



Albuquerque Convention Center
Albuquerque, New Mexico
May 10-12, 2013

The Southwest Book Fiesta will bring together authors, publishers and the reading public in a family-friendly community event at the Albuquerque Convention Center on May 10-12, 2013. The Book Fiesta focuses on both nationally-recognized as well as local Southwest authors. The mission is to recognize and encourage the literary accomplishments all across the Southwest, especially of authors in New Mexico and Arizona. The show is being organized by Sunbelt Shows, producer of the National Fiery Foods and Barbecue Show, with support from the largest book publishers in New Mexico and the New Mexico Book Co-op. In addition to over 200 vendors, readings and special author events will feature some of the best books and authors from the region.

Proceeds of the Book Fiesta will be donated to the New Mexico Library Foundation, the New Mexico Coalition for Literacy, and a yet-to-be-named organization in Arizona and will be used to promote literacy and reading programs in the region.

Features

- 20,000+ attendees (projected)
- Over 300 author/publisher vendors
- Book talks with local and national authors
- Book-signings
- Family-oriented activities
- Workshops on writing & publishing
- Native American and Hispanic books
- Children's books
- Poetry
- Electronic books
- Hands-on demonstrations
- Celebrity chefs & cooking demonstrations
- Arts & crafts
- Food & entertainment

Sponsors

- Media
- National publishers
- Regional publishers
- Local & regional media
- Libraries
- Literacy programs
- Regional cultural organizations
- Government organizations

For more information call 505/873-8680, email emily@fiery-foods.com or [www. www.swbookfiesta.com](http://www.swbookfiesta.com)

Importance of books

- over \$16 billion are spent on books every year in the U.S.
- at least 35% of the U.S. population visits a bookstore at least once a month. In fact, Americans visit bookstores more often than any other type of store, except for the mass market chains such as Wal-Mart, Target, and Kmart.
- According to a Gallup poll, during any given week, 22% of American adults bought at least one book.
- e-book sales have been growing exponentially by as much as 177% per year.
- 53% of e-book readers say they now read more books than before.
- Based on Census data, almost 50% of New Mexicans and Arizonans could benefit from literacy programs.
- Usage of libraries in Arizona and New Mexico has been increasing by as much as 10% per year.
- Patrons of the Albuquerque Public Library checked out over 4.5 million books and magazines last year.
- Libraries in Tucson, Phoenix, and Albuquerque were visited over 21.6 million times last year!

Other Book Festivals

- Baltimore Book Festival — 40,000 attendees, 100 exhibitors
- Texas Book Festival — 40,000 attendees, 200 author events
- Tucson Book Festival — 100,000 attendees, 250 exhibitors
- Los Angeles Book Festival — 140,000 attendees, 150 exhibitors
- Miami Book Festival — 200,000 attendees, 200 exhibitors