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**O.J.'s *If I Did It* Publisher to speak at Authors' Conference  
Infinity Publishing hosts the soon to be legendary, Eric Kampmann**

**WEST CONSHOHOCKEN, PENN.—September 15, 2007—** Controversy sells books. Knowing this, Eric Kampmann, president of Beaufort Books, seized the moment and published O.J. Simpson's *If I Did It: Confessions of the Killer*. What, besides celebrity sensationalism sells books? Kampmann responds September 28-30 at Infinity Publishing's "Express Yourself ..." Authors' Conference.

No doubt, anticipation will be high to hear the man speak, who not only stirred up a publishing hornet's nest, but released the book ahead of schedule. It currently ranks #1 on Amazon.com and Barnesandnoble.com. The Sheraton Park Ridge in Valley Forge, Pa., is the site of the Friday night banquet where Kampmann will speak, and Infinity's eighth annual weekend event. The dinner is offered to the public as a solo feature for \$35. Networking, a cash bar and hors d'oeuvres begin the evening at 6:00p.m. Special reservations are available through Alex Hawley, 610-941-9999 (877-289-2665), or [alex@infinitypublishing.com](mailto:alex@infinitypublishing.com).

This will be one of the first opportunities for the public to meet Kampmann, since publishing the book that quotes a high-profile forensic scientist on its Web site ([Confessionsofthekiller.com](http://Confessionsofthekiller.com)) referring to *If I Did It* "as a textbook case of the mind of a murderer." Kampmann will be introduced by marketing/media relations specialist, Penny Sansevieri, following her presentation, "A Look Inside Penny's Wild and Wacky World of Author Marketing."

Kampmann will make additional appearances throughout the conference that winds up with a Sunday brunch and "Ask the Experts" Panel. Other features at the Authors' Conference dissect the publishing industry for attendees, with tips on Internet marketing, editing, book promotions, and cover design, as well as the bright future of author-originated publishing.

Writer's Day, a proactive workshop on September 27, precedes the conference (separate registration required) and includes writing tips and techniques, a networking hour, and a critiquing session. Several affordable conference options are available for attendees from \$119 to \$699 that include one-on-one discussions with industry experts and a special book publishing discount, with full registration.

Infinity Publishing celebrates ten years (1997-2007) as a highly-respected, author-originated publishing company, with more than 4,500 titles in print. For more information, or request for interview, call John F. Harnish, Authors' Conference Co-Director, 610-626-2436.