

BookExpo America Teams with BookShout to Create Official BEA Buzz Book Omnibus.

One-of-a-kind digital collection will offer publishers the opportunity to promote key works directly to more than 20,000 industry professionals.

Dallas, TX [March 15, 2016] BookExpo America (BEA), the leading book and author event for the North American publishing industry (May 11-13), is teaming up with BookShout, the market-leading digital content distribution platform, to create the official BEA 2016 Buzz Book Omnibus. The one-of-a-kind ebook will feature excerpts of BEA 2016's selected Buzz Books in three categories (Adult, Young Adult, and Middle Grade) as well as must-read publisher-identified key titles for the coming year.

BookExpo America's Executive Director, Steve Rosatto, noted, "We are delighted to partner with BookShout in this endeavor, ensuring publishers a cost-effective way to reach thousands upon thousands of industry professionals and book lovers nationwide—onsite and off. BookShout's technology provides us with the tools to strengthen our brand, build our audience, and offer our publishing partners added value."

In addition to reaching upwards of 20,000 industry professionals onsite, the Buzz Book Omnibus, along with curated, genre-specific digital collections, will be shared with thousands more via dedicated social marketing, direct mail campaigns, mobile promotions, and advertising, offering publishers exceptional visibility for their most important titles.

As Jason Illian, BookShout's founder and CEO, explained, "We have long believed the digital distribution of content at conferences and trade shows is the most effective and economical way to engage attendees—both during the show and after. It's exciting to work with the innovative team at BookExpo America in developing a product that will help publishers sell more books. We're happy to be of service."

The BEA 2016 Buzz Book Omnibus will be accessible through BookShout's state-of-the-art web-reader and 5-star mobile app, making it easy for publishers to reach bookstore buyers, librarians, educators, licensing professionals, the media, and book lovers . . . anytime, anywhere.

BookExpo America (BEA) 2016 takes place May 11-13, 2016 at McCormick Place, Chicago, Illinois. [Register online](#).

For more information and to sign-up for the 2016 Buzz Book Omnibus, contact Matt Philp (mphilp@reedexpo.com) or Tim Murray (tim@bookshout.com)

About BookExpo America:

BookExpo America (BEA) is the leading book and author event for the North American

publishing industry. It's the best place to discover new titles and authors, conduct business and network, and learn the latest trends.

BEA is the largest gathering of booksellers, librarians, retailers, publishers, rights, licensing, and book industry professionals in North America.

About BookShout:

BookShout is the world's leading B2B ebook technology platform, enabling retailers, authors, publishers and brands to sell content directly from their own websites. Offering both simple and fully customizable solutions, with access to millions of titles, BookShout is the only turnkey solution giving brands the ability to rise above market noise and reach audiences in relevant ways. For more information, please visit [BookShout](#).

Also:

**Complete Book and Media and BookShout
Announce New Technology Partnership**

BookShout tapped to provide new technology services for the leading supplier of books, subscriptions, and media to corporate and government business communities

Dallas, TX [March 7, 2016] To kick off Digital Book World, Complete Book and Media Supply, LLC. ([CompleteBook.com](#)), the world's largest online business-to-business source for books, publications, government documents, and audio and video recordings, taps [BookShout](#), the market-leading B2B eBook technology platform, to manage all digital content distribution requirements for its government and corporate customers.

Founded in 1996, CompleteBook.com has long been recognized for its groundbreaking fulfillment initiatives, strategic vendor relationships, and world-class procurement, pricing, and media delivery services. As a result of this newly formed partnership, CompleteBook.com adds millions of eBooks to its existing media catalogue of more than 3,500,000 titles and secures cutting-edge digital content distribution technology for its clients.

Peter Coomaraswamy, founder and president of CompleteBook.com notes, “I’ve had my eye on BookShout for some time. Their technology is the best in the business. It’s sophisticated, secure, fully-customizable and promises readers a seamless redemption experience. This is something our customers have been asking for and I’m delighted to be working with Jason and his team.”

Government and corporate accounts working with CompleteBook.com will now have the option to purchase digital books in addition to the current software, audio, video, and print book offerings. BookShout’s state-of-the-art web reader and 5-star mobile apps ensure readers can easily access their content on all the latest devices.

BookShout’s founder and CEO, Jason Illian, adds, “We were honored when Peter approached us regarding a partnership with CompleteBook.com. He has put together a top-notch, highly respected media supply business known for innovation and customer service. We consider it a privilege to collaborate in offering our eBook technology services to his government and corporate clients.”

The partnership between CompleteBook.com and BookShout is effective immediately. For more information or to establish an account with CompleteBook.com go online or call 1-800-986-1775. To learn more about BookShout’s bulk sales opportunities and technology services, visit BookShout.com.

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About BookShout

BookShout is the world's leading ebook distribution and technology platform, enabling retailers, authors, publishers and brands to sell and market content in new channels and in new ways. Offering both simple and fully customizable solutions, with access to millions of titles, BookShout is the only turnkey solution giving brands the ability to rise above market noise and reach audiences in creative ways. For more information, please visit [BookShout](#).