

## **Exhibit your titles at the U.S. Commerce Department's Small Press Stand at the London Book Fair**

With over 23,000 visitors from 115 countries, the London Book Fair is an important venue for publishers to establish international partnerships. Chances are, you have thought about exhibiting your titles at the London Book Fair, but may have decided against it because of the high costs. Times are tough, so the U.S. Commerce Department's Publishing Team is offering a cost-effective way to exhibit titles at the London Book Fair without a considerable investment of money or time.

If you are interested in increasing the amount of international rights that you sell, then consider exhibiting your titles with our **Small Press Stand** at the London Book Fair. The London Book Fair surpasses even the Frankfurt Book Fair in its focus on international rights sales, and has become the place to be for rights negotiations.

Exhibiting with the U.S. Commerce Department Small Press Stands gives you the chance to showcase your titles at the world's largest rights fair and connect with international publishers. Once you register to participate, we will:

- \* Display books in our Small Press Stand
- \* Staff the booth and represent your publications with visitors/buyers
- \* Collect sales leads from interested buyers
- \* Assist you as you follow up with these leads

Each publisher can exhibit up to **5 titles** and is also welcome to send catalogs. The cost to exhibit titles in the Small Press Stand is \$500. The deadline to register is **Monday, April 5**, and all books need to be received by our London office by **Monday, April 12**. However, if you register and ship your books by **Friday, March 19**, you can send the books through the U.S. Embassy APO pouch. Sending the package through APO provides incredible savings because you will only be charged a domestic shipping fee.

You can learn more about the London Book Fair here: <http://www.londonbookfair.co.uk/>. If you have any questions, please contact [Dawn.Bruno@mail.doc.gov](mailto:Dawn.Bruno@mail.doc.gov) and [Patricia.Molinaro@mail.doc.gov](mailto:Patricia.Molinaro@mail.doc.gov). We look forward to helping you make international sales at the London Book Fair!