



BOOKEXPO AMERICA

# uPublishU **BEA**

► GUERRILLA TACTICS FOR GETTING PUBLISHED

Meet a targeted audience of serious aspiring writers and authors looking for self-publishing products and services

Saturday, June 1, 2013 | Javits Center, New York City

uPublishU at BookExpo America (BEA) will give you access to, and bring you face-to-face with, aspiring writers and authors who are looking for critical information and solutions to help them properly self publish. uPublishU at BEA will feature a curated selection of the industry's most respected self-publishing service providers who offer services to aspiring authors or those looking to package their content in book form.

### Benefits of Participating in uPublishU at BEA:

- Gain face-to-face exposure in an intimate one-on-one setting with serious aspiring writers looking for your self-publishing services at the nation's most influential one-day writer and author conference.
- Expand your reach by tapping writers that you may not normally have access to—BEA delivers the North American publishing industry and has key industry influencers.
- Take advantage of the self-publishing market that continues to grow via online tools, digital distribution, and POD technologies.
- Leverage the current day social phenomenon of people looking for written self expression—everyone wants to write a book and that is seen in search engines and featured in social media such as Twitter, Facebook, etc.

### The All-New 2012 uPublishU at BEA had **BIG Results**—and we expect a bigger conference in 2013!

- 56% increase in attendance in 2012.
- uPublishU at BEA tables were all sold out in 2012.
- Self-publishing is STILL on the rise—so the need for uPublishU at BEA is more demanding than ever.
- The Saturday date for 2013 uPublishU at BEA will allow even more writers to attend.

### 2012 Exhibitors Included:

- |                               |   |                                    |
|-------------------------------|---|------------------------------------|
| • Blurb                       | • Grub Street                             | • Rosemont College                 |
| • BookBaby/CD Baby            | • Independent Book Publishers Association | • San Francisco Writers Conference |
| • CreateSpace                 | • Kindle Direct Publishing                | • Smith Publicity                  |
| • eBookIt.com                 | • Midpoint Trade Books                    | • The Writer Magazine              |
| • Epigraph Publishing Service | • Publish Next                            | • TSE Worldwide Press Inc.         |
| • Gotham Writer's Workshop    | • Publishers Weekly                       | • Turning Stone Press              |

### Cost-Effective Exposure

- Only \$1,045 until December 31, 2012—Price increases to \$1,100 after January 1, 2013.
- Includes: 6' table, two chairs, and exposure on the BEA Web site ([www.bookexpoamerica.com](http://www.bookexpoamerica.com)).

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