

## For Moveable Feast Authors

2019 Heartland Fall Forum • Friday, October 4 • Cleveland Renaissance, Ohio

<b>Pre-event author lunch</b>	<b>11:30 am-12:30 pm</b>	<b>Brasserie (first floor; hotel lobby is on the second floor)</b>
<b>Moveable Feast</b>	<b>12:30 pm-2:00 pm</b>	<b>Gold (3rd floor)</b>



Welcome! The Moveable Feast is an extremely fun event for everyone. It is designed to introduce booksellers to 40 exciting authors and their forthcoming books. As a participating author, you'll visit 7 tables of booksellers in increments of 10 minutes, sharing that 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 please be mindful of your partner and share the 10 minutes equally. A signal will be given at the 5-minute mark
- Each table will seat between 6 and 8 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 email
- Please do everything you can to be on time for the events listed here. We need to account for all 40 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. We likely cannot give you books the day of the event! 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.

### What you need to do

#### **1. Sign your books before the event (if you can)**

One highlight of the Feast for bookseller attendees is receiving bags of signed books from all authors after the event is done. That means you need to sign your books **no later than 9 am, Friday, Oct 4**. Here are your options.

- *Best option.* Come to the Renaissance on Thurs, Oct 3 to sign books. The book room ("Exhibit Hall") is open for signing from 7:00 am-7:00 pm.
- *Second option.* If you can't make it Thurs, come to the book room between 7:00 am and 9:00 am on Fri. The earlier you come, the better! Our staff has to stuff bags with all 40 authors' books, so there is a lot to coordinate before the event begins and might have to stop pre-signing if it's too late.

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- If you simply cannot arrange the pre-signing, don't worry. It's a nice added touch, but not mandatory.

### 2. Enjoy the pre-event lunch with all attending authors

Head to Brasserie at 11:30 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. Carrie, the show director, will be here to share logistical announcements for all, and we'll take a group photo.

### 3. Move to the Gold

**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!

### 4. Take books if there are leftovers

Every year, the authors enjoy each other's company, so we've asked for extra books to share with you. After the event is done, feel free to stop by the book room to see what books are available. Remember, galleys are complimentary from publishers, and are used for marketing, so tweet the heck out of these authors and titles.

### Estimated schedule

12:30-12:45	Emcee welcomes the crowd and introduces the authors; Ingram sponsorship remarks
12:45-12:55	First rotation
12:55-1:05	Second rotation
1:05-1:15	Third rotation
1:15-1:25	Fourth rotation
1:25-1:35	Fifth rotation
1:35-1:45	Sixth rotation
1:45-2:00	Seventh rotation

**TABLE ASSIGNMENTS TO COME**  
**To be shared before the event if we have them, but**  
**might be shared the day of the event, too**