



Bloomington Theatre and Art Center Writers' Festival and Book Fair 9th Annual Celebration of the Literary Arts



Saturday, March 24, 2012, 9:30 am-5:00 pm

Bloomington Center for the Arts - 1800 W. Old Shakopee Rd, Bloomington

You are invited to:

- Participate as a resource for aspiring writers
- Share your expertise with local writers
- Meet and greet local published authors and writers
- Market your organization to local writers

The Writers' Festival and Book Fair connects budding and established writers with published authors and other experts in the field to share information, techniques, skills and resources.

→ **FREE AND OPEN TO THE PUBLIC** ←

- 10:30am – 3:30pm **BOOK FAIR / BOOK SIGNINGS / AUTHOR READINGS**
featuring local and regional authors and resources for writers.

Vendor Information: Space is limited and is filled on a first-come, first-served basis.

- ✓ Festival will provide table, sign and chairs.
- ✓ Vendors must be set up by 10:30 am and stay until 3:30 pm
- Pay a \$35 fee for a full display table, or \$20 for half a display table. Attach your table registration fee to your Vendor Agreement Form.
- Should have samples of their products for patrons to explore, and bring a lot of marketing materials.
- May sell their products. All vendors must have a current ST19 form on record with the organizers of the event—even if you are not selling a product.
- Need to provide their own cash box for the event and collect their own sales tax on all products sold.
- ✓ Email a brief description (75 words or less) of your organization and the services you provide to Lpettit@gowebway.com.
- ✓ Attach a completed form ST19 to your application *even if you will not be selling* at the event. **Forms are available at www.taxes.state.mn.us/forms/st19**
- ✓ To attend keynote, workshops and panels at \$12 each, and/or to order lunch, pre-register **after Nov. 20 but before March 21.**
 - Online at www.bloomingtonartcenter.com
 - Phone at 952-563-8587

Please return the completed Agreement Form to reserve your table space by **January 15, 2012** to Bloomington Art Center, Bloomington Center for the Arts, 1800 West Old Shakopee Road, Bloomington, MN 55431 952-835-5227 • lp Pettit@gowebway.com

Keynote, Workshop and Panels Schedule—by reservation—\$12 each

9:30am – 10:30pm KEYNOTE SPEAKER: Pat Proft
Comedian, actor, television and film screenwriter
This Writer's Life – \$12



- **11:00 - 5:00pm WORKSHOPS & PANELS**—each one-hour long, \$12 each.
Pre-registration required. See website or catalog.
www.bloomingtonartcenter.com

11:00 - 12:00pm

Proft on Screenwriting

Pat Proft

From Manuscript to Book Store: What Every Author Needs to Know

Tom Keyes

Building a Platform of Readers Who Will Buy Your Books

Linda Anderson

A Way With Words: A Creative Process

Marge Barrett

MediaSpeak™ For Authors—Individual Coaching

Roshini Rajkumar

11:00 - 12:30pm

Children's Book Illustration as Performance Art

Chuck Hues, The Art Guy

1:00 - 2:00pm

I Could've (Should've) Written That Screenplay

Joyce Rosenblad

Evolution of E-books

Dorie McClelland

Website 101: Your First Website for Under \$20

Austin Masee

Writing Prose Poems

Marge Barrett

MediaSpeak™ for Authors—Individual Coaching

Roshini Rajkumar

Illustrating Books (Panel)

Connie Anderson, Betsy LePlatt

Marilyn Brown, Ute Buehler

2:30 - 3:30

Bones Behind the Flesh: Researching a Novel in the Digital Age

Mark Munger

Agents 101

Dawn Frederick

How Do I Promote My Book to the Media?

Sara Lien

Art of Writing the Personal Essay

Dennis Stockdale

Publishing Children's Books

Mary Bleckwehl, Annette Gagliardi

Lynn Garthwaite, Patrick Mader

4:00 - 5:00 pm

Feeling the Past—Being Present

Sheryl Hill

Speak for Yourself

Tammy Laurent

Authors & Content Marketing: A Perfect Match

Pam Muldoon

Is Writing a Play Your Thing

Cynthia Holm

Future of Publishing (Panel)

Chris Fischbach (*Coffee House Press*), Dawn Frederick

(*Red Sofa Literary*), Susan Doerr (*University of Minnesota Press*), Laurie Harper

(*Author Biz Sense*), Ethan Rutherford, (*Milkweed Press*), Jordan Wiklund (*Creative*

Publishing International)

- **11:30am – 1:30pm LUNCH—\$12. Must be pre-ordered.**

Vegetarian wrap, Turkey wrap, Turkey on whole wheat,
Turkey on gluten-free bread, Roast beef on white

Pre-registration required; space limited. Pre-order lunch and classes after Nov. 20 but before March 21 online at www.bloomingtonartcenter.com or call 952-563-8587

Bloomington Theatre and Art Center Writers' Festival and Book Fair Vendor Agreement Form

Please type or print the following information:

Name _____

Street _____

City _____ State _____ Zip _____

Phone: _____ Email _____

Website: _____

Please Check Type of Work

- Publisher Indexer Writer's Group Editing Services
 Writing Classes Workshops Creativity Classes Coaching Illustrator
 Marketing/Publicity Agent Book Design Other _____

Please attach a list of your services, a description of your business and your registration fee.

Please Check All That Apply.

- I wish to be considered for a full vendor's table at the festival at \$35
 I wish to be considered for half a table at \$20
 I have emailed my information about my business or organization
 Attached is my \$35 or \$20 table fee – [Make checks payable to BTAC](#)
 I will have ___ people to assist me at my table.
 Attached is my form ST19
 I accept these terms

Questions? Contact Kate Pettit at 952-835-5227 or lpettit@gowebway.com

Signature of participant _____ Date _____

Please return by **January 15, 2012** to the Bloomington Theatre and Art Center,
Bloomington Center for the Arts, 1800 West Old Shakopee Road, Bloomington, MN 55431