

**NEW YORK RIGHTS FAIR AND BOOKEXPO:
ANNOUNCING A NEW PARTNERSHIP BETWEEN
THE TWO AMERICAN TRADEFAIRS**

Just a few days after the 55th Bologna Children's Book Fair - a particularly successful edition, confirming its leading role among international children's publishing events - **BolognaFiere is once more in the limelight with a new important partnership in the United States.**

The new **NEW YORK RIGHTS FAIR (NYRF)**, created by **BolognaFiere** in partnership with **Publishers Weekly** and **The Combined Book Exhibit**, signed an agreement with **BookExpo**, the American book fair organized by Reed Exhibition, allowing the two events to work together to better serve the publishing industry.

As of 2018, NYRF will thus become the "Official Rights Fair" of BookExpo, i.e. the professional section for trading of copyright.

This joint marketing agreement will allow BookExpo and NYRF to work together and offer the entire publishing industry the perfect gateway to the US publishing market, including increased access to resurgent US bookstores, and more opportunities for rights professionals to embrace the explosion in new media and rights opportunities.

The new relationship will help to bring together all aspects of the publishing industry, **providing the strongest foundation for those looking to pursue publishing rights in the US and internationally.**

Starting in 2018, NYRF and BookExpo will work seamlessly together to offer the following to all attendees:

- NYRF badge holders will have full access to the BookExpo exhibition floor
- BookExpo's Rights Center will move to NYRF and will become the official Rights Center of BookExpo. Rights oriented exhibitors will have the option to move to premium space at the NYRF located at the Metropolitan Pavillion in the Chelsea section of NYC
- BookExpo attendees with a Rights badge designation will have full access to NYRF
- Shuttle buses will be provided between BookExpo and NYRF to enable attendees to easily attend both events
- Information for both NYRF and BookExpo will be available in all directories and websites for both shows
- On-site staff will assist with information regarding BookExpo and NYRF at both events

Antonio Bruzzone, General Director, BolognaFiere said:

"This relationship was born for the common goal of serving the publishing industry at best. In our experience as organizers of the Bologna Children's Book Fair we have always focused on the rights market and that is also the core of our engagement in the creation of NYRF. Today the partnership with BookExpo opens new and exciting opportunities to better support the dialogue between international and American publishing. We are looking forward to continuing to develop this relationship in years to come as we work together to benefit the industry."

Ed Several, Senior Vice President, Reed Exhibitions, said:

"Over the past year, BookExpo has undergone a reimagining to offer more of the core values that attendees and exhibitors are looking for. We have been presenting this new vision to publishers here at The London Book Fair this week and so it is appropriate that we can announce this exciting new partnership here as well. We are thrilled to enter into this relationship with the New York Rights Fair and see this joint agreement as an opportunity to better serve the publishing industry."

George Slowik, Jr., President of Publishers Weekly, said:

"Through Publishers Weekly readers and clients, we found that there was an opportunity for two events. PW's unique POV as a horizontal publication, serving the entire industry, paired with the unique relationships that

we maintain with both Reed Exhibitions' BookExpo and BolognaFiere enabled us to foster and develop a strong collaboration between the two events."

For more information or to register for BookExpo, please visit www.bookexpoamerica.com.

For more information or to register for New York Rights Fair, please visit www.newyorkrightsfair.com.

ABOUT THE NEW YORK RIGHTS FAIR

The New York Rights Fair is produced by BolognaFiere S.p.A, the leading European exhibition organizer, *Publishers Weekly*, the international news platform of the book publishing industry, and Combined Book Exhibit, a publishing marketing and promotion resource. It is the first trade and licensing show in the U.S. dedicated exclusively to the international rights, distribution and licensing of content, both adult and children's. The inaugural New York Rights Fair takes place May 30 – June 1, 2018, at the Metropolitan Pavilion in Manhattan. The fair offers a unique venue for U.S. publishers, agents and rights professionals across adult and children's markets to network with their global counterparts in the publishing capital of the world. The three-day fair will cover rights sales negotiation and distribution of content across print, audio, TV, film and digital channels.

ABOUT BOOKEXPO

BookExpo is North America's largest gathering of book trade professionals attracting an audience from around the globe. The event is designed to lead the global publishing industry to its consumer driven future and celebrate storytelling in all its forms. It's the place where industry, authors and readers converge to define the direction of the publishing industry for years to come. BookExpo provides a focused professional environment to discover emerging authors and the next blockbuster titles, engage with the world's most influential publishers and learn from industry leaders and peers. BookExpo is organized with the support of association partners including the Association of American Publishers (AAP), the American Booksellers Association (ABA) and the Association of Authors' Representatives (AAR).

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