



BRAZIL

SMALL PUBLISHERS SHOW STRENGTH

Two small Brazilian publishers organized a book fair on a 15-dollar-per-exhibitor budget, reports Carlo Carrenho, of Carrenho Editorial (www.carrenho.com.br) in São Paulo, Brazil.

One week before Christmas, Ricardo Costa and Whaner Endo ate rice and beans at a bistro in São Paulo. Costa is the editorial manager of Editora Candéia, a small Christian publishing house in Brazil, and Endo owns W4 Comunicações, a one-person company that publishes books on music and praise.

It did not take long for their conversation to focus on the difficulties that Brazilian publishers tend to experience in January and February. After all, Brazilians always say, and almost believe, that the year only starts after Carnival, which takes place at the end of Febru-

son's low sales was born.

Costa and Endo waited until Christmas season was over to start working on the first Evangelical Books Discount Fair, which was what the event would be called. The event would include high discounts to the public. The first thing they did was to call colleagues and sell the idea to them. Everyone was very receptive and joined forces to organize the book fair.

Through personal contacts and offers of exhibition space, the organizers secured free

publicity on important community radio stations as well as Christian radio, magazines and websites. Costa then contacted

R.R. Donnelley's Brazilian branch and convinced them to sponsor the fair by printing 1,000 posters



Whaner Endo, of W4 Comunicações, and Ricardo Costa, of Editora Candéia, created and organized the first Evangelical Books Discount Fair in São Paulo.

free of charge. Endo asked the Central Methodist Church in São Paulo to host the book fair in its facilities.

Six weeks after the first move, the fair opened its doors. The cost? Each of the 16 exhibitors paid US\$15 to register and donated a copy of each book on sale. All publishers had only simple tables to show their books, no matter how big their marketing budgets were. Even

big companies, such as the International Bible Society and Editora Vida, Zondervan's Brazilian branch, took part. The space turned out to be too small. Last-minute participants could not enter.

The book fair, held February 21-22, was open from 10 a.m. to 10 p.m. Approximately 600 people came, and it was rare to see someone leaving empty-handed. The result was an atypical combina-

Publishers birth inexpensive sales event.

ary. Between bites, the idea of organizing an affordable event in order to make up for the sea-

tion of good sales from relatively few people.

“Considering the low investment, the sales were good,” said Rogério Guimarães, Mundo Cristão's salesman.

Editora Vida was also satisfied with its sales. Its booth at the fair sold as much as its bookstore during the two days.

The São Paulo Methodist University publishing house, UMESP, had good results. Robson Guimarães, editorial assistant for UMESP,

said, “I did not expect to sell anything, because my public is academic, but the number of books sold was a good surprise.”

Of course, there were also shortcomings. Exhibitors agreed more publicity was needed.

Eduilson Moreira, from the music ministry Vencedores por Cristo, complained that “several churches did not know about the book fair.”

“We did not reach Bible schools and seminaries,” added Costa.



The Central Methodist Church of São Paulo, where the first Evangelical Books Discount Fair took place, saw 600 visitors in two days.

The amount of books sold was a surprise

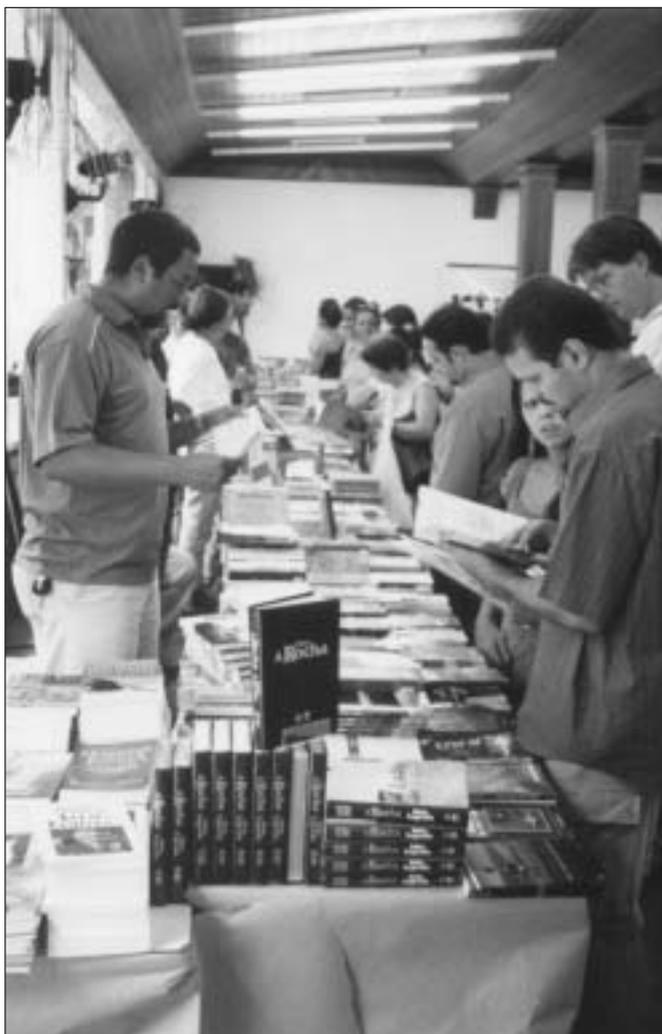
Endo agreed, “I think we made a mistake by printing posters and not flyers to advertise the book fair. Most of the posters we printed were not used after all.”

Despite the shortcomings of this first event, most of the exhibiting publishers saw the Evangelical Books Discount Fair as a very successful idea. There were also some good and unexpected consequences.

“The fair brought Christian publishers

together and allowed them to know each other better,” says Costa.

The discussion has now moved to when the next Evangelical Books Discount Fair will be held. Some talk about making it an annual event; others want it to be done every semester. Either way, everyone agrees that the show must go on. ❖



Simple paper-wrapped wooden tables kept the costs to a minimum at the first Evangelical Books Discount Fair in São Paulo.