



The Future of Book Fairs

An IPA Special Report

27th January 2015

1. Introduction

Professional book fairs play a vital role in publishing. They allow publishers, agents, distributors and retailers to meet and do business. They draw media and public attention to the book industry. They provide platforms for authors to meet their public. They are publishing's key stimulant.

In an age where most business is conducted electronically, questions are being asked about the value of book fairs and their future role. This special report draws on the findings of a new IPA survey into how the publishing industry views book fairs, as well as interviews with leading book fair organisers. It analyses the value which book fairs create throughout publishing's supply chain, assessing how fairs could usefully adapt their focus and structure to suit the digital era.

The report is designed to help publishing professionals understand the evolution of book fairs, and to assist book fair organisers seeking to better serve our industry.

2. What happens at a book fair?

Book fairs come in all shapes and sizes, attracting a variety of publics and serving different purposes. Most book fairs in developing countries and many major fairs in developed countries are mainly consumer events.

A major function of professional books fairs is to be a **market place** for trade professionals. Book rights are bought and sold, and agents pitch new titles to publishers. Generally, the people selling book rights at book fairs are located either on publishers' stands or in a special rights centre, while the buyers move around the fair from meeting to meeting.

Book rights are offered via different models, either on an exclusive basis to the potential buyer, or simultaneously to multiple buyers, or via an auction. Few deals are hatched and signed at book fairs. More frequently, deals are concluded which were already being discussed prior to a fair, or new deals are initiated that are followed up after the event. The book fair is essentially a catalyst which accelerates rights deals towards completion.

A book fair is also an **exhibition**. Publishing companies as well as firms from the wider publishing industry (eg distributors, technology companies) use fairs as a showcase for their brand and as a shop window for their products and services.

Book fairs serve an important **educational** purpose for book trade professionals, making them aware of key trends through seminars, panel discussions and presentations. Book fairs also offer a range of events designed to facilitate **networking**.

Many book fairs are geared towards attracting large numbers of the general public. These fairs represent an important **sales and or marketing and communications platform** for publishers. Authors participate in public events and visitors are often able to buy books at special discounts.

Some fairs exclusively allow trade attendees, some are designed for the general public, and others are hybrids, often separating their fair into professional and public days. In Frankfurt, for instance, the first three days are trade days while the public attends on the final two days.

3. Main book fairs around the world

Frankfurt Book Fair has established itself as the biggest international trade book fair. It is a key market place for the rights business and thanks to its wide media coverage, a platform for publishers to announce deals. Other important fairs for rights sales include London (the largest spring fair), Bologna (specialized in children's literature) and BookExpo America (the main market place for US publishers). Liber (in Spain) and Guadalajara (in Mexico) are the main rights fairs for Spanish-language publishers, while Beijing, Hong Kong and Taipei are important rights fairs for the Chinese market, as is Moscow for Russian publishing. In the Middle East, Abu Dhabi, Sharjah and Dubai are growing hubs for rights sales.

The Salon du livre de Paris, Sweden's Göteborg Book Fair, Bogota and the Buenos Aires fair are high profile cultural events and major drivers of their national book industries. Cairo and Tehran are the Middle East's largest public fairs while Bangkok, Calcutta and Delhi attract millions of visitors. The South African Book Fair and Nigerian International Book Fair are well attended by both trade and public.

4. New IPA Survey: Publisher satisfaction with book fairs

In December 2014, the IPA carried out a global survey with publishing industry professionals, with a view to establishing their level of satisfaction with book fairs. Respondents represented publishers associations, publishing firms, book fair staff, collective stand organizers, industry suppliers and other professions. They rated 55 book fairs on a number of criteria: the venue (facilities, location, layout etc), IT services, onsite organization, hotel availability, media coverage/profile and the overall value of attending, using the scale 5 = very good, 4 = good, 3 = satisfactory, 2 = unsatisfactory, 1 = very poor.

Book fair venue: Average score **3.95**.

NB: 69% of respondents rated book fair venues as either "very good" or "good".

IT services: Average score **2.88**.

NB: 41% of respondents rated IT services as either "unsatisfactory" or "very bad".

Onsite organization: Average score **3.73**.

Hotel availability: Average score **3.58**

Media coverage/profile: Average score **3.75**

Overall value of attending: Average score **3.81**

NB: 63% of respondents described the value of attending as either "very good" or "good".

The results prove that in an age where much business is conducted online, book fairs remain highly valued by publishers. This is likely due to the nature of publishing as a business, particularly in the way in which rights sales are conducted, where success is built largely via personal relationships. Book fairs represent the best (often only) opportunity for trade professionals to meet and connect.

At the same time, respondents' deep level of dissatisfaction with IT services is notable. With modern business travelers accustomed to seamless Wifi access, book fairs have no excuse for dragging their heels. We look forward to improved scores in future surveys.

5. Evolution case-study: London Book Fair

An interview with Jacks Thomas, Director of the London Book Fair.



IPA: As you seek to develop LBF, what opportunities are you focused on? What will be different in 2015? What are your aspirations for the longer term?

Jacks Thomas: LBF has always adapted over the years to meet the needs of the publishing and rights community. This year we will have increased events and opportunities for educational and academic publishers including the *What Works* educational conference in partnership with the IPA and the PA.

We're also really excited about London Book & Screen Week, the consumer facing celebration of the book's central role in the creative and knowledge economies. LBSW will take place during LBF week from 13-19 April. We're using the London Book & Screen Week website to bring together the hundreds of literary and film events that take place across London and working with event partners to put on a number of exciting events. During LBSW you'll be able to watch world-famous authors and screenplay experts speaking at some of London's greatest cultural venues. Watch our video here: www.londonbookandscreenweek.com

IPA: The 2015 fair will take place in a new venue, Olympia. What was the rationale behind the move?



Earls Court will not be an option as an exhibition venue in 2015 due to redevelopment of the site. We consulted with our Advisory Boards and across the industry and decided to move within the Earls Court & Olympia Group to Olympia.

We are very excited about the move to the renovated (£20m extensive development) London Olympia, with its improved transport links. It is an architectural gem and a brilliant modern conference centre in West London. LBF will have exclusive use of the entire Olympia London.

IPA: LBF is made up of a number of events and educational sessions. What is the strategy behind your events program? What kind of content (formats, topics...) are you trying to deliver?

Our Insights Seminar Programme will include over 200 events in 2015, including seminars, interviews, workshops and demonstrations. It is designed to educate, inform, and inspire. Its breadth of topics encompasses all the key issues challenging the publishing industry. Over 500 speakers each year share their experience and in-depth knowledge and insights in publishing and related creative industries.

Last year's programme covered all aspects of publishing including: academic, education, trade, self-publishing, crossmedia, translation and digital. Insight Seminar Programme sessions are free for exhibitors and attendees.

Each year we seek to ensure that we work with the very distinct sectors of the global publishing industry – for example we work with



the IPA to deliver a world-leading Education Conference on the last day of the fair: *What Works? Successful Education Policies, Resources and Technologies*.



The seventh edition of *Publishing for Digital Minds* will take place on Monday 13 April at the Conference Centre in Olympia. John Mitchinson, co-founder of the UK's first crowd-funded publishing house Unbound, will chair the event, bringing together speakers drawn from the international trade and academic publishing industry, digital disruptors, prominent thinkers and best-selling authors. The conference will also take a closer look at how publishers and content creators can engage with consumers and thrive in a world where disintermediation is the order of the day.

IPA: How are exhibitors' and professional attendees' mentalities changing?

At LBF we aim to provide a hub for publishers to meet with each other and to learn about latest changes in the industry. Professionals still appreciate the chance to meet their peers face-to-face and you can see this from the popularity of our packed International Rights Centre.

However, digital innovation delivers great cross industry opportunity and we have taken great strides in boosting interaction and education at the Fair with other aligned creative industries. We want to enable exhibitors and visitors to learn and make new, unexpected and fulfilling connections with lucrative outcomes! Last year we launched the **Gaming Pavilion**, giving publishing exhibitors and visitors the chance to connect with gaming developers, publishers and distributors. We have expanded our Brand Licensing, Comics and TV and Film sectors too, with the same aim.

It is also true to say that every development within the book fair is introduced with a clear remit of putting the book industry and its business imperatives at the centre of what we do.

IPA: What are your top tips for book fairs, to ensure their events are valuable for attendees?

All book fairs have different characters. For example, LBF is the only major book fair that is exclusively business-to-business, which provides a different atmosphere and impetus for events planning.

My advice would be to listen to exhibitors and help them make the most out of their attendance at the fair in terms of networking and profile, and also in exploring the location of the Fair. We have boosted information about events taking place across London throughout the Fair (London Book & Screen Week) so exhibitors can take advantage of visiting one of the world's greatest capital cities.

As with any business, marketing is crucial and needs to be year-round, rather than just focussing on the days of the Fair itself. Social media can bring you closer to your exhibitors and visitors and help you let them know about the events you are organising.

www.londonbookfair.co.uk



6. Evolution case-study: BookExpo America

BookExpo America is the largest publishing event in North America, attracting an international audience and representing one of the largest gatherings of English language publishers in the world. Organised by Reed Exhibitions with the support of association partners including the Association of American Publishers and the American Booksellers Association, the 2015 event will take place from May 27 to 29 in New York. We spoke to BEA Director **Steven Rosato** about how the fair is evolving.

IPA: How are you seeking to develop BEA, in 2015 and in the longer term?



Steven Rosato: In the short term, we are focused on a number of initiatives. The first is BookCon, our consumer show which follows on immediately from BEA (May 30 & 31). It is an important part of the program, but by holding it on separate days from BEA we allow the B2B crowd to opt out and a B2C crowd to opt in.

The second thing we're focusing on is being able to deliver low-cost participation options. New York is a great city which offers the best opportunity for hosting BEA. But it's a very expensive city. We want BEA to have as wide a participation as possible, especially from small and medium-sized publishers. That means driving down participant costs, so we've worked with our main contractor, Freeman, to offer a low-cost, turnkey exhibitor package (\$3200 for a 10x10 booth). We sold 26 of these booths last year and we're expecting to sell over 50 this time. We're also offering low-priced booths in our Digital Discovery Zone, the area reserved for technology exhibitors.

Our third focus is on creating better connectivity between vendors and buyers. An example are the breakfast events we'll be organizing for museum store buyers, where we can deliver high attendee value at low cost. The VIP tours, where we take small groups of 12-15 people around the fair to suit specific needs, are another example.

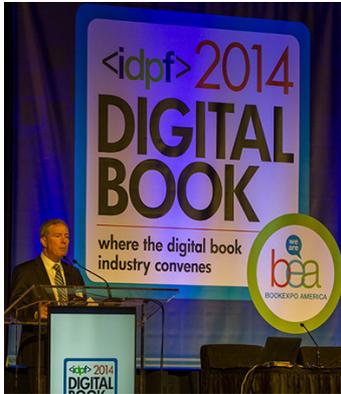
IPA: China will be your Guest of Honor in 2015. What challenges and opportunities does this create for BEA and for US and Chinese publishers?

It's shaping up to be extraordinary. We're expecting over 100 Chinese publishers, 500 publishing professionals and over 100 leading writers. There has never been anything like this in the US before, and in terms of challenges, it means a lot of different people to work with, including three distinct Chinese associations.

Regarding the opportunities, these are tremendous on both sides. We're trying to navigate around what is practical, what will deliver most value and how we can foster exchanges which benefit our Chinese guests as well as our traditional stakeholders.



IPA: BEA is made up of a number of events and educational sessions. What is the strategy behind your events program?



SR: First, we work with content partners. They know their audience better than we do. The AAP know what matters to publishers, the AAR know what's important to authors. Our events fall into two main groups. There are the promotional events which offer platforms for new titles and authors. Then there are the industry events which serve an educational purpose, covering topical issues such as digital, STM, marketing etc.

To ensure these are relevant we're crowdsourcing suggestions for panels and speakers at <http://searchitfindit.bookexpoamerica.com/forms/>.

Whatever the topic, our role is to make sure that each event is compelling.

IPA: In light of your experience with BookCon, what are your thoughts on whether consumer and trade days belong together?

SR: Originally, the challenges in trying to introduce a consumer element did not offer enough value to serve publishers' interests and would have interfered with the value they got out of BEA. While there were synergies between trade and consumer shows, they remained fundamentally different propositions. Over time, publisher's thinking shifted 180°. Today I believe they belong together, creating a far greater opportunity to promote books, specific titles and engage readers in a very different way.

BEA and BookCon allow for 2 distinct opportunities in a way that's uniquely efficient. Publishers genuinely get two for one. They have one destination, one booth to build, but get two distinct values in return. What you have to do is separate them out, so that publishers who don't want to participate in both events, don't need to.



IPA: Finally, what advice do you have for book fair organizers who want to deliver increased value to attendees?

The most important thing is to look for solutions which allow people to do whatever it is they want to accomplish at the fair, as efficiently as possible. Always remember that book fairs serve a lot of constituencies, all of whom have different needs.

Secondly, don't bite off more than you can chew. Finding good partners is critical.

Learn more at www.bookexpoamerica.com

Wednesday, May 27 – Friday, May 29, 2015 | Javits Center | New York City, NY

7. Evolution case-study 3: Sharjah International Book Fair

An interview with Ahmed Al Ameri, Director of the Sharjah International Book Fair.

IPA: As you seek to develop SIBF, what opportunities are you focused on? What will be different in 2015? What changes do you hope to introduce in the longer term?

SIBF's focus for 2015 will be to capitalise on the huge success of 2014. The Fair will build on the burgeoning Professional Programme which precedes the Fair to increase the number of delegates and the range of countries participating, involve a greater number of international exhibitors, a repeat of the inaugural partnership with the American Library Association, and attract ever more high profile Guests of Honour following the huge success of Dan Brown's visit in 2014.



2015 will see the launch of the Sharjah Book Authority, bringing together all the elements of the Fair as well as publishing, printing and distribution, in a unique tax free zone for Publishers.

How is SIBF trying to develop publishing and literacy?

Sharjah International Book Fair's primary aim is to promote reading as a habit among the younger generation, whilst instilling the love of literature among all people of the region.

His Highness Sheikh Sultan bin Mohammed Al-Qasimi, member of the United Arab Emirates Supreme Council and ruler of Sharjah, has constantly striven to encourage and promote literacy, reading and the preservation of culture within the Emirate. His great passion for books and reading was reflected upon during his speech at the opening ceremony of this year's SIBF, where he wished the 'light of truth and virtue may shine through books'. Alongside founding SIBF 40 years ago, he also established Knowledge Without Borders, an extraordinary scheme which aims to bring books and the reading habit to every household in the state of Sharjah.



SIBF has always had a strong emphasis on improving the quality of children's book in Arabic, and established a Sharjah Children's Reading Festival (SCRF) six years ago which takes place in April (22 April – 2 May 2015). The children's hall at SIBF itself is visually appealing and offers great facilities for children and families – there are workshops, activities, readings and book signings to inspire and encourage participation, as well as provide great entertainment.

SIBF also works in collaboration with local schools, with huge numbers of school children visiting the fair. All visiting international authors take part in a schools, community centre and university outreach programme, where they take part in events at the schools and help to inspire local children and students about reading and writing.

SCRF launched the children's illustrator prize in 2012, where artists are chosen to showcase their work at the fair's exhibition and have the chance to win a top money prize. SCRF also showcase high-achieving children, who come from around the world to present their recognised work.

SIBF's programme for adults is broad, with author talks and panel discussions covering a vast range of topics and interests. The public get the chance to meet local and international authors and purchase books at a discounted price onsite.

To further encourage participation, there is no entry fee to attend the fair, with all author events and demonstrations free of charge. Over 1.4 million people attended SIBF 2014, so this goal was certainly achieved.



What is your advice for international publishers attending SIBF, to get the most from the event?

International publishers who buy or sell translation rights should apply to attend the Professional Programme, a two-day event directly prior to SIBF (2 – 4 November 2015) which aims to present opportunities to conduct business across the Arab World and network with senior members of the international rights community. Attendees can apply for the SIBF Translation Grant, a \$300,000 fund to encourage translation of books. To register your interest in the Professional Programme please email (ashley@sharjahbookfair.com) and you will be sent an application form when it is launched in 2015.



The International Cultural Programme promises unmissable author talks, which are always well attended. Highlights of 2014 included bestselling author Dan Brown, popular Indian author Shashi Tharoor and Egyptian movie and stage actor, Adel Emam.

SIBF is enduringly popular with the local community and millions of books are sold from publisher stands every year. The large Indian diaspora in Sharjah and neighbouring Dubai means that a who's who of Indian publishers attend, alongside Arabic and a growing number of international publishers.

We recommend international publishers do their research about the very diverse Arabic publishing industry. Learn more about the way Arab publishers conduct business and also their target audience, as particular books are more relevant to particular audiences in the Arab world.

From your experience with SIBF and with visiting book fairs around the world, what is your advice for book fair organizers who are trying to ensure their events are relevant and valuable for attendees?

Meeting face-to-face is invaluable, so we advise to always provide opportunities for professional attendees to make new contacts. Networking events are especially very popular and favoured with attendees – they're a great way for them to meet people outside of their current sphere.

Use social media for marketing and communicating with visitors and exhibitors, it's a key tool to start conversation and build up a presence online. These days SIBF has to have a year round profile and not just at the book fair itself.

Feedback is also essential to improve events, so do get it where possible from attendees.

www.sharjahbookfair.com

8. IPA's Book Fair Partnership programme

The IPA has worked with book fair organisers for over fifty years around the world. We have now created the Book Fair Partnership Programme to develop and recognise best practice, and to actively assist and promote book fairs which serve the global publishing industry.

Registering for the scheme is the ideal way to promote a book fair's reputation and to maximise its impact. Endorsement as an IPA Partner event brings extensive exposure to the IPA's global database of publishers and suppliers, as well as to policy makers and media. Book fair partners receive bespoke services and assistance from the IPA secretariat, including marketing and PR support as well as providing expert guest speakers and helping with programme development.

Who can apply?

IPA Partnership is open to book fairs with an international outreach, whose professional service delivers significant value to publishers, visitors and exhibitors. To qualify they must support IPA's objectives (copyright protection, freedom of expression, free enterprise, promotion of literacy and a book culture). Book fairs must have taken place at least three times previously, and be run by a distinct legal entity.

What do partners receive?

Book fair partners benefit from a wide range of services and assistance including use of the IPA name and logo, marketing/PR advice and privileged access to the IPA's global publishing database.

- 1) Formal endorsement by the IPA; right to use the IPA logo together with the expression "IPA Partner" or "Partner of the International Publishers Association" in marketing material
- 2) Promotion of the book fair through all IPA communication channels:
- 3) On-demand, expert assistance on marketing, communications, event organisation etc
- 4) Pre- and post-event feedback and recommendations from IPA and its members
- 5) IPA endorsements: welcome address, IPA letter for publication, video messages etc

All IPA services are provided with the same goal in mind: to develop and promote a book fair's reputation and to maximise its impact with the global publishing community.

Find out more

For further details about IPA's Book Fair Partnership programme, contact:

Dougal Thomson, Director of Communications & Programmes, International Publishers Association
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NB: For companies and staff preparing for their first book fair, the *PA Guide to International Book Fairs* contains a wealth of useful advice, available at www.publishers.org.uk

9. 2015 Book Fair Calendar

January	47 th Cairo International Book Fair, Cairo, Egypt	28 January – 12 February 2015	755 publishers from 26 countries 2 million visitors professional programme from 29 until 31 January (3 days) http://www.cairobookfair.org/
	42 nd Angoulême International Comics Festival, Angoulême, France	29 January – 1 February 2015	275 exhibitors 7,700 professionals, 2,000 artists 48 countries represented 879 French and international journalists http://www.bdangoulemepro.com
February	27 th Jerusalem International Book Fair, Jerusalem, Israel	8 – 12 February 2015	600 publishers from 30 countries http://www.jerusalembookfair.com/
	Taipei International Book Exhibition (TIBE), Taipei, Taiwan	11 – 16 February 2015	384 publishing houses from 68 countries more than 502,000 visitors http://www.tibe.org.tw/enhtml
	Vilnius International Book Fair, Vilnius, Lithuania	19 – 22 February 2015	267 exhibitors from 8 countries 64,000 visitors 9'237 sqm of exhibition area
March	Brussels Book Fair, Brussels, Belgium	26 February – 2 March 2015	182 exhibitors, 1350 publishers 70,000 visitors 17,500 sqm of exhibition area http://flb.be/en/
	35 th Salon du livre, Paris, France	20 – 23 March 2015	1200 publishers from 50 countries 198 000 visitors http://www.salondulivreparis.com
	Bangkok International Book Fair, Bangkok, Thailand	27 March – 6 April 2015	450 exhibitors 1,600,000 visitors 21,000 square meters
April	Bologna Children's Book Fair, Bologna, Italy	30 March – 2 April 2015	1,200 exhibitors from 75 countries 25,000 professional visitors 20,000 sqm exhibition area http://www.bookfair.bolognafiare.it
	Quebec International Book Fair, Quebec, Canada	8 – 12 April 2015	66,000 visitors including 24,000 children and young adults http://www.silq.ca/
	London Book Fair, London, United Kingdom	14 – 16 April 2015	1,500 exhibitors from over 60 countries 13,337 visitors from 110 countries 25,000 professional visitors http://www.londonbookfair.co.uk/

May

<i>Budapest International Book Festival, Budapest, Hungary</i>	23 - 26 April 2015	about 150 exhibitors 60,000 visitors http://www.konyvfesztival.com/
<i>Bogota International Book Fair, Bogota, Colombia</i>	23 April – 2 May 2015	420 exhibitors 433'000 visitors 150,000 m ² of exhibition area http://feriadellibro.com/
<i>Buenos Aires Book Fair, Buenos Aires, Argentina</i>	23 April – 11 May 2015	3 professional days 514 exhibitors 1,200,000 visitors 45,500 m ² exhibition area 25 countries and communities represented http://www.el-libro.org.ar/en/buenos-aires-book-fair.html
<i>12th Thessaloniki International Book Fair, Thessaloniki, Greece</i>	7 – 10 May 2015	400 exhibitors over 20 countries represented 190 events 10,000 sqm exhibition area
<i>Abu Dhabi International Book Fair, Abu Dhabi, UAE</i>	7 – 13 May 2015	1,125 publishers from 57 countries 248,000 visitors http://www.adbookfair.com/
<i>Nigeria International Book Fair, Lagos, Nigeria</i>	11 – 16 May 2015	121 exhibitors 20,487 visitors 1,228 sq. meters exhibition area www.nibfnq.org
<i>21st International Book Fair and Literary Festival, Prague, Czech Republic</i>	14 – 17 May 2015	409 exhibitors on 191 stands 38,000 visitors 847 professional visitors registered 381 accredited journalists 3,203 m ² surface area http://www.svetknihy.cz/en/menu/
<i>Warsaw International Book Fair, Warsaw, Poland</i>	14 – 17 May 2015	720 exhibitors from 23 countries more than 63,000 visitors almost 700 authors over 1000 events http://www.book-expo.pl/
<i>Turin International Book Fair, Turin, Italy</i>	14 – 18 May 2015	http://www.salonelibro.it/en/
<i>BookExpo America, New York City, USA</i>	27 – 29 May 2015	83 countries represented 12,000 visitors http://www.bookexpoamerica.com/

	<i>Tbilisi International Book Fair, Tbilisi, Georgia</i>	28 – 31 May 2015	
June	<i>Seoul International Book Fair, Seoul, Korea</i>	17 – 21 June 2015	369 exhibitors 130,957 visitors 23 countries represented 14,733 sqm exhibition area http://www.sibf.or.kr/
	<i>22nd Tokyo International Book Fair, Tokyo, Japan</i>	1 – 4 July 2015	1,526 exhibitors 62,855 visitors 5,146 conferences attendees 479 press visitors http://www.bookfair.jp/en/
July	<i>South African Book Fair, Johannesburg, South Africa</i>	31 July – 2 August 2015	120 exhibitors 12 countries represented 6491 visitors
	<i>Beijing International Book Fair, Beijing, China</i>	26 – 30 August 2015	
August	<i>Delhi International Book Fair, New Delhi, India</i>	29 August – 6 September 2015	300 participating publishers 550 stall holders about 200,000 visitors 12,000 sq.mtrs. size of the fair area http://www.delhibookfair.in
	<i>28th Moscow International Book Fair, Moscow, Russia</i>	2 – 6 September 2015	more than 500 exhibitors 1,027 visitors 63 countries represented http://www.mibf.ru
September	<i>Oslo Book Festival, Oslo, Norway</i>	18 – 20 September 2015	http://www.oslobokfestival.no/
	<i>Goteborg Book Fair, Goteborg, Sweden</i>	24 – 27 September 2015	822 exhibitors 97,133 visitors 27 countries represented 389 conferences 10,834 sqm exhibition area http://www.bokmassan.se/en/
October	<i>LIBER International Book Fair, Madrid, Spain</i>	7 – 9 October 2015	467 exhibitors 4,425 visitors www.salonliber.es
	<i>Frankfurt Book Fair, Frankfurt, Germany</i>	14 – 18 October 2015	7,300 exhibitors from about 100 countries 280,000 visitors over 3,400 events around 9,000 accredited journalists http://www.buchmesse.de/
	<i>Helsinki Book Fair, Helsinki, Finland</i>	22 – 25 October 2015	1,000 est. exhibitors 76'842 est. visitors

November	<i>Sharjah International Book Fair, Sharjah, UAE</i>	<i>4 – 14 November 2015</i>	<i>1256 exhibitor from 59 countries 1.47 million visitors 13,500 sqm of the exhibition area www.sharjahbookfair.com</i>
	<i>34th Istanbul Book Fair, Istanbul, Turkey</i>	<i>7 – 15 November 2015</i>	<i>690 exhibitors 455,000 visitors 30'000 sqm size of the exhibition area</i>
	<i>Reykjavik Book Fair, Reykjavik, Iceland</i>	<i>21 - 22 November 2015</i>	<i>40 publishing houses 15,000 visitors http://bokmenntaborgin.is/bokamessa-i-bokmenntaborg/</i>
	<i>29th Guadalajara International Book Fair, Guadalajara, Mexico</i>	<i>28 November – 6 December 2015</i>	<i>3 professional days 750,987 visitors 20'386 professionals 1'932 publishing houses 43 countries represented 552 press attendees http://www.fil.com.mx/</i>

Other international book fairs will be held at the end of the year, for which the exact dates are not yet announced: Belgrade Intl. Book Fair, Shanghai Children's Book Fair and Beirut Intl. Book Fair.

All figures were provided by the organizers and relate to the previous edition of the book fairs.