

Heartland Fall Forum 2018



Author Placement Opportunities
 The Depot • Minneapolis, MN • October 3-5
www.HeartlandFallForum.org

The following is a list of all author placement opportunities at HFF18.

Please pitch your authors via the event instructions on our website at heartlandfallforum.org/authors.
 All books shipped to our advance warehouse are assessed a drayage fee. See our website for information.

Thursday, October 4			
9:00-9:45 am	Marquee Author Keynote Pitch a marquee keynote author for a one-author event, or a complimentary pair/series of authors for a multiple-author conversation. Pitch seasoned authors who understand the indie market and will attract and entertain booksellers.	300 comp galleys \$1,000 placement fee per author	Sponsorship is available.
1:30-2:30 pm + time after on the show floor	Moveable Feast We accept 40 exciting and well-spoken authors for a high-energy speed-dating lunch with booksellers. Pitch only charismatic authors who will enjoy the format. New: We request Feast authors stay after the event to sign books on the show floor.	200 comp galleys \$500 placement fee	Sponsorship is available.
7:00-9:00 pm	Adult Author Dinner Pitch an author for one of multiple keynote spots. Pitch seasoned authors who understand the indie market and will attract and entertain booksellers.	200 comp galleys \$1,000 placement fee includes one full table of meal tickets	Sponsorship is available.
Friday, October 5			
9:30 am-12:30 pm	Author Lounge Book Signing A central area of the show floor will be set up as a lounge with coffee, chairs, and a series of 16 authors signing books in half-hour increments throughout the day.	100 comp galleys \$100 placement fee	Sponsorship is available.
9:30 am-12:30 pm	In-Booth Signing Publishers can choose to host author book signings within their own booth. The placement fee is for marketing the signing on our website, in our program, and in our social media.	Book quantity is up to you. Send with your booth materials. \$100 placement fee	NA
8:00-9:15 am	Children's Author Breakfast Pitch an author for one of multiple keynote spots. Pitch seasoned authors who understand the indie market and will attract and entertain booksellers.	200 comp galleys \$1,000 placement fee includes one full table of meal tickets	Sponsorship is available.
2:15-3:00 pm	Marquee Author Keynote Pitch a marquee keynote author for a one-author event, or a complimentary pair/series of authors for a multiple-author conversation. Pitch seasoned authors who understand the indie market and will attract and entertain booksellers.	300 comp books \$1,000 placement fee per author	NA
3:15-4:00 pm	Sci-Fi and Fantasy Author Panel AND Graphic Novel Author Panel These panels features genre authors who are experts in their field talking about the state of the genre, including sales tips, key titles/authors, etc.	\$250 placement fee Books optional based on author	NA
4:00-6:00 pm	Closing Reception We accept up to 25 authors for a fun, nontraditional book signing reception. The event features complimentary food and raffle prizes donated by publishers.	200 comp books \$250 placement fee	Sponsorship is available.
Additional Ideas			
Cookbooks Send us ideas for featuring your cookbook authors' recipes at a reception, break, or meal event. We work with hotel staff to feature the recipes while the publisher covers the cost.			
Nonfiction We're always interested in experts who can lead a session on topics such a creativity, business, success, time management, local economies, etc.			