BookExpo2017 Education Program
Submission Rules and Selection Guidelines

BookExpo 2017 will feature a dynamic new education program focused on the topics most important to the industry. In this regard, we are inviting industry luminaries to submit topics and session and panel ideas to help create premium programming that will offer new ideas and practical solutions for industry professionals.

If you would like to submit your ideas, please take a moment to read the following information.

When & Where

- BookExpo Education Program: May 31- June 2, 2017, Javits Center, NYC
- Global Market Forum: May 31, 2017, Javits Center, NYC

What You Should Submit

- **Critical Issues:** in an industry that is constantly evolving and transforming we want to hear about the most critical issues, the hottest topics, or new takes on an existing challenge. This is to include high-level strategies.
- **Case Studies:** share how other businesses have approached an opportunity or challenge or provide "how to's" on reaching a specific goal and what worked or didn't work and why.
- **New Ideas:** tell us about best practices and new ideas that had measurable success or impact – including experimental marketing campaigns, campaigns embracing social and digital marketing, and other content related themes
- **Networking:** propose a session that brings together industry professionals to learn, to share, and to build stronger business relationships and connections.

Target Audience

BookExpo attracts buyers, decision makers, and executives who are conducting business within the worldwide publishing industry.

How to Submit

Simply access the online submission form at **http://searchitfindit.bookexpoamerica.com/forms/**

- Submissions will be accepted beginning October 1, 2016
- Submissions deadline is December 16, 2016
    - You must provide the following information when you submit online:
        - Contact Information
        - Session Information
        - Track (see list below)
            - Bookselling
            - Library
            - Publishing
            - Global Market Forum

Review Process for Your Submission

The BookExpo content team and conference advisory board will review and select presentations based on the following:

- Educational Value
- Relevance
- Practical Application
- Overall Quality
- Target Audience
- Speaker Qualifications and Expertise
- Dynamic and Prominent Moderators
- Novelty and Ingenuity
- Interactivity and dynamic nature of the presentation

Other Important Information

- The session organizer is the person submitting the application and will be the primary contact for all information
- Session titles should quickly describe the content and relevance of your presentation.
- All sessions may be recorded and may be used by BookExpo for Web-casting, audio, marketing, and other communications.
- Speakers must agree that any material presented during their presentation may be reproduced and that the material presented does not infringe any copyrighted material. PowerPoint or other presentations can be submitted to BookExpo in advance of the show, for display on Slideshare immediately following the event.
- We do not provide speaker honoraria or reimburse for travel or housing expenses.
- Presentations developed for promotional purposes or previously used for other conferences WILL NOT be accepted.
- Failure to submit all the information requested or not follow the above criteria will automatically disqualify your submission.

Questions?

- For BookExpo Education: Sally Dedecker, Conference Director, sally.dedecker@gmail.com
- For Global Market Forum: Ruediger Wischenbart, Director of International Affairs, ruediger@wischenbart.com