

For Moveable Feast Authors

2023 Heartland Fall Forum • Friday, October 20 • Detroit Marriott at the Renaissance Center

Pre-event author lunch	11:00 am-12:15 pm	Joliet A & B (5th floor)
Moveable Feast	12:30 pm-2:00 pm	Mackinac (5th floor)

Welcome! The Moveable Feast is designed to introduce 36 exciting authors and their forthcoming books to independent booksellers. As a participating author, you'll visit 7 tables of booksellers in increments of 10 minutes, sharing the speaking time with your author partner, to pitch your new book to booksellers as they have lunch. You'll have a great time and also make new friends.

- You are paired with a complimentary author and travel the feast together, so be mindful of your partner and share the 10 minutes equally. A voice signal will be given at the 5-minute mark.
- Each table will seat 7 independent booksellers. Remember your crowd (i.e., avoid support for online book sales behemoths).
- At each table, introduce yourself in relation to your book, tell a few stories about the book, how it came to be, comparable books, etc.
- Knowing an author 1) encourages a store to stock that book, and 2) makes it easier to handsell that book, so simply personalizing your title is what works best. Don't dive into the minutiae of the writing process. Think of this entire experience as engaging in fun dinner party conversation.
- Feel free to use the Feast as an opportunity to talk to booksellers about hosting an event in their store; make the initial connection, swap business cards, and take the conversation to after the event or email.
- Please do everything you can to be on time for the events listed here. We need to account for all 36 authors during a very busy show.

Props: Bring a copy of your book or galley to carry with you during the event so booksellers can see the book as you talk. Bring business cards, postcards, or, if you wish, a flyer with your contact info and social media. Bring something to write on in case you need to jot down any information.

Event plan

1. Enjoy the pre-event lunch with all attending authors. Head to Joliet A & B at 11:00 am to enjoy complimentary lunch with all event authors. Introduce yourself to your partner and have a chat. Decide who will speak first during the table rotations (it's arbitrary). Review your table assignments (below) so you know the numbers of the 7 tables you'll be visiting. Heartland staff will be here to share logistical announcements and we'll take a group photo.
2. Move to Mackinac. **Please be in your seat at the first table assigned to you by 12:25 pm sharp.** At your assigned table, sit at one of the two seats with a no place setting (i.e., no meal), and booksellers will file in. The emcee will do roll call and introduce all authors, then there will be an alert when the first rotation officially begins. Listen for the halfway mark to know when to share the time with your author pair. Listen for the rotation alert to move to the next table. After 7 tables, you're done! Please stay in Mackinac for additional group photos.

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Table #	1 st rotation	2 nd rotation	3 rd rotation	4 th rotation	5 th rotation	6 th rotation	7 th rotation
1	Donna Hemans Martina McGowan	Kiel Phegley Rekha Rajan	Andrew J. Graff Amanda Flower	Violet Lemay Will Hillenbrand	Meriam Metoui Brittany Means	RS Deeren Jeremy Norton	Michelle Collins Anderson Emily Bain Murphy
2	Sherri Winston Bea Jackson	Donna Hemans Martina McGowan	Kiel Phegley Rekha Rajan	Andrew J. Graff Amanda Flower	Violet Lemay Will Hillenbrand	Meriam Metoui Brittany Means	RS Deeren Jeremy Norton
3	Kate Chenli Christian Klaver	Sherri Winston Bea Jackson	Donna Hemans Martina McGowan	Kiel Phegley Rekha Rajan	Andrew J. Graff Amanda Flower	Violet Lemay Will Hillenbrand	Meriam Metoui Brittany Means
4	Keith Taylor Carla Ketner	Kate Chenli Christian Klaver	Sherri Winston Bea Jackson	Donna Hemans Martina McGowan	Kiel Phegley Rekha Rajan	Andrew J. Graff Amanda Flower	Violet Lemay Will Hillenbrand
5	Rachel DiNunzio Philip C. Stead	Keith Taylor Carla Ketner	Kate Chenli Christian Klaver	Sherri Winston Bea Jackson	Donna Hemans Martina McGowan	Kiel Phegley Rekha Rajan	Andrew J. Graff Amanda Flower
6	Amanda Barratt Rowan Beard	Rachel DiNunzio Philip C. Stead	Keith Taylor Carla Ketner	Kate Chenli Christian Klaver	Sherri Winston Bea Jackson	Donna Hemans Martina McGowan	Kiel Phegley Rekha Rajan
7	Christina Wyman Marc Colagiovanni	Amanda Barratt Rowan Beard	Rachel DiNunzio Philip C. Stead	Keith Taylor Carla Ketner	Kate Chenli Christian Klaver	Sherri Winston Bea Jackson	Donna Hemans Martina McGowan
8	Holly Wilson Nicole Tersigni	Christina Wyman Marc Colagiovanni	Amanda Barratt Rowan Beard	Rachel DiNunzio Philip C. Stead	Keith Taylor Carla Ketner	Kate Chenli Christian Klaver	Sherri Winston Bea Jackson
9	Kamilla Benko Kaci Bolts	Holly Wilson Nicole Tersigni	Christina Wyman Marc Colagiovanni	Amanda Barratt Rowan Beard	Rachel DiNunzio Philip C. Stead	Keith Taylor Carla Ketner	Kate Chenli Christian Klaver
10	Rebecca Mix Eddie Chuculate	Kamilla Benko Kaci Bolts	Holly Wilson Nicole Tersigni	Christina Wyman Marc Colagiovanni	Amanda Barratt Rowan Beard	Rachel DiNunzio Philip C. Stead	Keith Taylor Carla Ketner
11	John Young Shelley Shepard Gray	Rebecca Mix Eddie Chuculate	Kamilla Benko Kaci Bolts	Holly Wilson Nicole Tersigni	Christina Wyman Marc Colagiovanni	Amanda Barratt Rowan Beard	Rachel DiNunzio Philip C. Stead
12	Josef Bastian Aimée M. Bissonette	John Young Shelley Shepard Gray	Rebecca Mix Eddie Chuculate	Kamilla Benko Kaci Bolts	Holly Wilson Nicole Tersigni	Christina Wyman Marc Colagiovanni	Amanda Barratt Rowan Beard
13	Michelle Collins Anderson Emily Bain Murphy	Josef Bastian Aimée M. Bissonette	John Young Shelley Shepard Gray	Rebecca Mix Eddie Chuculate	Kamilla Benko Kaci Bolts	Holly Wilson Nicole Tersigni	Christina Wyman Marc Colagiovanni
14	RS Deeren Jeremy Norton	Michelle Collins Anderson Emily Bain Murphy	Josef Bastian Aimée M. Bissonette	John Young Shelley Shepard Gray	Rebecca Mix Eddie Chuculate	Kamilla Benko Kaci Bolts	Holly Wilson Nicole Tersigni
15	Meriam Metoui Brittany Means	RS Deeren Jeremy Norton	Michelle Collins Anderson Emily Bain Murphy	Josef Bastian Aimée M. Bissonette	John Young Shelley Shepard Gray	Rebecca Mix Eddie Chuculate	Kamilla Benko Kaci Bolts
16	Violet Lemay Will Hillenbrand	Meriam Metoui Brittany Means	RS Deeren Jeremy Norton	Michelle Collins Anderson Emily Bain Murphy	Josef Bastian Aimée M. Bissonette	John Young Shelley Shepard Gray	Rebecca Mix Eddie Chuculate
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