



LIVRES CANADA BOOKS®

Distribution and Sales in the US

A guide for Canadian publishers
Part 3: Key Conferences and
Strategies for Success

Distribution and Sales in the US: A Guide for Canadian Publishers

Part 3: Key Conferences and Strategies for Success

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Livres Canada Books
1 Nicholas Street, Suite 504
Ottawa, Ontario
K1N 7B7
CANADA

www.livrescanadabooks.com

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Introduction

This guide, as part of a three-guide report, is intended as an overview of the major book and library conferences in the United States as well as an overview of the most important publishing related associations. We are focused on the events, the markets they support, and how a publisher can make the most out of the time and investment required to attend these events. We will also discuss five keys for success in the US market.

Part 1: The US Marketplace of this report provides a complete overview of the various bookselling markets in the US. *Part 2: Distribution and Sales in the US* provides a complete overview of the main distributors and wholesalers in the United States as well as guidance about working with the appropriate channel partners.

The major US bookselling markets account for over US\$28 billion in annual turnover. Therefore, there are myriad conferences and associations that connect publishers to potential distribution partners and end book buyers. These events range from very large, such as BookExpo America (BEA), to the much more modest professional and scholarly publishing (PSP) events. Details on the most important events and organizations are provided in this report.

Website links are also provided in [Appendix 1](#). We encourage you to visit the websites detailed in the Appendix as well as regularly visiting the [Livres Canada Books website](#).

A solid understanding of these conferences and their related associations will go a long way toward helping a Canadian publisher navigate the large and complex US market.