

21st June 2008

MPS at BookExpo America 2008

A group from MPS recently went to Los Angeles to participate in BookExpo America 2008, one of the biggest publishing events in the world. The team of nine represented MPS Books, MPS Mobile and MPS Digital Services, as well as MPS Technologies and MPS Print Services.

As one of the only publishing services vendors to attend, the sizeable MPS presence made a big impression. With all the top level executives from the publishing industry present, the BEA was the perfect place to showcase some of MPS' unique lines of business such as mobile services and innovative technology platforms. The Books team took the opportunity to gather leads and information and catch up with a few familiar faces.

The fair this year focused on e-platforms and delivery models. Marketing executives looking to explore multi-channel revenue stream innovation were very interested in MPS' range of new-media capabilities.

Bob Kasher, Sales Director for MPS, was excited about an agreement made with Simon & Schuster at the BEA to acquire 5,000 of the major trade publisher's titles. "BEA is an essential place for us to meet with the broader publishing industry on an annual basis", commented Kasher.

Martin Gardner of MPS Technologies was pleased with the fair's success. "The whole fair was talking up digital, particularly ebooks and ereaders and so we were all ideally placed to discuss the many different types of digital, processing and distribution services the MPS companies can deliver."

