



# NEWS

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## **Speakers Announced for making Information pay 2006**

*Noted publishing experts will offer insights on how to maximize profits and take advantage of new opportunities to grow sales for mid-list and backlist titles*

New York, New York (February 21, 2006) – The Book Industry Study Group, Inc. today announced a distinguished roster of speakers for their third annual Making Information Pay event, to be held April 27, 2006 at the Hudson Theater in New York. This year's event, subtitled "Beyond the Bestsellers," will focus on how smart publishers, distributors and booksellers can increase sales in the "long tail" of the book market, to enable backlist and mid-list titles to be as financially attractive as mainstream titles.

Chris Anderson, Editor-in-Chief of Wired Magazine and author of The Long Tail, will present the keynote address, followed by noted publishing professionals who will present best practices and real world solutions to increase sales throughout the publishing lifecycle, from printing and distribution to marketing, sales and retailing. Making Information Pay 2006 is presented by the Book Industry Study Group and is sponsored by VISTA International.

In addition to Anderson, other confirmed speakers include:

- Kirby Best, President & CEO, Lightning Source  
TOPIC: Discovering markets for the "deep backlist" and small sellers
- Ian Bradie, Director, Worldwide Distribution, Cambridge University Press  
TOPIC: How to grow sales (and profits) by keeping your backlist alive
- Mark Suchomel, President, Independent Publishers Group  
TOPIC: How to reduce the risk of publishing and distributing mid-list titles
- Carol Fitzgerald, President, The Book Report Network  
TOPIC: How to successfully market mid-list titles to niche markets

- Boris Wertz, COO, ABE Books

TOPIC: How to cost effectively sell books to micro-markets

"The goal of Making Information Pay has always been to provide real world, practical advice and solutions for publishing industry professionals," said Ted Hill, President of THA Consulting and Making Information Pay moderator for the past three years. "That the event has sold out the last two years in a row proves its relevance to the industry as well as its ability to provide value."

"VISTA is proud to again sponsor Making Information Pay 2006, which brings key industry players together to ignite future trends and present winning strategies to the publishing industry," said George Lossius, Managing Director of Applications and Technology, VISTA International. "The issues discussed here are vital to successfully use e-commerce, online marketing and innovative business processes for increased sales and profitability."

Making Information Pay 2006 will take place at the Hudson Theater, located in the Millennium Broadway Hotel, 145 West 44th Street, in New York City. Registration is \$75 for BISG Members and \$145 for Non-Members.

Register online at [http://www.bisg.org/conferences/biz3\\_form.html](http://www.bisg.org/conferences/biz3_form.html). Discounted hotel room rates are available to conference attendees. Please visit the BISG website for details.

Making Information Pay is an annual event of the Book Industry Study Group, a publishing trade association whose mission is to create a more informed, empowered and efficient book industry supply chain. Further details can be found on the web at

[http://www.bisg.org/conferences/biz3\\_summary.html](http://www.bisg.org/conferences/biz3_summary.html), or by email at [angela@bisg.org](mailto:angela@bisg.org).

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### **About The Book Industry Study Group**

The Book Industry Study Group, Inc. (BISG) is the industry's leading trade association for policy, standards, and research. Membership consists of publishers, manufacturers, suppliers, wholesalers, retailers, librarians, and others engaged in the business of print and electronic media. For over 25 years, BISG has provided a forum for all industry professionals to come together and efficiently address issues and concerns to advance the book community.

Our member-driven organization uniquely represents all segments of our industry from publishers and e-publishers to paper manufacturers, libraries, authors, printers, wholesalers, retailers and e-tailers, as well as organizations concerned with the book community as a whole.

Learn more about BISG at [www.bisg.org](http://www.bisg.org).

### **About VISTA International**

**VISTA International** is the leading worldwide provider of solutions and services for the publishing industry. VISTA is a committed business partner to publishers, distributors and booksellers supported by our systems throughout the world. Our solutions fit all aspects of the publishing value chain, from author care through production, rights and royalties to warehouse and fulfillment - all integrated in an e-business environment, with full access to the analytical power of Publishing Intelligence.

To complement our comprehensive enterprise solutions, the full range of VISTA services include applications implementation, applications management and hosting services, and publishing-specific business consulting, together with lifetime customer support.

VISTA was founded in 1977 and has offices in Europe, North America and the Asia-Pacific region. Visit us on the web at [www.vistacomp.com](http://www.vistacomp.com).

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