

San Francisco Writers Conference EXHIBITOR TALKS SCHEDULE

EXHIBITOR TALKS are open to the public
in the California Room of the Mark Hopkins Hotel



FRIDAY Feb. 16, 2018 Exhibits open from 9 a.m. to 6 p.m.

9.00 a.m. **Is There Really a Blockchain for Books?**

Publica CEO Josef Marc Publica is a worldwide instant-pay distribution channel for books.

10.00 a.m. **Likes to Loves:** Algorithms for sustainable income as a writer

Lulu Press; Lulu Marketing Team Chelsea Bennett and Lali Szumowski

11.00 a.m. **Opening the Gates of Book Publishing:** Self-Publishing 101

Gatekeeper Press; GP President Rob Price

2.00 p.m. **How to Write a Bullshit-free Memoir that Publishers Will Love**

Carly Gelsinger Creative Services, LLC; owner Carly Gelsinger

3.45 p.m. **Where do writers get story ideas?**

WNBA Brenda Knight/ Marylee McDonald/ Mary Volmer

4.45 p.m. **Everything You Need to Know About Audiobooks (for Authors).**

Verity Audio Productions; Cory Verner

SATURDAY Feb. 17 Exhibits open from 9 a.m. to 6 p.m.

9 a.m. **Leaving the 'Writer-Lonlies' Behind**

California Writers Club: longtime member Tim Jollymore

10.00 a.m. **The Mysterious and Wonderful World of Ingram**

IngramSpark; Director of IngramSpark Robin Cutler

11.00 a.m. **The Business of Books:** Understanding Your Publishing Options

IBPA-Independent Book Publishers Association; IBPA CEO Angela Bole

2:00 p.m. BINC **What is BINC** and what does it do?

BINC is the nonprofit beneficiary of a portion of the SFWF AUCTION.

3.00 p.m. **Distribution for Self-Published Authors:** Getting your book into independent bookstores

DartFrog Books; DartFrog founder Gordon McClellan

4.00 p.m. **Build a stronger fanbase:** Leverage community-building tactics to deeply engage with your readers.

BetaBooks; BetaBook's Paul Kilpatrick

SUNDAY Feb. 18 Exhibits open from 9 a.m. to 1 p.m.

10.00 a.m. **Three Ways Romance Writers of America Can Change Your (Writing)**

Romance Writers of America Stacy Finz, Chole Adler, R.L. Merrill

11.00 a.m. **Make it Memorable!** Five Secrets to Being on the Keeper Shelf

Jen Graybeal Editing Services Jen Graybeal