

The real truth – one which successful genre writers and devoted genre fans know – is that genres liberate writers, giving them a focus, relieving them of some burdens, and allowing them to play to their strengths and interests. A genre can unleash your creativity, once you get a clear sense of how it empowers you.

Michael A. Arnzen

A promotional banner for Genre Con 2017. The background is a solid magenta color. On the left, there is a circular graphic containing a rocket ship, a couple embracing, and a woman with red hair. The text 'GENRE CON' is written in large, bold, teal letters across the center of the circle, with '2017' in a smaller red font below it. To the right of the graphic, the text '10-12 NOVEMBER 2017' is written in large, bold, white letters. Below this, 'STATE LIBRARY OF QUEENSLAND' is written in a smaller white font. The website 'GENRECON.COM.AU' is displayed in a bold, orange font. At the bottom right, there are two logos: the Queensland Writers Centre logo, which features a stylized white 'W' and the text 'QUEENSLAND WRITERS CENTRE', and the Australian Writer's Marketplace logo, which features the text 'the australian WRITER'S marketplace' in a mix of lowercase and uppercase fonts.

**Sponsorship and Advertising
Opportunities**

about GenreCon



GenreCon is a national conference celebrating Australian genre fiction. Since 2012, GenreCon has brought together diverse communities of genre writers under one tent to explore writing craft, discuss the business of writing and publishing, and get specialist knowledge to feed their stories.

Genre fiction is the source of many of our most enduring stories and it bridges media such as film, games, and comic books in addition to literature. We've started GenreCon to celebrate Australian creators of genre works and the contributions they've made to the literary landscape, and to foster the next generation of genre writers as they build their careers.



the
australian
WRITER'S
marketplace

Presented by...

GenreCon is a national conference celebrating Australian genre fiction. Now in its fourth year, GenreCon brings together diverse communities of genre writers under one tent to explore writing craft, discuss the business of writing and publishing, and get specialist knowledge to feed their stories.

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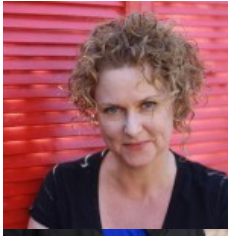
The Australian Writer's Marketplace is Australia and New Zealand's only comprehensive guide to the writing industry, providing information and guidance to writers seeking publishing opportunities. We support writers through our publications, website, and events run at writers festivals around Australia.

Organisers

Peter Ball has been the convener of GenreCon since its foundation in 2012. His SF and fantasy short fiction has been published in *Strange Horizons*, *Apex Magazine* and the Harper Voyager anthologies *Dreaming Again* and *Year's Best SF 15*. In 2009, he won the Aurealis Award for Best Science Fiction Short Story. His faerie-noir novellas, *Horn* and *Bleed*, were published by Twelfth Planet Press and he is the author of the Flotsam series from Apocalypse Ink Productions.

Jackie Ryan is the Queensland Writers Centre's Program Manager. She is also the writer and designer of the Aurealis Award-winning [Burger Force](#) comic book series, and the founding and commissioning editor of comedy writing and performance collective [The Fanciful Fiction Auxiliary](#). Her book, *We'll Show The World: Expo 88*, is out in 2018 through UQP. She holds a PhD in history and political science and is an honorary research fellow at The University of Queensland.

GenreCon is also supported by Queensland Writers Centre's talented team of creative professionals, many of whom are also emerging genre writers.



International Guests

Nalini Singh is the New York Times, USA Today, and internationally bestselling author of the *Psy-Changeling*, *Guild Hunter*, and *Rock Kiss* series. Born in Fiji and raised in New Zealand, she was first published in 2003. Her books have sold over six million copies worldwide and have been translated into more than twenty languages, including German, French, Japanese, and Turkish. Her most recent releases (as of January 2017) are: *Allegiance of Honour*, *Wild Embrace*, and *Archangel's Heart*.



Delilah S. Dawson writes the *Ladycastle* comic series for BOOM! Studios. As a novelist, she's the author of *Star Wars: The Perfect Weapon* and *Scorched*, the dark fantasy *Blud* series, the YA thrillers *Hit* and *Strike*, YA horror *Servants of the Storm*, various short stories, and The Shadow series, a fantasy Western written as Lila Bowen and beginning with *Wake of Vultures*. She's won three RT Book Awards and teaches writing online at LitReactor.com. Delilah lives in the north Georgia mountains with her family and hangs out online at whimsydark.com and on Twitter, [@delilahsdawson](https://twitter.com/delilahsdawson).

Australian Guests



Amy Andrews is a multi award-winning, USA Today best-selling Aussie author who has written over sixty contemporary romances in both the traditional and digital markets. She's sold two million books and been translated into over a dozen different languages.

Amy worked as a registered nurse for twenty-six years mostly in the paediatric intensive care field. She spent six years on the national executive of Romance Writers of Australia including a two year term as president and after many years unofficially mentoring emerging writers, started her own manuscript assessment business which specialises in genre fiction.



Angela Slatter has won a World Fantasy Award, five Aurealis Awards, and was the first Australian to win a British Fantasy Award. She's published eight story collections (including *Sourdough and Other Stories* and *The Bitterwood Bible and Other Recountings*), has a PhD, and occasionally teaches creative writing. Jo Fletcher Books published her debut novel, *Vigil*, in 2016, with its sequels, *Corpselight* and *Restoration*, coming in 2017 and 2018 respectively.

Angela was one of the inaugural Queensland Writer Fellows in 2013/4 and the Katharine Susannah Prichard Established Writer-in-Residence in 2016. She blogs about shiny things that catch her eye here www.angelaslatter.com and she can be found on Twitter [@AngelaSlatter](https://twitter.com/AngelaSlatter).



Claire Coleman is a writer from Western Australia. She identifies with the South Coast Noongar people. Her family are associated with the area around Ravensthorpe and Hopetoun. Claire grew up in a Forestry's settlement in the middle of a tree plantation, where her dad worked, not far out of Perth. She wrote her black&write! fellowship-winning manuscript *Terra Nullius* while travelling around Australia in a caravan.

Emma Viskic is an award-winning Australian crime writer. Her critically acclaimed debut novel, *Resurrection Bay*, won the 2016 Ned Kelly Award for

Best First Fiction, as well as an unprecedented three Davitt Awards: Best Adult Novel, Best Debut, and Readers' Choice. *Resurrection Bay* was iBooks Australia's Crime Novel of 2015.

Also a classical clarinetist, Emma's musical career has ranged from performing with José Carreras and Dame Kiri Te Kanawa, to busking in the London Underground. The second novel in the Caleb Zelic series, *And Fire Came Down*, will be out September 2017.



Sean Williams is an award-winning, #1 New York Times-bestselling author of over forty novels and 100-plus stories. As well as his original fiction for adults, young adults and children, he has worked in universes created by other people, such as *Star Wars* and *Doctor Who*. He also enjoys collaborating, most recently with Garth Nix on the first book of their new series, *Have Sword, Will Travel*. He has a PhD in the literary use and misuse of teleporters, which feature in his Twinmaker series—"a gripping sci-fi story of friendship, identity + accidentally destroying the universe" (Amie Kaufman).



Dan Findlay is a historian by training and a writer for kids by trade. Dan has over ten years' experience editing Australia's leading youth magazines. He also has over a decade of freelance experience as a writer and photographer for *Rolling Stone* as well as contributing the odd music story to the *Sydney Morning Herald* and writing for a wide variety of other pop culture titles. *Year of the Orphan* is his first novel.

conference venues

The State Library of Queensland will host GenreCon 2017, offering exclusive use of Level 2 venues.



The centrally situated Queensland Terrace will provide a unified and glamorous home base for attendees, with all break-out rooms located nearby on the same level. Providing state-of-the-art facilities, SLQ welcomes the GenreCon tribe into the heartland of Queensland's premier cultural precinct.

The conference concourse offers plenty of opportunities for partners to display their banners and promotional collateral. Other features we have arranged for the conference venue include:

- Independently-operated bookstore for attendees to purchase titles by guest speakers and other Australian genre writers.
- A central area for relaxed social gatherings during meal breaks.
- Free wireless internet ensuring strong social media amplification of the event.

program overview

Friday 10 November 2015

Conference Day 1

Genre Worlds conference: hosted in partnership with the Genre Worlds research project, GenreCon is proud to present a full day of presentations from leading genre academics from around Australia

Workshops : half-day workshops offering intensive creative and professional development for genre writers

Welcome Reception

- Exclusive sponsorship opportunity.
- Introducing guest speakers, academics, partners and publishing professionals.

Saturday 12 October 2013

Conference Day 2

240 emerging and established genre writers from across Australia will enjoy professional and artistic development as well as industry knowledge:

- Plenary session (morning) featuring keynote presentations by Nalini Singh, Claire Coleman, and Angela Slatter.
- Plenary session (afternoon) featuring attending editors and agents talking about the way genre is used in publishing and bookselling.
- Breakout sessions (three streams including workshops & panels).
- Formal publisher/agent pitch sessions.
- Informal socialising and book signings during the fully-catered morning, lunch and afternoon tea breaks.

Mods & Monsters Conference Dinner

- Exclusive branding opportunity.
- Pre-dinner drinks, 2 course dinner and entertainment, including a keynote address from Delilah S. Dawson.

“Mods & Monsters” This popular theme for the Conference Dinner is open to creative cosplay inspired by crime, romance, science fiction, and fantasy

Sunday 13 October 2013

Conference Day 3

The second day of the conference includes :

- Plenary sessions (morning and afternoon) featuring keynote presentations from Sean Williams, Emma Viskic, Daniel Findlay, and Amy Andrews.
- Breakout sessions (three streams including workshops & panels).
- Formal publisher/agent pitch sessions.
- Informal socialising and book signings during the fully-catered morning, lunch and afternoon tea breaks.

Conference concludes at 5:00pm.

Saturday Program

AUDITORIUM 1	AUDITORIUM 2	MEETING ROOM 1B	QWC LEARNING CENTRE
9:00 AM – 10:00 AM PLENARY SESSION: THE ART AND BUSINESS OF GENRE I Speakers: Nalini Singh, Angela Slatter, Claire Coleman			
10:00 AM - 10:30 AM - Morning Tea will be served on the Queensland Terrace			
10:30 AM - 11:30 AM HOW TO SKIP THE ROOKIE MISTAKES Chair: Jo Chipperfield; Panelists: Amy Andrews, Angela Slatter, Angela Meyer	10:30 AM - 11:30 AM THE LINE BETWEEN TRADITION AND CLICHÉ Chair: Rebecca-Anne Do Rozario; Panelists: Claire Coleman, Daniel Findlay, Kim Wilkins	10:30 AM – 12:30 PM THE NEUROSCIENCE OF READING AND HOW IT MAKES YOU A BETTER WRITER Presenter: Charlotte Nash	10:30 AM - 12:30 PM PERFECT YOUR BOOK Presenter: Belinda Pollard
11:30 AM – 12:30 PM BUILDING THE FOUNDATION OF YOUR SERIES Chair: Amanda Bridgeman; Panelists: Nalini Singh, Anne Gracie, C.A .Larmer	11:30 AM – 12:30 PM HOW TO CONNECT WITH READERS (AND WHAT TO DO ONCE THEY'RE ON YOUR SIDE) Chair: Tehani Croft; Panelists: Sean Williams, Nathan Farrugia, Tansy Rayner Roberts		
12:30 PM - 1:30 PM - Lunch will be served on the Queensland Terrace			
1:30 PM – 2:30 PM STAYING HEALTHY OVER THE LONG HAUL OF YOUR CAREER Chair: Narrelle Harris; Panelists: Delilah Dawson, Sean Williams, Sandy Curtis	1:30 PM - 2:30 PM CULTIVATING SOURCES AND NAILING THE DETAILS Chair: Danielle Clode; Panelists: Daniel, Findlay, Emma Viskic, Foz Meadows	1:30 PM - 3:30 PM DIGGING DEEP INTO CHARACTER Presenter: Anne Gracie	1:30 PM - 3:30 PM THEME MASTERY Presenter: Chris Andrews
2:30 PM - 3:30 PM LEVERAGING COPYRIGHT FOR FUN AND PROFIT Chair: Hadley; Panelists: Angela Slatter, Nalini Singh, Alex Adsett	2:30 PM - 3:30 PM WHAT EVERY WRITER OUGHT TO KNOW ABOUT THEIR BOOK COVER Chair: Kathleen Jennings; Panelists: Kate Cuthbert, Mark Lingane, Rebekah Turner		
3:30 PM - 4:00 PM - Afternoon Tea will be served on the Queensland Terrace			
4:00 PM - 5:00 PM PLENARY: WHAT PUBLISHERS MEAN WHEN THEY SAY "GENRE" Featuring Alex Adsett, Angela Meyer, Emily Lighezzolo, and Kate Cuthbert			
7:00 PM – 9:00 PM MODS AND MONSTER SPEAKEASY Featuring Delilah Dawson & Nalini Singh			

Sunday Program

AUDITORIUM 1	AUDITORIUM 2	MEETING ROOM 1B	QWC LEARNING CENTRE
9:00 AM – 10:00 AM PLENARY SESSION: THE ART AND BUSINESS OF GENRE II Speakers: Sean Williams, Emma Viskic, Dan Findlay, Amy Andrews			
10:00 AM - 10:30 AM - Morning Tea will be served on the Queensland Terrace			
10:30 AM - 12:30 PM RUNNING A GLOBAL CAREER (FROM THE BOTTOM OF THE WORLD) Chair: Michelle Goldsmith; Panelists: Angela Slatter, Nalini Singh, Kylie Scott	10:30 AM - 12:30 PM WRITING SEX AND SEXUALITY IN THE 21 ST CENTURY Chair: Rowena Specht-Whyte; Panelists: Jodi McAlister, Kate Cuthbert, Meg Vann	10:30 AM - 12:30 PM WRITING THROUGH FEAR Presenter: Anna Campbell	10:30 AM - 12:30 PM SELF PUBLISHING FOR BEGINNERS Presenter: Karen Bielharz
11:30 AM – 12:30 PM MAKING CHOICES MEAN SOMETHING Chair: Josh Melican; Panelists: Daniel Findlay, Delilah Dawson, Christine Wells	11:30 AM – 12:30 PM WHAT WRITERS GET WRONG Chair: Gary Kemble; Panelists: Amy Andrews, Renee Dahlia, Steve Vincent		
12:30 PM - 1:30 PM - Lunch will be served on the Queensland Terrace			
1:30 PM - 2:30 PM SURVIVING THE BOOK LAUNCH (AND THE LULL THAT FOLLOWS) Chair: Kat Clay; Panelists: Amy Andrews, Emma Viskic, Trent Jamieson	1:30 PM - 2:30 PM LUCK, TALENT, AND BLOODY HARD WORK Chair: Catherine Shrubsole; Panelists: Claire Coleman, Anna Campbell, Lisa Hannett	1:30 PM - 3:30 PM TOP TEN TIPS AND TRAPS OF PUBLISHING CONTRACTS Presenter: Alex Adsett	
2:30 PM - 3:30 PM WHEN WRITING BECOMES BUSINESS Chair: Cheryse Durrant; Panelists: Sean Williams, Brooke Maggs, Charlotte Nash	2:30 PM - 3:30 PM FROM CONCEPT TO EXECUTION Chair: Amanda Pillar; Panelists: Delilah Dawson, Emma Viskic, Shona Husk		
3:30 PM - 4:00 PM - Afternoon Tea will be served on the Queensland Terrace			
4:00 PM - 5:00 PM THE LAST CHANCE GENRECON AMA Featuring Amy Andrews, Angela Slatter, Daniel Findlay, Delilah S. Dawson, Emma Viskic, Nalini Singh, Sean Williams, Claire Coleman			

GenreCon 2017 Event Packages

Opening Night Reception Sponsorship - \$1,000

Join us as we officially launch GenreCon 2017. Meet our guests and other attendees over wine and cheese, and help us kick off the conference in style.

Sponsorship Package includes:

- Naming Rights: logo and name displayed in reference to event on website and in program.
- Signage at event (approved by GenreCon and supplied by sponsor).
- Speaking Opportunity.
- Ticket Allocation: 2 tickets (more can be purchased at a reduced rate).

Mods & Monsters Speakeasy Sponsorship - \$750

On Saturday night, GenreCon transforms the Queensland Terrace into the Mods and Monsters Speakeasy – a chance to frock up, let our hair down, and mingle over a few sneaky drinks and tasty food.

Sponsorship Package includes:

- Naming Rights: logo and name displayed in reference to event on website and in program.
- Signage at event (approved by GenreCon and supplied by sponsor).
- Speaking Opportunity.
- Ticket Allocation: 2 tickets (more can be purchased at a reduced rate).

Logo Placement and Acknowledgements

Attendee bag insert – available on application.

Listing in program

\$150 per listing – receive logo and name reference in printed and online program.

Space dependent upon numbers.

Sponsored Facebook or Twitter post.

Between \$50 - \$150 depending on content and platform. All content approved by GenreCon.

Advertising

Advertisement in conference program – printed and online.

Full Page (Inside Cover):	\$750
Full Page:	\$500
Half Page:	\$300
Quarter Page:	\$175

* Please note all prices exclusive of GST

* Terms and Conditions apply

For more information and to book:

Siobhan Reardon, Queensland Writers Centre

Siobhan.reardon@qldwriters.org.au; (07) 3842 9923

Terms and Conditions

1. Sponsorship applications are handled on a “first come-first served” basis. Queensland Writers Centre (QWC) reserves the right to decline any sponsor whom it deems inappropriate or not aligned with QWC goals and values.
2. The Queensland Writers Centre will provide the sponsor with a written confirmation and invoice. Queensland Writers Centre will also provide a production schedule for delivery of advertising or promotional collateral.
3. Invoices are to be paid within 14 days.
4. All sponsorship materials must be submitted within the production schedule included in the contract. Failure to do so may result in loss of benefit.
5. Queensland Writers Centre reserves the right to change the venue, conference duration, speaker list or any other aspect of the conference in the event of unforeseen circumstances.
6. Sponsorship applications are handled on a “first come-first served” basis. Queensland Writers Centre (QWC) reserves the right to decline any sponsor whom it deems inappropriate or not aligned with QWC goals and values.
7. Upon receipt of a sponsorship booking form, Queensland Writers Centre will provide the sponsor with a written sponsorship contract and invoice. Queensland Writers Centre will also provide a production schedule for delivery of advertising or promotional collateral.
8. The sponsorship contract is to be signed and returned to Queensland Writers Centre within 10 business days of receipt. Invoices are to be paid within 30 days. Sponsorship benefits will not be delivered until sponsorship is paid in full.
9. All sponsorship materials must be submitted within the production schedule included in the contract. Failure to do so may result in loss of benefit.
10. Queensland Writers Centre reserves the right to change the venue, conference duration, speaker list or any other aspect of the conference in the event of unforeseen circumstances.

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