

The Author's ADVOCATE



Special Newsletter

September 2009

Published for the authors and associates of Infinity Publishing

A Dozen Dazzling Reasons for You To Attend the Gathering of Authors Valley Forge, Pennsylvania, September 25 – 27, 2009

One of the funny late night talk-show hosts reads a list of ten reasons why something is like it is, or happened the way it did, or whatever works in the listed form of comic relief, sure to hold viewers' attention. Infinity's 10th annual Gathering of Authors, however, has hundreds of beneficial reasons for you to attend, but in the interest of brevity I'll list only an easy dozen dazzling reasons to stimulate your desires to participate in this gala anniversary celebration.

Infinity's Gathering of Authors

A Dozen Good Reasons for Registering NOW:

12. Your books will be on sale in the conference bookstore. Books by all attending authors are on sale, at a discount, in the bookstore, which is open to the public throughout the weekend.

11. You'll avoid the "11th Hour" rush by registering today. Each year there's a surge of authors registering the week of the event – in order to assure you a room at the hotel and space at the conference table, the sooner you register the better. No registrations will be accepted at the door.

10. There's high potential for seeing an instant return on your investment of the registration fee. In honor of this being *Infinity's 10th Express Yourself ... Authors' Conference*, there will be 10 times the number of door prizes usually awarded. The total value of all author oriented door prizes contributed by our presenters, associates and Infinity Publishing, exceeds \$10,000.

9. You can look forward to 3 stress-free days in a nurturing, author-friendly environment. We always strive to joyfully embrace the positive and banish the nasty negative. Relax and enjoy!!!

8. You'll discover the networking truth of what goes around comes around. Networking opportunities with presenters and other authors abound; the variety of valued connections you'll make at Valley Forge will bear a host of fruitful benefits for years, to help advance your writing career.

7. You'll get more bounce for your registration bucks. Infinity goes the extra miles to deliver more than authors expect from their publisher. Likewise, authors attending previous events credit us with delivering more value and take-away benefits than they expected from our conferences. We buck the trend by keeping the cost as affordable for authors as possible. Infinity Publishing is the sole sponsor, and guarantees the event to be commercial free, not-for-profit, no sales pitches allowed!!!

6. Learn to relish the joys of deep-sixing wasted writing efforts. Forget pursuing the myth of writing the perfect book proposal or the attention soliciting query letter, and toss away the boring repeated topics of writer conferences – published authors focus their attention on polishing the promotional pitches of their books to the targeted niches of the book buying masses.

5. Throughout the weekend, you'll feast on 5 fine meals and enjoy tasty snacks too – all in-

cluded in your registration, starting with a banquet dinner Friday evening and concluding with a gala buffet breakfast on Sunday morning.

4. There are no additional fees. However, in the interest of full disclosure, you'll need a few dollars for the networking cash bar before dinner on Friday and Saturday; cash, checks and plastic are accepted for conference bookstore purchases, and to take advantage of the generous offer to have a head-and-shoulder digital photo session with professional photographer **Chad Thompson** for only \$90 – with free-use permission included.

3. One-on-one networking, mini-consultations made easy!!! We usually have between 60 to 90 authors, presenters, publishing associates, special invited guests, and Infinity employees attending throughout the weekend. Clearly our interest is in hosting a congenial gathering of published authors, so everyone can learn from shared experiences – you won't get lost in an overwhelming mob scene of novice author attendees, as at traditional writers conferences. Our focus is on quality, not quantity.

2. Our lineup of highly acclaimed keynoters and presenters are second to none. We are fortunate to have: keynoter **Dan Poynter**, publishing godfather and the author of over 120 books; master internet marketing expert **Jennifer Thompson**; publicity savvy and innovative book marketing pro **Penny C. Sansevieri**; special sales guru **Brian Jud**, the acknowledged expert on successfully tapping into the vast market beyond traditional bookstores; most masterful word weaver **Melanie Rigney**, the editor's editor and former editor of *Writer's Digest*; **Tonya Evans, Esq.**, a working attorney, law professor, and the author of several books about copyright and publishing law. All of our presenters will be with us throughout the entire weekend for attendees to meet with informally.

The **#1 reason** for attending Infinity's 2009 Gathering of Authors that no other conference can claim, is a financial fact: **The price is right!!!** The entire weekend at Valley Forge is only **\$569** – which includes all conference activities, all meals, and lodging Friday and Saturday nights at the Park Ridge Hotel and Conference Center – without lodging, the registration fee is **\$369**.

But wait, there's more!!! I'm going to make this a baker's dozen, with a **13th reason to attend the Gathering of Authors**. I'm cooking up a very special surprise for the Saturday evening banquet keynote presentation. This variation of a successful concept will be expanded upon in ways to hopefully wow and amaze this year's participants.

But wait, there's still more!!! The **14th reason** for Infinity authors to register by Tuesday, September the 8th, is **you'll receive 10 free copies of your Infinity-published book** when you arrive at the Gathering of Authors.

Okay, there you have 14 good reasons to attend, and indeed, I could go on and on listing many more bountiful benefits for participating authors – after all, this will be the 10th Authors' Conference at Valley Forge that I've produced and directed as Infinity's Special Projects Director. However, the **15th reason** is a mutually beneficial take-away – **authors who attended our conferences sold more books than authors who did not**. This is especially important because Infinity earns its profits by selling books – so we both win!!!

For more information about our 2009 Gathering of Authors please visit www.authorsconference.com. I'm available for your specific questions via email at John@InfinityPublishing.com.

On a personal note: Due to a bit of a complication after my nose reconstruction surgery in June, I will undergo another operation in October. Worry not, I'll be in fine form for Valley Forge. After our conference last year, I was invited by the **International Food Wine & Travel Writers Association** to be a speaker on a 7-day Mexico cruise, sailing out of San Diego early in January. Thusly, **LinDee Rochelle** and I were able to host a buffet dinner for our authors in the San Diego area, the Friday evening before I sailed south on the Holland-America cruise ship. And, they invited me to participate again, as a speaker on their 2010 cruise sailing out of Fort Lauderdale, FL, on Saturday, January 9. Plans are in the works to host an informal dinner gathering on the 8th for Infinity authors in that area. Watch *The Author's Advocate* for details.

Have a sensational September!!! Enjoy often...John

Infinity Publishing's 10th Annual *Express Yourself...*TM

Gathering of Authors

Friday, September 25 – Sunday, September 27, 2009

Park Ridge Hotel and Conference Center, Valley Forge, PA

REGISTRATION FORM

CREDIT CARD USERS MAY FAX FORM TO: 610-941-9959 OR MAIL WITH CHECK OR MONEY ORDER TO:
INFINITY PUBLISHING, 1094 New DeHaven St., Suite 100, West Conshohocken, PA 19428

PLEASE PRINT CLEARLY AND COMPLETE ALL INFORMATION

If you need assistance registering or have any questions please call: 877-BUY-BOOK (877-289-2665)

FIRST NAME MIDDLE INITIAL LAST NAME

STREET ADDRESS APARTMENT #

CITY STATE ZIP CODE COUNTRY

DAYTIME PHONE EVENING PHONE MOBILE PHONE E-MAIL ADDRESS

ESTIMATED ARRIVAL TIME AND DATE ESTIMATED DEPARTURE TIME AND DATE MODE OF TRANSPORTATION

NAME OF SPOUSE / GUEST OR AUTHOR SHARING LODGING COMPANY / ORGANIZATION (if applicable)

AUTHORED TITLE OR WORK-IN-PROGRESS PUBLISHED BY

AUTHORED TITLE OR WORK-IN-PROGRESS PUBLISHED BY

Please use reverse side to list additional titles by author currently in print, and print clearly.

Special room needs _____ Schedule Head & Shoulder Photo: Yes No Maybe

Gathering of Authors Registration Fees

Cost

Full Package includes 2 nights lodging, all meals, and activities \$ 569.00

Full Package *without lodging* includes all meals and activities \$ 369.00

Author's Spouse/Guest or another Author includes all meals and sharing lodging \$ 369.00

Author sharing room must register separately noting who the primary author they are rooming with is.

Half day and one full day conference, with lodging and meals Friday OR Saturday night \$ 469.00

Saturday only (no lodging) includes meals and activities \$ 299.00

Extra nights lodging at \$119 per night Thursday Sunday \$ _____

Special Book Publishing package – valid with Full Package registrations only \$ 299.00

Attendees who have a book in progress when they register can publish at this prepaid discount price now or before the first day of the 2010 conference. Books submitted before September 1, 2009, will be available as published books or as Advance Reading Copy proof-book for the Gathering of Authors.

Total of above checked items: \$ _____

3-Payment registration plan: Total divided by 3 is \$ _____ due before **July 1, 2009**;

second payment is due by **August 1, 2009**, and third payment is due by **September 1, 2009**

Registration payment method: Visa MasterCard Discover Check /MO Amount Paid \$ _____

Card Number _____ - _____ - _____ - _____ Expiration date ____/____ Code _____ Billing Zip Code _____

Name on card _____ Cardholder signature _____