the author autographing at NTS was extremely successful. Over 400 books were signed over the course of the show, with lines reaching outside of the NTS booth space at times.



There were three thousand catalogs given away throughout the show, and although there was overall interest in the exhibit as a whole a few select titles and publisher shelves did stand out. In particular, **Disney, Warner Brothers, and Sophie Davis** books were all well received. The titles **Manhattan Macabre, A Visit From Santa Clops, Falling By Design, and The Whispers of The Fallen Series** were all very popular with attendees as well.

This year's booth representatives were Chris Malinowski, Peter Birch and Claribel Ortega. Next Year's Book Expo America will take place Thursday, May 28 - Saturday, May 30, 2015 at the Javits Center in NYC.