BEA VIP Program Delivers the Buyers You Want to See

This year BEA continues to enhance the BEA VIP Program and continues to focus on top Content Licensing Buyers/Decisions Makers Special Markets Buyers, Booksellers, and Museum Stores. This program was created to help increase exhibitor return on investment. BEA recognizes the value of these key audience segments and is dedicated to working closely with our exhibitors to help drive attendance from these markets.

Here's how the BEA VIP Program works:

- **BEA has a dedicated team of executives who actively research these markets to uncover key buyers and invite them to BEA as VIPs.**
  - **Content Licensing Buyers and Decision Makers:** BEA is working with leading publishers and Licensing Industry Merchandiser Association (LIMA) to identify buyers from around the United States.
  - **Special Market Buyers:** Craft Stores, Discount Retailers (TJ Maxx, Christmas Tree Shops etc), Specialty Retailers (Spencer Gift, Anthropologie, Crate and Barrel, Pottery Barn etc), Sporting Good Retailers (Sports Authority, Modells etc), Outdoor Retailers, Corporate Librarians, Home and Hearth Stores, Big Box Stores (Sams Club, Costco), Grocery Stores (Whole Foods, Stop & Shop), Medical School Librarians, Hospital Gift Stores, and Art Stores.
  - **Booksellers:** Independent Booksellers/ABA members from all over the United States (with focus on Indies from long distances).
  - **Museum Store Buyer:**

- **BEA partners with exhibitors to leverage their customer databases and invite top customers to attend BEA as VIPs.**

- **VIP privileges at BEA include:**
  - Free Admission to BEA exhibits and conference
  - Dedicated VIP Registration Check In
  - VIP Lounge: snacks, beverages, business amenities, and meeting space
  - VIP Concierge
  - Special VIP Badge that is mailed in advance of the show
  - VIP Networking Events

If you have questions about the BEA VIP Program and how you can benefit from working with BEA on this or if you have not yet secured your space at BEA, contact Lisa Montanaro at lmontanaro@reedexpo.com or Brien McDonald at bmcdonald@reedexpo.com.

Turn over to see the 1254 VIP Buyers who attended BEA 2012.

BookExpo America 2012 VIP Attendees

Booksellers

57th Street Books
A Novel Bookstore
A Whale of a Tale
Adventures By the Book
American Wholesale Book Co.
Anderson's Book Shop
Andover Bookstore
Appalachian State University Bookstore
Avid Bookshop
Azizi Books
Bank Square Books
Barnes & Noble
Barrington Books
Bayou Book Company
Beach Books Inc.
Bienville Books
Big Planet Comics
Black Bond Books Ltd.
Blue Door Books
Blue Willow Bookshop
The Book Bin
The Book Cove
The Book Frog
The Bookworm
Book House of Stuyvesant Plaza
Book Look
Book Passage
The Book Stall At Chestnut Ct.
Book Vault
The Book Vine for Children
The Bookman
Bookpal
Bookpeople
Books & Books Westhampton Beach
Books & Greetings
Books and Cookies, Llc
Books On the Common
Books On the Square
Books S.R.L.
Books-A-Million, Inc.
Bookshop Santa Cruz
Booksmart
The Booksmith
Booksource
The Bookstore In The Grove
The Bookstore Plus Music & Art
Booktenders' Secret Garden
Booktowne
Boswell Book Company
Brandon University Campus Books
The Briar Patch
Brodart Company
Brown University Bookstore
Buffalo Street Books
Byrd's Books
Carmichael's Bookstore
The Ceilidh
Center for Fiction
Center for Spiritual Living
Changing Hands Bookstore
Children's Book Cellar
Children's Book World
Chinaberry Inc
Christianbook.com
Civil Service Bookshop
Clinton Bookshop
Colgate Bookstore
Community Bookstore
The Concord Bookshop
Cookbook Carnival
Copperfield's Books
The Cornell Store
Country Bookshelf
Crane Book Sales Inc.
Diesel, A Bookstore
Distant Lands Travel Books
Dockside Bookshop
Dolphin Bookshop
Drama Book Shop
East West Bookshop
Eastwind Books of Berkeley
Eight Cousins, Inc.
Elm Street Books
Enterprise Books
Evelyn Rubenstein JCC Houston
Eyebeam Art & Technology Center
Fact & Fiction
Fairy Godmother
The Fine Print
Fireside Books and Gifts
Flights of Fantasy Books & Games
The Flying Pig Bookstore
Follett Higher Education Group
Fountain Bookstore, Inc.
Fundamentals Parent Teacher Bookstore
Garden District Book Shop
Gently Used Books
Giovanni's Room
Goodreads.com
Gravity Specific Enterprises
Half Price Books
Harbor Books
Harleysville Books
Harvard Book Store, Inc.
Hickory Stick Bookshop
Hillside Gifts
Hockessin Book Shelf
Hong Kong Book Centre Ltd.
Hooray for Books
House of Books
Houston JCC Bookstore
Hudson Booksellers
Hudson News Company
Imagine Nation Books/Books Are Fun
Indigo Books
Inkwood Books
Jewish Book Council
Jewl's Book Shoppe & Writing Centre
Joseph-Beth Booksellers
The Juilliard School Bookstore
Labyrinth Books
Left Bank Books
Lilly Street Books
Literary Book Post
Little Shop of Stories
Loganberry Books, Inc.
Longitude
M J A Books
Main Street Books
Maple Street Book Shops
Martha's Bookstore
Mcandrew's Bookshop
Mcintyre's Books
Mendham Books
Merritt Bookstore

BookExpo America 2012 VIP Attendees

Booksellers

Mobile Libris
Mostly Books
Mrs. Dalloway's Literary & Garden Arts
Mrs. Nelson'S Toy & Book Shop
My Three Sins
Mystery Lovers Bookshop
Mystery Pier Books, Inc.
Nantucket Bookworks
New England Mobile Book Fair
Next Chapter Bookshop
Nicola's Books
Northshire Bookstore
NYU Bookstore
Oblong Books and Music
Octavia Books
One More Page Books
Op. Cit Books
Open Books
The Oxford Exchange
Page & Palette
Paragraphs Bookstore
Pastimes Books
Personally Yours of Fairhope
Politics & Prose Books & Coffee
Port Book & News
Posman Books @ Grand Central
Powell's Books
Powerhouse Books
Prairie Pages Bookseller
Pratt Institute Prattstore
Prosperity Bookstore Inc
Quail Ridge Books & Music
R.J. Julia Booksellers
Rainy Day Books, Inc.
Read Between the Lynes
The Reading Bug
The Red Balloon Bookshop
Redbery Books
Revolution Books
Richie's Picks
River Road Books
Riverread
Russia Online, Inc
Sheafe Street Books
Skylight Books
Small Changes
Sparta Books
Spirit of 76
Square Books
St Louis Jewish Book Festival
St. Ignatius College Prep Bookstore
St. Louis Jewish Book Festival
Strand Bookstore
Syracuse University Bookstores
Talking Leaves...Books
Tattered Cover Book Store
Texas Art Supply Company
The Three Arts
Titcomb's Bookshop
Towne Center Books
UMBC Bookstore
Undercover Books & Gifts
University Book Store
University of Minnesota Bookstores
Urj Books and Music
Village Square Booksellers
Vroman's Bookstore
Well Read L.L.C.
Wellesley Books
Whistlestop Bookshop
Wild Rumpus
Winchester Book Gallery
Woodcrafters Book Corner
Word
The World Bank Infoshop
Yellow Book Road

Libraries

Albany High School
Albert Einstein College of Medicine
Anne Arundel County Public School
Anythink Library
Archdiocese of Newark Schools
Ardsley Public Library
Arlington Public Library
Austin Public Library
Baltimore County Public Library
Berkley College, Middlesex Campus
Boston Public Library
Brooklyn Public Library
Bucks County Free Library
Buffalo City Schools
Carl I. Bergerson Middle School
Carnegie Library of Pittsburgh
Charlton Public Library
Chicago Public Library
Clermont County Public Library
Cleveland Public Library
Closter Public Library
Colonial Middle School
Colorado State University
Columbia & Cornell
Columbia University
Columbus Metropolitan Library
Commack Public Library/Suffolk
Convent of the Sacred Heart
Cook Memorial Library
Cragin Memorial Library
Crain Memorial Library
Cresskill Public Library
Cuyahoga County Public Library
Darien Library
Dartmouth University
David & Joyce Milne Public Library
David Leeder Middle School
Denville Public Library
District of Columbia Public Library
Douglas County Libraries
Duke University
Eastchester Public Library
Fairfax County Public Schools
Fairfield Public Library
Fairfield University
Fashion Institute of Tech. Library
The Ferguson Library
Free Library of Philadelphia

BookExpo America 2012 VIP Attendees

Libraries

Garland (TX) Public Library
Gay-Kimball Library
Georgia Gwinnett College Library
Grande Bibliotheque
Great Neck North High School
Harvard College Library
Haverford College Bookstore
Hawaiian Gardens Library
Heim Middle School
Henry Waldinger Memorial Library
High Plains Library District
Highland Park Public Library
Hoboken Public Library
Howard County Library System
Huckleberry Hill School
Huntington Public Library
Indian River Library
International Baccalaureate
Iroquois Middle School
Johnson County Library
Joint Free Public Library of Morristown
King County Library System
Lansdowne Public Library
Las Vegas Clark County Library District
Library of Congress
Lincoln Elementary School
Mamaroneck Public Library
Meo Central Library
Middletown Township Public Library
Monmouth County Library
Monroe Township Library
Montclair Public Library
Montclair State University
Narberth Community Library
Neshaminy School District
New York Public Library
New York University
NYC School Library System
Northland Public Library
Ocean County Library
PA Library Association
Pace University
Panama Central School
Park Ridge Public Library
Paterson Free Public Library
Penn State University
Pennridge School District
Piscataway Public Library
Port Jefferson Free Library
Prairie Trails Public Library District
Pratt & Whitney
Princess Anne Area Library
Princeton Public Library
Public Library of Cincinnati
Queens Borough Public Library
Queens Library
Randolf Library
Rawhide Elementary
Readington Middle School
Rockville Centre Library
Ronald L. Sodoma Elementary School
Round Rock Public Library
Roundout Valley Middle School
Sahara West Library
Saint Paul Public Library
San Francisco Public Library
Sandwich Public Library
Saratoga Springs Public Library
School Library System E2CC Boces
Scottsdale Public Library
Seattle Public Library
Seton Hall University Libraries
Severna Park Elementary
Springfield City Library
St. Charles City-County Library
Teaneck Public Library
Temple Beth El Religious School
Thompson Brook School
Tidewater Community College
Torrance Public Library
Trocaire College
Ulster Boces School Library System
University of North Carolina
University of Pennsylvania
Upper Darby School District
Virginia Beach Public Library
Walter Johnson Highschool
Wayne Public Library
Westfield Athenaeum
Westfield Central School
White Plains Public Library
Wilson County Public Library
Winston Salem State University
Yale Center for British Art
Yale University

Museum Stores

Allentown Art Museum
American Museum of Natural History
Amon Carter Museum
Asia Society
Asian Art Museum
Asiastore at Asia Society
Bermuda Zoological Society
Bridges Book Center
Brooklyn Children's Museum
Brooklyn Museum
Connecticut Historical Society
Cooper-Hewitt, National Design Museum
Danbury Railway Museum
De Young Museum Stores
Detroit Institute of Arts
Dia Beacon
El Museo Del Barrio
Eric Carle Museum Bookshop
International Spy Museum
Isabella Stewart Gardner Museum
J. Paul Getty Museum Store
Los Angeles County Museum of Art
Lower East Side Tenement
Metropolitan Museum of Art
Michael C Carlos Museum
Muesum of Fine Arts, Boston
Museum of Bags
Museum of Biblical Art
Museum of Comic & Cartoon Art

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Museum Stores

Museum of Fine Arts
Museum of Fine Arts, Houston Bookstore
Museum of Jewish Heritage
Museum of the Fur Trade
Museum of the Moving Image
National Constitution Center
National Gallery of Art
National Lighthouse Museum
National Portrait Gallery, Smithsonian
New York Botanical Garden
New York Historical Society
New York Transit Museum Store
Philadelphia Museum of Art
Please Touch Museum
San Francisco Museum of Modern Art
Smithsonian
Smithsonian-National Museum of American History
Smithsonian-National Museum of Art
The Barnes Foundation
The Frick Collection
The Institute of Contemporary
The Metropolitan Museum of Art
The Montclair Art Museum
The Morgan Library & Museum
The Morton Arboretum
The Museum of Modern Art (Moma)
The Newark Museum
The Pickman Museum Shop
The Statue of Liberty
Walker Art Center
White House Historical Association
Whitney Museum of Art

Retailers

800-CEO-Read
A.C. Moore
Amazon Digital Services
Amazon Services
Amazon.Ca
Amazon.com Media Group
Anderson Merchandisers
Anthropologie
Audible.com
Banana Seed Book Fairs
Bare Escentuals
Barneys, New York
Bed Bath & Beyond
Bonnie Marks Collection
The Breakers
Chef Central of Paramus
Christmas Tree Shops
Costco Wholesale
Cracker Barrel
Edu-Tech Corporation
Entrenue
Eurolina
Evelyn Hill Inc.
Fab.com
Girl Scouts USA
Global Travelink Ltd.
Goodreads.com
HDA, Inc.
Hallmark Cards
HMSHost
The Hobby Shop
Huckleberry
Inko, Inc.
Journeys Spirited Gifts
Kidding Around
Kripalu Center For Yoga & Heal
The Kroger Company
Mazel Company
Memorial Sloan Kettering Cancer Center
Michaels
The Movie Place
Nacscorp
The News Group
Overstock.com
Paper Store
Paperworks 19
The Paradies Shops
Paul Smith
Pleroma Christian Supplies
Pylones - The Sarut Group
QVC Inc.
Reading Or Breathing
Ross Stores
Science Fiction Continuum
Social Studies School Service
Spencer Gift
St. Michael's Medical Center
Stuart Weitzman
Success Concepts International, LLC
Sur La Table
Sweet Survival
Target.com
Terrain
The TJX Companies
Totsy
Towne TV and Appliance
Tuesday Morning
Urban Outfitters
Urj Books And Music
US Marine Corps - Headquarters
Vfiles
Walmart Canada
Walt Disney Company
Wendchrys
Worldesigns Incorporated
Zulily Inc