



## ***BookExpo America 2009, - New York City***

BookExpo America has come to a close, leaving in its wake 30,000 exhausted attendees, 60,000 weary feet, and countless tote bags stuffed with catalogs, business cards, and readers' copies. Strong trade show floor traffic, provocative and informative programming, and a wealth of networking opportunities combined to make the 2009 BEA one of the most exciting gatherings in years.

With over 2,000 exhibits to visit, we were able to see the very best the book world had to offer. The exhibition halls showcased publishers of books in all formats and of every genre.

This was a particularly special show, because many of the agency's clients were represented. Jerry Bank's book, *Secret Agenda*, was showcased at the Expo, along with *The Uncertain Believer* by Edward Correia, *The Quest of Cheyenne (The Pack of the Stone series)* by Kevin Cooke, and *The Big Scare, The Business of Prostate Cancer*, by Anthony Horan MD. The authors autographed several hundred advanced copies of their books in the official autographing area as well as the publisher's booth. They also were displayed on the cover of Publishers Weekly the week before the Expo, and Publishers Weekly handed out that particular edition to thousands of people attending the show. Best selling author, Barbara Harris Whitfield, hosted a huge crowd and ran out of books to autograph the first day of the Expo. Her fifth book, *The Natural Soul*, was also introduced in Publishers Weekly, on the inside, front cover.

International rights were discussed with representatives from several foreign countries. *The Uncertain Believer*, *The Big Scare*, and *The Natural Soul* were picked up in China, and many titles were being considered for international distribution.

We met with over 100 publishers, reestablishing old contacts and making several new ones. There were a number of new publishing houses that made their debut at the show. These houses were eager to talk with us and review our clients' material.

We naturally visited the top publishing houses that were present, but also made it a point to introduce ourselves to several offbeat, smaller publishers—those that would take a chance with first time authors. There were many selected houses interested in the genres we were representing, and several publishers asked us to send them submission packages for manuscripts written by our clients.

Working the floor for three days was invigorating, worthwhile, and exhausting! However, the real work didn't begin until after we returned home. We have been in the process of contacting the editors we met at the Expo, working nonstop to mail out requested submission packages.

Personally meeting with publishers and introducing your work on a one-to-one basis certainly gives you an invaluable advantage!

Thank you for placing your confidence in our agency and allowing us to represent you in the publishing community.

**Martin-McLean Literary Associates, LLC**