

ForeWord

M A G A Z I N E

at the

LONDON BOOK FAIR

APRIL

Regarded as the most important spring publishing event, the London International Book Fair promised to see continued increases in visitor and exhibitor attendance. Just six months after Frankfurt, LIBF has positioned itself as one of the two shows around which publishers from Europe plan their international sales and rights business.

If your company needs representation at this important rights venue, *ForeWord Magazine* will again be representing a contingent of independent presses interested in capitalizing on a connection with key industry rights contacts who will be in attendance.

at the

Bologna Children's Book Fair

APRIL

The 40th Bologna Children's Book Fair will be the world's leading event for children's publishing dedicated to the sale of rights and international co-products of books and software.

Every year 1,400 international exhibitors, including more than 1,200 from abroad, offer a comprehensive survey of children's publishing, and the Exhibition Centre becomes the key meeting point for those initiating and forging links and negotiating commercial agreements, as well as a «point of reference» for illustrators from around the world. If you can't personally attend, or need a place to call home, *ForeWord Magazine* will be one of the only co-operative exhibits from the United States representing rights for independent publishers.

at the

BEIJING BOOK FAIR

SEPTEMBER

In the last several years, few other markets have seen the increase in rights business that China has given to western publishers, and for the moment it shows no signs of slowing. As the quality of life improves in China, new opportunities arise. There is a surging consumer demand for books with a middle class numbering more than 100 million, and with 300 million mobile phone users. Since 2002, the Beijing International Book Fair has been held once each year building on the major overseas publishing companies and 96% of China's domestic publishing houses participating. BIBF is becoming an indispensable arena for the Asian book business, with a long-term target of becoming one of the best international book and copyright trading fairs.

at the

Frankfurt Book Fair

OCTOBER

Nearly 7,000 publishers from around the world convene for 5 days each October to negotiate the sale of rights, arrange co-publishing deals and expand their distribution terms. Whether you have an agent overseas, or you plan to walk the floor yourself, having your titles exhibited at the *ForeWord* booth will provide additional opportunities for your press to profit from the fortunes being made annually by independent and university presses capitalizing on the overseas market.

Are your books ready for the world market?

ForeWord Magazine's Collective stand at international book fairs is a way for you to have your title(s) represented with a group of independent and university presses unable to be there in person, but have an interest in distribution or getting the rights sold to interested partners around the world.

After many years of attending with a collective stand, agents know we carry an amazing but limited selection of books from the independent press community in North America. At the booth, we determine the interests of the visiting agent, introduce appropriate titles, establish contact between the two vendors, as well as provide a meeting point for publishers who are able to actually attend and need a place to hang their hats.

This co-operative arrangement is a wonderful chance for you to get familiar with rights sales and international distribution without incurring the expense of extended travel and staffing your own booth. There are fee incentives for early registration, as well as opportunities to combine with advertising in the print version of *ForeWord Magazine*.

For more information and to register for the shows, visit www.forewordmagazine.com and select **International Trade Shows**. Complete the registration online or download a pdf of the registration form. Fees: \$150 per title, \$500 per shelf of five titles. Send two copies of each title to:

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