



App Zone with Developers Exhibitor Package



Are you an apps developer with a great technology or design team with the ability to transform traditional books into money making apps?

Do you want to reach key decision makers in the publishing industry?

If so, take this chance to showcase your gear in front of the entire publishing industry at The London Book Fair in April at Earls Court, London.

With more than 24,000 attendees from 113 countries, you are guaranteed to meet the top publishers, authors, illustrators, e-retailers and many more...

Top Reasons to join the LBF App Zone with WIP

- Position your company with the publishing industry and showcase your services
- Meet the key decision makers from the global publishing industry
- Discover quality content providers for your apps and mobile products
- Increase your network at the WIP special events, speed networking and drinks party
- Your own table for meetings and visibility at one of the biggest publishing fairs
- Benefit from a spot at the heart of the LBF Digital zone
- Receive a special developer price that gives you the visibility of the big guys for the price of the small ones

And the usual WIP fun and activities to bring you interesting contacts and meetings!

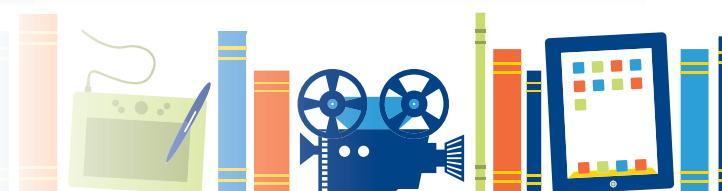
Exhibitors in the Digital zone:

Amazon, Kobo, Applix, ePub Direct, Kobo, Nokia, Allzones, Jouve, SPI, Yudu Media, Paragon, BookBaby, AEL Data, Contributor, codeMantra,, Impelsys, Metapress, DigiBooks4all, Aptara, Qbend, Latopia, Young Digital Planet S.A. and more.

Publishers at the LBF:

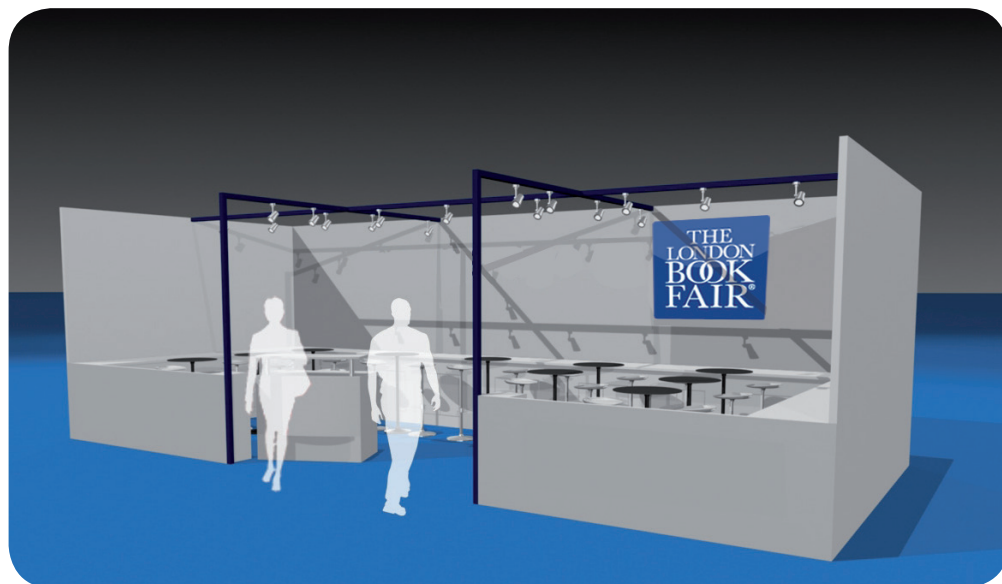
Arena Books, AA, Accent Press, Anaya, Blake, C&T, Crimson, Cambridge University Press, Collier, China Universal Press, NGV, Constable & Robinson, Dreamland, Emerald Group, Faber & Faber, Foley, Garnet, Giunti, Lonely Planet, RCS, LangerMuller, Merriam Webster, Mondadori, NCBA, Osprey, O'Reilly, Penguin, Titan and so on!

Organised by



Book your spot in the App Zone today - limited availability!

LBF and WIP will make sure that you have plenty of opportunities to network and meet potential customers...



Special Events

- Speed Networking: one hours facetime with publishers and content providers who want to hear from you, but just a few minutes to speak with each of them. Make the most of your pitch!
- Drinks Party: hosted within and around the App Zone - find new partners, greet the visitors and make a deal

ALL THE DEVELOPERS PACKAGES INCLUDE:

- Bar table and 2 chairs in the App Zone
- 1m of shelf and wall space for your laptop and a small poster
- 5 x Exhibitor badges (only 1 company rep in App Zone at any one time)
- 5 x Visitor badges to invite your customers
- Access to the exhibitor portal to contact other companies
- Electrical socket (500W), wi-fi connection
- Company name on table marker

PRICES

£500	9:00-13:00 or 14:00-18:00 Mon or Tue
£700	1 full day Wed
£900	1 x full day Mon or Tue
£1,200	2 days Mon/Wed
£1,500	2 days Mon/Tue

Prices are exclusive of VAT

YOU ALSO GET:

- Your A4 flyer displayed on a literature rack outside the App Zone
- Your own dedicated LBF point of contact
- Your company listed on the LBF exhibitor online & print directory listings and on the LBF website as an App developer
- Your company mentioned in a post-show e-newsletter promotion to the LBF audience who indicate an interest in Apps

Get involved!

Get your brand
in front of the
publishing industry.
Contact a member of
the WIP team today.

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