

London, 9th January 2023

IPG creates Virtual Book Showcase for the 2023 London Book Fair

Publishers on the Independent Publishers Guild's collective stands at the 2023 London Book Fair will be able to take part in a new virtual book showcase developed by publisher services company Exact Editions.

Publishers joining the initiative will be able to display up to four books on their own digital 'shelf' in their original print formats. Each will be fully searchable and will drive traffic to a shop link of the publisher's choice. Books will be open access for the duration of the Book Fair, with previews available for a period either side of the event.

Each individual shelf is a sub-collection of books within an umbrella page featuring all publishers' titles, built using the 'Collections' feature of Exact Editions' powerful *Reading Rooms for Books* technology. Users will be able to move easily between sub-collections through the platform's intuitive navigational toolbar.

Click [here](#) to see a prototype of the IPG's Virtual Book Showcase (available until 1st March 2023). Please note that the books included in the prototype are preview-only.

Bridget Shine, Chief Executive of the IPG, said: "We are pleased and proud to be providing this first-of-its-kind multi-publisher virtual book fair showcase. It's a great way to improve the visibility of IPG members' output and help their superb books reach new audiences. With the help of Exact Editions' technology, independent publishers will get the professional display and collective discoverability they deserve."

Daryl Rayner, Managing Director of Exact Editions, said: "Publishers have really got behind this exciting new technology and have integrated it into their own marketing strategies. Book fairs are key dates in the calendar for book promotion and negotiations, and IPG members will benefit from the fact that *Reading Rooms for Books* is expressly designed for time-limited marketing."

About the Independent Publishers Guild:

The IPG is the UK's largest network of publishers. Founded in 1962, it has more than 600 members working across all sectors of independent publishing, and provides them with a wide range of resources, events and services to help them become better businesses.

For more information, please visit: <https://www.independentpublishersguild.com/>

About Exact Editions:

Exact Editions is a digital publishing company based in London. It is a team of producers, developers and designers that turns publications into dynamic, user-friendly digital editions. Exact Editions specialises in digitising content, selling subscriptions and providing streaming solutions across web, iOS and Android platforms. Exact Editions are also the innovators of 'Reading Rooms' technology, so publishers can provide streaming, time-limited, access to digital editions.

For more information, please visit: <https://publisher.exacteditions.com/>



Image 1: Prototype of the IPG Virtual Book Showcase