



THE REIMAGINED
BOOKEXPO

NEW PUBLICISTS IN-BOOTH MEET-UPS

Friday, 6/1: 2 PM - 4 PM

Publicists In-Booth Meet-Ups

The Value

- Booksellers value time with your Publicists and want to use BookExpo to plan and secure Author events which are a major driver of book sales and community engagement
- BookExpo is adding **Publicists In-Booth Meet-Ups** to facilitate valuable chats between Publicists and Booksellers right **in your booth**
 - These will be held on Friday, June 1 from 2pm to 4pm
- These Meet-Ups will compliment the interaction that occurs during the two ABA Publicist Speed-Dating sessions and allow Publicists from a wide array of Publishers to meet Booksellers

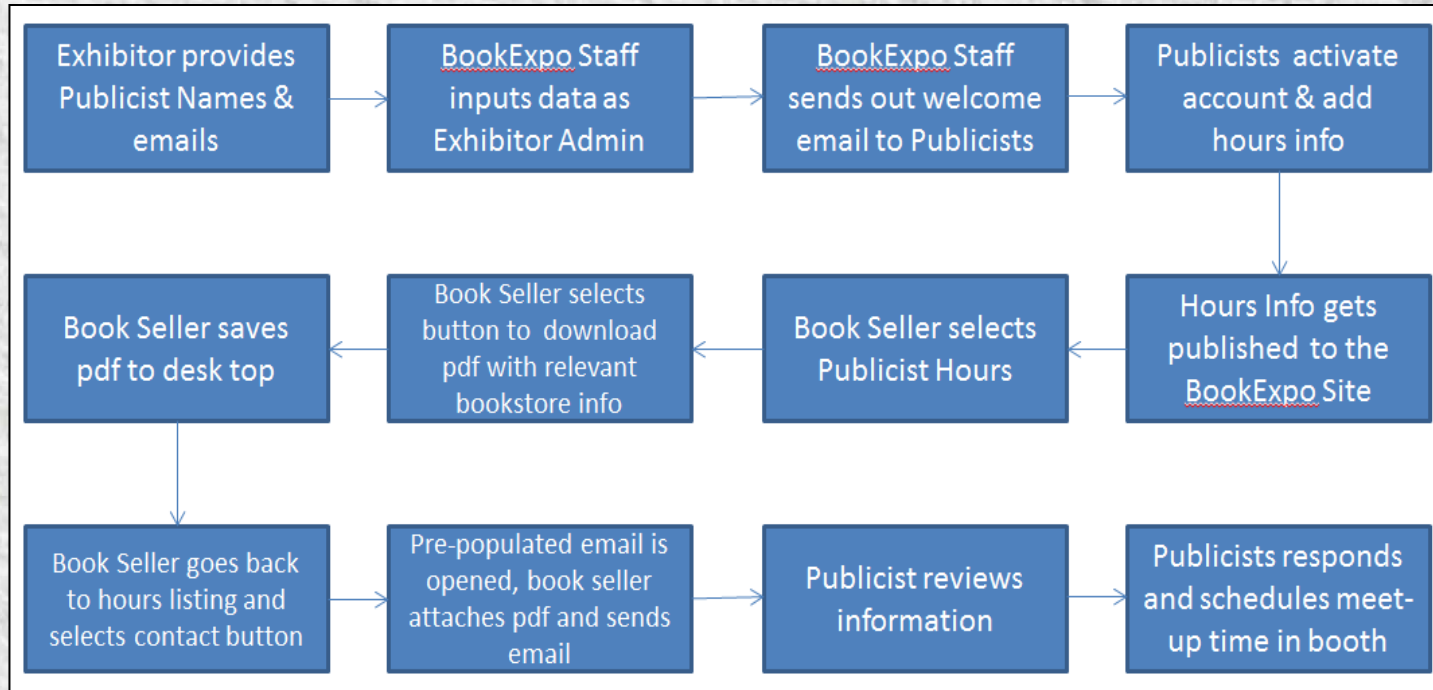
Publicists In-Booth Meet-Ups

How It Works




- Exhibitors post the Publicists who are available for meet-ups on the BookExpo website
- The BookExpo website allows the Exhibitor to detail the Authors and Titles each Publicist represents by genre (see page 5 of this document)
- Booksellers go to the BookExpo website to view Meet-Ups and request an appointment for the ones they want to attend (see page 6 of this document)
- When a Bookseller selects a Meet-Up the Publicist receives an email and can accept or reject the meeting
- Booksellers can add their Store Profile to make meetings more productive. They will fill out a webform detailing store location, store size, event space size, ability to generate media, social media reach, number of events, if they regularly bundle books with admission tickets to the event and proximity to a major airport


Publicists In-Booth Meet-Ups

How It Works – The Details



How Exhibitors Provide Information for Meet-Ups

MY SHOWDashboard [See How Attendees See Test Featured Company](#) My Show   

 BookExpo, 06/02-03/2018
Test Featured Company
Booth: 123456
[Exit Company Manager](#) [Show Coordinator Portal](#)

0 YOUR LEADS **162** PROFILE VIEWS **0** INQUIRIES

[Account](#) [Company Profile](#) [Products](#) [Company Promotions](#) [Leads](#) [Inbox](#) [Reminders](#) [Reports & Stats](#) [Booth Shares](#) [Manage Staff](#)

Book Title*

Description

Date & Time

Publicist Hours Date & Start Time

Publishing House/Imprint

Genre/Category

Authors

How Booksellers Discover the Meet-Ups and Request Appointments

Cook Book Title

Publicist's Meet Ups

Publishing House/Imprint

Test Featured Company Publishing

Publicist Hours Date & Start Time

05/30/2018 9:00 AM

Genre/Category

Cookbooks

Authors

Sam Jones

APPOINTMENT REQUEST

If you would like to request an appointment with this publicist, please complete the following steps:

1. Click on the button below to fill out the form about you and your bookstore and save the completed file.
2. Click on the button to contact the publisher and attach your filled out form.

***Note: You only need to fill out the form once and use for future appointment requests.**

[DOWNLOAD FORM](#)

[CONTACT PUBLISHER](#)

Great Cookbook description



Booth: 123456

 New Exhibitor



Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large ...[More](#)

[VIEW COMPANY PROFILE](#)

If you are ready to sign-up for the
Meet-Ups or have any questions...

please contact Jenny Martin at
jmartin@reedexpo.com or 203-840-5454