

## EVENT AUDIT



**DATES OF EVENT:**

Conference: May 29 – June 1, 2013  
 Exhibits: May 30 – June 1, 2013

**LOCATION:**

Javits Center, New York City

**EVENT PRODUCER/MANAGER:**

Company Name: Reed Exhibitions  
 Address: 383 Main Avenue, Norwalk, CT 06851  
 Phone: (203) 840-4800  
 Website (Show): [www.bookexpoamerica.com](http://www.bookexpoamerica.com)

**REGISTRATION COMPANY:**

CompuSystems, Inc.

**YEAR EVENT ESTABLISHED:**

1902 as ABA Convention  
 1947 as Book Expo America

**FREQUENCY:**

Annual

**DATES OF NEXT EVENT:**

Conference: May 28 – May 31, 2014  
 Exhibits: May 29 – May 31, 2014  
 LOCATION: Jacob Javits Convention Center, New York City, NY

**1. STATEMENT OF MARKET SERVED**

Traditional and digital book industry professionals from across the U.S. and the world, including booksellers, retailers, librarians, educators, specialty retail book buyers, digital decision makers, Power Readers (avid book enthusiasts), rights professionals, international publishing executives, and publishers.

**Qualified attendees** are booksellers: national and international; retailers: mass/general/discount merchandisers, consumer/electronics/computer merchants/video stores, toy stores, museum stores; digital managers; Power Readers (avid book enthusiasts); Rights professionals; other industry professionals: librarians, educational institutions, wholesalers/distributors/publishers, authors, critics/reviewers.

**2. STATEMENT OF VERIFICATION METHODOLOGY:**

In addition to on-site registrants' badges, with the exception of VIPs, all advance registrants' badges were printed on-site and then entered into the system as verified. Downloaded leads captured by exhibitors were also entered into the system as verified. Badges were also scanned at all conference sessions, VIP lounge, and VIP registration.

3. AUDITED ATTENDEE ANALYSIS						
Year which Event was Held	Event Location	Total: Conference & Exhibit Only Attendees	Speakers	Media	Verified Exhibitors, Non-Exhibiting Sponsors and their Support Staff*	Total
2013	New York City	12,397	274	1,314	6,656	20,641
2012	New York City	11,844	180	1,648	6,758	20,430
2011	New York City	10,636	130	1,591	7,593	19,950
2010*	New York City	11,543	137	1,409	7,939	21,028
2009*	New York City	11,658	114	1,181	5,089	18,042

\* Unaudited verified registration numbers provided by the registration company.

<b>4. BUSINESS CATEGORY</b>			
Business Category	Total Attendees	Percent of Total	Percent Identified by Business Category
<b>BOOKSTORE</b>	<b>896</b>	<b>7.2</b>	<b>8.9</b>
Bookstore	896	7.2	8.9
<b>RETAILER</b>	<b>1,028</b>	<b>8.3</b>	<b>10.2</b>
Mass/General/Discount Merchandiser	244	2.0	2.4
Educational/Art/School Supply	63	0.5	0.6
Toy Store	21	0.2	0.2
Mail Order/Catalog/Book Club	24	0.2	0.3
Museum Store	93	0.8	0.9
Gift/Card/Stationery	17	0.1	0.2
Music/Video/Entertainment	14	0.1	0.2
New Age/Spiritual	3	<0.1	<0.1
Health/Gourmet/Organic Food	3	<0.1	<0.1
Comic Book Store	1	<0.1	<0.1
Housewares/Home Improvement	10	0.1	0.1
On-line Retailer	213	1.7	2.1
Apparel/Clothing	19	0.2	0.2
Other	303	2.4	3.0
<b>LIBRARIAN</b>	<b>1,890</b>	<b>15.3</b>	<b>18.8</b>
Librarian - Public/Private/Corporate	1,639	13.3	16.3
Media Specialist	251	2.0	2.5
<b>EDUCATOR</b>	<b>424</b>	<b>3.4</b>	<b>4.2</b>
Teacher/Administrator (K-12)	264	2.1	2.6
Professor/Administrator (College/University)	160	1.3	1.6
<b>LICENSING/RIGHTS &amp; LITERARY AGENTS</b>	<b>728</b>	<b>5.9</b>	<b>7.3</b>
Literary Agent	559	4.5	5.6
Literary Scout	37	0.3	0.4
Licensing Agent	132	1.1	1.3
<b>PUBLISHING PERSONNEL</b>	<b>1,390</b>	<b>11.2</b>	<b>13.9</b>
Publisher: Rights/Sub Rights	235	1.9	2.4
Publisher: Sales, Marketing, PR	563	4.5	5.6
Editorial Personnel	448	3.6	4.5
Digital Management	144	1.2	1.4
<b>FILM &amp; TV PRODUCTION</b>	<b>115</b>	<b>0.9</b>	<b>1.1</b>
Film/TV/Developer/Producer	103	0.8	1.0
Media Executive	12	0.1	0.1

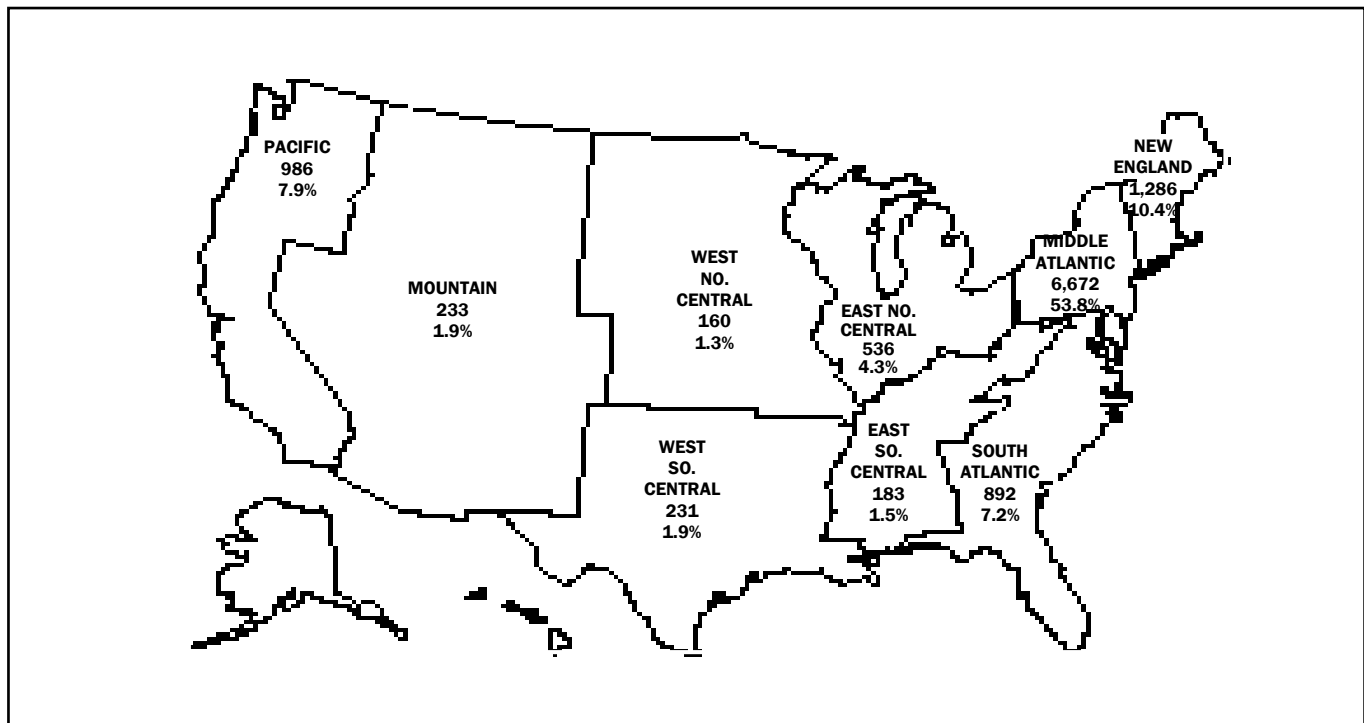
Business Category Continued on Next Page

<b>4. BUSINESS CATEGORY (continued)</b>			
Business Category	Total Attendees	Percent of Total	Percent Identified by Business Category
<b>NON-EDITORIAL MEDIA</b>	<b>258</b>	<b>2.1</b>	<b>2.6</b>
Advertising Sales Executive	53	0.4	0.5
Book Bloggers	205	1.7	2.1
<b>DIGITAL SERVICE/SOLUTION PROVIDER</b>	<b>335</b>	<b>2.7</b>	<b>3.3</b>
Device	8	0.1	0.1
Conversion	50	0.4	0.5
Content Delivery/Solutions	165	1.3	1.6
Software/Applications	112	0.9	1.1
<b>PUBLISHING CONSULTANTS &amp; AGENCIES</b>	<b>377</b>	<b>3.1</b>	<b>3.8</b>
Public Relations Firm	100	0.8	1.0
Marketing Firm	69	0.6	0.7
Independent Industry Consultant	208	1.7	2.1
<b>NON PROFITS &amp; ASSOCIATIONS</b>	<b>251</b>	<b>2.0</b>	<b>2.5</b>
Literary Organizations	180	1.4	1.8
Writers Associations	34	0.3	0.3
Friends of a Library	37	0.3	0.4
<b>AUTHOR</b>	<b>303</b>	<b>2.5</b>	<b>3.0</b>
Self Published	75	0.6	0.7
Professionally Published	228	1.9	2.3
<b>INDUSTRY PROFESSIONAL</b>	<b>252</b>	<b>2.0</b>	<b>2.5</b>
Book Packager	58	0.5	0.6
Manufacturer	94	0.7	0.9
Wholesaler	98	0.8	1.0
Venture Capital/Investment Banker	2	<0.1	<0.1
<b>FRIENDS/FAMILY</b>	<b>1</b>	<b>&lt;0.1</b>	<b>&lt;0.1</b>
Friends/Family/Children	1	<0.1	<0.1
<b>BOOK CLUB LEADERS/FACILITATORS</b>	<b>198</b>	<b>1.6</b>	<b>2.0</b>
Book Club Leaders/Facilitators	198	1.6	2.0
<b>OTHER</b>	<b>91</b>	<b>0.7</b>	<b>0.9</b>
Consultant	91	0.7	0.9
<b>POWER READER</b>	<b>1,509</b>	<b>12.2</b>	<b>15.0</b>
Total Conference and Exhibit Only Attendees Identified by Business Category	10,046	81.0	100.0
Total Conference and Exhibit Only Attendees Not Identified by Business Category	2,351	19.0	-
<b>TOTAL CONFERENCE AND EXHIBIT ONLY ATTENDEES</b>	<b>12,397</b>	<b>100.0</b>	<b>100.0</b>

**5. AUDITED GEOGRAPHIC BREAKOUT OF ATTENDEES**

State	TOTAL	PERCENT
<b>NEW ENGLAND</b>	<b>1,286</b>	<b>10.4</b>
Maine	39	
New Hampshire	49	
Vermont	34	
Massachusetts	434	
Rhode Island	41	
Connecticut	689	
<b>MIDDLE ATLANTIC</b>	<b>6,672</b>	<b>53.8</b>
New York	4,824	
New Jersey	1,284	
Pennsylvania	564	
<b>EAST NO. CENTRAL</b>	<b>536</b>	<b>4.3</b>
Ohio	82	
Indiana	50	
Illinois	235	
Michigan	107	
Wisconsin	62	
<b>WEST NO. CENTRAL</b>	<b>160</b>	<b>1.3</b>
Minnesota	67	
Iowa	14	
Missouri	55	
North Dakota	-	
South Dakota	9	
Nebraska	5	
Kansas	10	
<b>SOUTH ATLANTIC</b>	<b>892</b>	<b>7.2</b>
Delaware	17	
Maryland	200	
Washington, DC	147	
Virginia	161	
West Virginia	10	
North Carolina	91	
South Carolina	24	
Georgia	68	
Florida	174	

STATE	TOTAL	PERCENT
<b>EAST SO. CENTRAL</b>	<b>183</b>	<b>1.5</b>
Kentucky	17	
Tennessee	135	
Alabama	18	
Mississippi	13	
<b>WEST SO. CENTRAL</b>	<b>231</b>	<b>1.9</b>
Arkansas	12	
Louisiana	13	
Oklahoma	26	
Texas	180	
<b>MOUNTAIN</b>	<b>233</b>	<b>1.9</b>
Montana	11	
Idaho	9	
Wyoming	3	
Colorado	103	
New Mexico	18	
Arizona	34	
Utah	47	
Nevada	8	
<b>PACIFIC</b>	<b>986</b>	<b>7.9</b>
Alaska	-	
Washington	213	
Oregon	55	
California	715	
Hawaii	3	
<b>UNITED STATES</b>	<b>11,179</b>	<b>90.2</b>
<b>INTERNATIONAL</b>	<b>1,218</b>	<b>9.8</b>
Canada	262	
Mexico	36	
Other International	920	
<b>Total Attendees</b>	<b>12,397</b>	<b>100.0</b>





**Wednesday, May 29, 2013:**  
 CIROBE Reminders & Sidelines Pavilions Open Early, BEA Conference & Special Events  
**Thursday, May 30 - Saturday, June 1, 2013:**  
 All BEA Exhibits Open, BEA Conference & Special Events  
**Javits Center, New York City**

First Name \_\_\_\_\_ MI \_\_\_\_\_ Last Name \_\_\_\_\_  
 Title/Occupation (must provide to receive badge) \_\_\_\_\_  
 Company Name \_\_\_\_\_  
 Address 1 \_\_\_\_\_  
 Address 2 \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
 Work Telephone (Do not include international dialing code) \_\_\_\_\_  
 Fax (To receive confirmation. Do not include international dialing code) \_\_\_\_\_  
 Email \_\_\_\_\_

We collect this data in order to provide you with information about BookExpo America and other companies in your industry. If you prefer not to receive further information, please see our Privacy Statement at: [www.bookexpoamerica.com](http://www.bookexpoamerica.com) or call our Privacy Administrator at 1-888-306-2344, or from outside the U.S. at 1-203-840-5810.

BEA is a trade-only event. No strollers or rolling suitcases allowed.

**Anyone under the age of 18 (minors and infants) will only be permitted to register to attend if accompanied by a registered industry professional. Children under the age of 10 are free with a registered industry professional. Please contact Client Services to register for a Child Guest badge.**

## How to Register

The fastest & easiest way to register:  
**[www.bookexpoamerica.com](http://www.bookexpoamerica.com)**

Or, complete this form and:

- Fax** • 1-708-344-4444  
**Mail** • Customer Service  
 Reed Exhibitions  
 383 Main Ave.  
 Norwalk, CT 06851  
**Questions?** • 1-800-840-5614

**REMEMBER,**  
**BEA USES EXPRESS BADGE, SO**  
**NO BADGES WILL BE MAILED TO YOU\*.**  
 You will receive an email confirmation with a barcode and you must bring it on-site to receive your paper badge and plastic badge holder.  
 \*Certain exceptions apply.

**Priority Code: CS**

### Choose Your Pass & Special Events:

**Librarian Group Discounts:** Call Diana Press at 1-800-363-3631 or 1-203-840-5533.  
**ABA Bookseller Member:** BEA badges are included in your ABA membership. You must provide your ABA membership ID.

### Digital Combo Pass—Access & Convenience

There are a limited number of BEA Digital Combo Passes available for access to BEA, IDPF Digital Book Conference, and Publishers Launch Conference. For more information, please contact Diana Press at 1-800-363-3631 or 1-203-840-5533.

### BEA Exhibits and Conference Pass

Choose Your Badge Category	BEA 4-Day Pass Early Bird by 5/15	BEA 4-Day Pass After 5/15 & On-Site	1-Day Pass (Reminders & Sidelines ONLY)	1-Day Pass for 5/29 (5/30, 5/31, or 6/1)	1-Day Pass Early Bird by 5/15	1-Day Pass After 5/15 & On-Site
<b>Book Buying Professionals</b> (Bookstores, Retailers, Librarians, Educators, Non Profits & Associations, Bloggers)	<input type="checkbox"/> \$104	<input type="checkbox"/> \$175	<input type="checkbox"/> \$50	<input type="checkbox"/> \$70	<input type="checkbox"/> \$99	
<b>Publishing Professionals</b> (Digital Service/Solution Provider, Publishing Personnel, Licensing/Rights, Literary Agents, Non-Editorial Media, Book Club Leaders/Facilitators, Film & TV Production, Publishing Consultants & Agencies)	<input type="checkbox"/> \$164	<input type="checkbox"/> \$235	<input type="checkbox"/> \$50	<input type="checkbox"/> \$95	<input type="checkbox"/> \$149	
<b>Book Industry Professionals &amp; Authors</b> (Consultants, Manufacturers, Book Packagers, Wholesalers, Venture Capital/Investment Bankers)	<input type="checkbox"/> \$330	<input type="checkbox"/> \$375	<input type="checkbox"/> N/A	<input type="checkbox"/> \$180 (6/1 only)	<input type="checkbox"/> \$199 (6/1 only)	
<b>IDPF Digital Book Conference (5/29 - 5/30)</b> —includes BEA pass			Early Bird by 5/1	After 5/1 & On-Site		
IDPF Conference Member (Member # _____)			<input type="checkbox"/> \$259	<input type="checkbox"/> \$319		
IDPF Conference Non-Member			<input type="checkbox"/> \$389	<input type="checkbox"/> \$449		
IDPF Conference Non Profit			<input type="checkbox"/> \$329	<input type="checkbox"/> \$389		

### BEA Special Events Tickets (Buy Early, Seating Limited)

<b>5/30</b>	<b>Book &amp; Author Breakfast</b>	SPE1P Breakfast, Reserved Premium Roundtable Seating & Special Entrance (Limited Quantity) <input type="checkbox"/> \$100	SPE1 Breakfast, Roundtable Seating <input type="checkbox"/> \$48	SPE1T No Breakfast, Theater Seating <input type="checkbox"/> \$27
<b>5/31</b>	<b>Children's Book &amp; Author Breakfast</b>	SPE2P Breakfast, Reserved Premium Roundtable Seating & Special Entrance (Limited Quantity) <input type="checkbox"/> \$100	SPE2 Breakfast, Roundtable Seating <input type="checkbox"/> \$48	SPE2T No Breakfast, Theater Seating <input type="checkbox"/> \$27
	<b>SPE4 APA Audio Publishers' Author Tea</b>	<input type="checkbox"/> \$32		
<b>6/1</b>	<b>Book &amp; Author Breakfast</b>	SPE5P Breakfast, Reserved Premium Roundtable Seating & Special Entrance (Limited Quantity) <input type="checkbox"/> \$100	SPE5 Breakfast, Roundtable Seating <input type="checkbox"/> \$48	SPE5T No Breakfast, Theater Seating <input type="checkbox"/> \$27

### Concurrent Events Passes at BEA

<b>5/29</b>	<b>BEA Bloggers Conference</b> (Does not include BEA Pass) (Continental Breakfast & Lunch Tickets included.)	Early Bird by 5/15 <input type="checkbox"/> \$80	After 5/15 & On-Site <input type="checkbox"/> \$99
<b>6/1</b>	<b>uPublishU at BEA</b> (Does not include BEA Pass) (Lunch included.)	Early Bird by 5/1 <input type="checkbox"/> \$99	After 5/1 & On-Site <input type="checkbox"/> \$199
<b>5/29</b>	<b>Publishers Launch Conference</b> (Does not include BEA Pass)	<input type="checkbox"/> \$425	<input type="checkbox"/> \$495

Is this your very first time attending BEA?  Yes  No

### Business Category (check only one)

AA Bookstore

BA Licensing/Rights and Literary Agents  
 BB. Literary Agent  
 BC. Literary Scout  
 CC. Licensing Agent

BEA Retailer  
 AG. Mass/General/Discount Merchandiser  
 AH. Educational/Art/School Supply  
 AJ. Toy Store  
 AK. Mail Order/Catalog/Book Club  
 AL. Museum Store  
 AN. Gift/Card/Stationery  
 AP. Music/Video/Entertainment  
 AQ. New Age/Spiritual  
 AR. Health/Gourmet/Organic Food  
 AS. Comic Book Store  
 AT. Housewares/Home Improvement  
 CB. On-line Retailer  
 DA. Apparel/Clothing  
 AU. Other \_\_\_\_\_

BL. Publishing Consultants & Agencies  
 BK. Public Relations Firm  
 BM. Marketing Firm  
 BN. Independent Industry Consultant

BP. Non Profits & Associations  
 BR. Literacy Organizations  
 BS. Writers Associations  
 BT. Friends of a Library

BU. Author  
 BV. Self Published  
 BU. Professionally Published

BW. Industry Professional  
 BX. Book Packager  
 BY. Manufacturer  
 CZ. Wholesaler  
 CA. Venture Capital/Investment Banker

BF. Non-Editorial Media  
 BG. Advertising Sales Executive  
 BH. Book Bloggers

BI. Digital Service/Solution Provider  
 BJ. Device  
 BK. Conversion  
 BL. Content Delivery/Solutions  
 BM. Software/Applications

BN. Film & TV Production  
 BO. Film/TV/Developer/Producer  
 BP. Media Executive

BQ. Friends/Family  
 BR. Friends/Family/Children

BS. Book Club Leaders/Facilitators  
 BT. Book Club Leaders/Facilitators

### Payment Method

Total Amount \_\_\_\_\_

Check # \_\_\_\_\_ (Payable to Reed Exhibitions in US dollars)

AMEX  MC  VISA

Account Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

First Name \_\_\_\_\_ MI \_\_\_\_\_

Last Name \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

I agree to pay the above total amount according to my card issuer agreement.

**Registration Fee Policy:** Registration fees are non-refundable. You may substitute a colleague from your company at any time by submitting written authorization.

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 Shelton, CT 06484-6259  
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 Fax: +1 203.447.2900  
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[www.exhibitsurveys.com](http://www.exhibitsurveys.com)



Founded in 1963, Exhibit Surveys, Inc. is a full service research firm dedicated to providing market intelligence and measurement for the exhibition and events marketing industry. Having researched over 10,000 exhibits and over 4,000 events, Exhibit Surveys, Inc. has led the industry in developing the most comprehensive database of normative data for events and the most sophisticated diagnostic and measurement tools available.

**STATEMENT OF CERTIFICATION – AUDIT CONDUCTED BY EXHIBIT SURVEYS, INC.**

We have examined the attendee records of Book Expo America 2013 held May 29 – June 1, 2013 held in New York City as reported in this Exhibit Surveys, Inc. Event Audit Report. Our examination was made in accordance with generally accepted event auditing standards. This audit complies with standards set forth by the Exhibition and Event Industry Audit Commission (EEIAC), a not for profit commission organized for the purpose of managing and overseeing the exhibition industry’s independent audit process. The audit process includes pre-event review of systems, post event confirmations of attendance, examination of accounting records, and any other auditing procedures considered necessary.

Based on such examinations, the statements set forth in this report present fairly and accurately the total attendance of this event in conformance with generally accepted event measurement principles.

Exhibit Surveys, Inc.  
 Red Bank, NJ