

# The Author's ADVOCATE



## Special Newsletter

March 2004

Published exclusively for the authors and associates of  
Infinity Publishing and Buy Books on the web.com

### Book Fair and 5<sup>th</sup> Annual Authors' Conference Sheraton Park Ridge at Valley Forge, PA, October 29 – 31, 2004

Our 5<sup>th</sup> Annual *Express Yourself... Authors' Conference* will be held at the Sheraton Park Ridge at Valley Forge, PA, on October 29 – 31, 2004. Our previous conferences have started early on Thursday afternoon and concluded around noon on Sunday. This year's conference will begin with our registration desk opening at 7:30am on Friday, complementary coffee and danish in the Infinity bookstore. The first general session will begin at 9:00am. This year we will have a Sunday afternoon **Book Fair**—open to the public—in the Sheraton's gala ballroom draped hauntingly in spooky decorations celebrating Halloween.

Your conference registration package will include your **Book Fair** table space assignment and will guarantee you a time spot to do a reading in one of the author's areas. Any self-published authors living in the Delaware Valley area will be welcome to reserve table space and participate for a \$25 registration fee—\$15 for **Infinity** authors not attending the conference. Table space will be reserved and presentation slots will be assigned according to the date your registration is received. We will be attracting a diverse gathering of authors with a wide variety of titles making this a very unique event. Every effort will be made to widely promote the **Book Fair** to the public. Drawings for door prizes will also be held throughout the afternoon.

A full conference registration package is \$639, including meals and lodging at the Sheraton on Friday and Saturday nights. A full package without lodging is \$429. Discounted rooms will also be

available for Thursday and Sunday nights. Early conference registration is the key to not missing opportunities and increasing your benefits such as guaranteeing you a one-on-one consultation with the publishing professional of your choice.

Instead of offering an early registration discount, we are giving appreciation gifts if you register early for this conference. When you register during March 2004, you will receive a voucher for thirty-five of your books with your registration package. If you register in April, you'll receive a thirty book voucher. In May, you will receive twenty-five books. June and July is twenty books. Early registration closes on July 31, 2004.

In the March issue of **Writer's Digest** there is a feature called Scam Alert, and Christine Mersch writes about "*When Conferences Go Bad.*" She warns about the perils of shady conferences that are only staged to fleece the participants. Some conferences love to nickel and dime their attendees with additional charges for consultations, reading fees, etc. For *Express Yourself...*, just get yourself here and we'll treat you right, feed you well, lodge you in a safe creature comfort hotel, and we'll expand your creative mind with a multitude of beneficial ideas for you and your book. We have been doing this for a while, and have made many improvements over the years.

There are a few things this conference *isn't*. This isn't a place for children. This isn't a conference that welcomes soapbox rants or missions of salvations—no nagging or ranting allowed. There isn't

space here for inflated egos—so break wind and check your ego at the door. This certainly isn't a weekend infomercial for Infinity Publishing—our focus is on helping **all** authors to achieve better results with their books. This isn't a platform for presenters to sell you their professional services—although attendees have later hired some of our presenters to help with their books. This isn't a closed-conference, everybody is welcome; writers, authors, agents, editors, proofreaders, book designers, cover artists, publicists, marketing consultants, or anyone interested in learning more about this evolving method of publishing.

Come with a friend or spouse, share a room at the Sheraton and we'll register you both for \$869!!! If you divide it in half, your full packages will cost you \$434.50 each—and you'll have someone to travel and share the conference experience.

This will be my fifth *Express Yourself... Authors' Conference* that I've planned and directed. I know our outstanding presenters will have a host of good ideas for your book. I'm certain that you'll leave on Sunday with many great ideas to help you to promote and market yourself and your book. To register, or if you have any questions, call **Michelle Shane** at 877-BUY-BOOK. We look forward to seeing you in October!!

## Conference Scholarships

**Tom Gregory**, president of **Infinity Publishing**, has decided to award Authors' Conference scholarships to selected **Infinity authors**. "Our conference is open to everyone; however, I want to give scholarships to make it possible for more of our authors to attend and benefit from this conference."

At least 6 full scholarship packages and 6 merit scholarships (\$200 discount) will be awarded to current Infinity authors who want to attend our October 2004 conference. Authors will be responsible for covering their travel and lodging costs. Applying for a conference scholarship is easy, send an email to: [scholarship@infinitypublishing.com](mailto:scholarship@infinitypublishing.com)

In the email include your name, address, phone, your Infinity author identification number from your statement, book title(s) and ISBN(s). Write **250 words** about **what makes your book unique in the market place**, write a **second 250 words** about **how you believe you will benefit from the conference** and include a brief statement that **if you are selected to receive a scholarship you will be able to cover your travel and lodging expenses and you will attend the entire conference.**

Emailed applications for scholarship consideration must be received on or before Wednesday, March 31, 2004. Expect a reply email stating that we received your application. A list of the awarded scholarships will be emailed to all applicants by April 15. All selections are final, non-transferable, non-refundable, and if the scholarship is unable to be used by the recipient, we reserve the right to award the scholarship to the next runner-up.

## Publishing Day POD Panel Virginia Festival of the Book

**Saturday, March 27, 2004**, is **Publishing Day** at the **Virginia Festival of the Book** in **Charlottesville, VA**. I will be representing **Infinity Publishing** on a **POD publishing panel** with representatives from **iUniverse** and **1st Books**. This POD panel discussion will be held in a meeting room at the **Omni Hotel** at **4pm**. Last year many of the break-out session rooms were packed with attendees. All sessions are open to the public free of charge. Visit [www.vabook.org](http://www.vabook.org) for more information. I've heard from several of our authors who are planning on attending. We will have a table in the publishers' area—you'll have the opportunity to talk with booklovers. In our Infinity hospitality room our latest presentation "*Everything About POD Publishing*" can be viewed. We'll also have refreshments. If you are planning on attending, please email me at: [john@infinitypublishing.com](mailto:john@infinitypublishing.com) so I can add you to our list. I am looking forward to seeing you at the festival, and introducing you to other Infinity authors.

Take care and enjoy often...John