



# Imagine Other Worlds with Authors

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## Imagine Other Worlds with Authors Book Signing Event Heads to Marion in July

Imagine Other Worlds with Authors is a multi-genre author signing event held in the Cedar Rapids, Iowa metro area. Inspired by other author signing events held in Iowa, like the North Iowa Book Bash (NIBB) and the Romance Rendezvous, organizers Dana Beatty and Terri M. LeBlanc got together three years ago to bring such an event to eastern Iowa.

On the long car ride from NIBB three years ago, Dana, along with authors Aaron Bunce and Jed Quinn, came up with the brainy idea to replicate what the BF Bookies had created in northern Iowa. With less than three months to plan, Dana sought to make Aaron and Jed's dream a reality with the help of blogger and fellow bookworm, Terri M. LeBlanc. This year, Amanda Zhorne, who has extensive experience in the book selling world, has joined the team to offer her insights and expertise.

Dana's extensive publicity experience via ICON, Iowa's longest running science fiction and fantasy convention and his connections with hundreds of authors paired with Terri's technical and social media expertise, led them to host the event at Lindale Mall where 30 authors from over a dozen genres gathered for the first event in June 2016. "After receiving positive feedback from the authors and fans attending our first event, we couldn't pass up the opportunity to make this a regular event for the Cedar Rapids area," event organizer Dana Beatty says. After I.O.W.A. 2016 ended, planning for 2017 started. In 2017, the event grew from 30 authors to 40 authors, was held the first weekend in August and saw great foot traffic at Lindale Mall having relocated from the fountain area to the food court. "Once again, the response to the event was positive and it was quickly decided that we needed to host the event in 2018 with a few improvements," LeBlanc added.

Looking to grow the event and better track fan attendance, Beatty and LeBlanc sought other locales in the area to host I.O.W.A. 2018. In December 2017, they signed an agreement with the Marion Columbus Club at 5650 Kacena Avenue in Marion, Iowa. The new venue offers easy access off of Highway 13 with free parking. Since the location is a dedicated banquet hall that will only be used for their event on that day, Beatty and LeBlanc are hoping to find a way to easily track attendance. Those numbers can be used to attract more authors, help authors plan their inventory for the day and determine future locales. "The best bonus to moving locations to the Marion Columbus Club is that the location has a small meeting room off the

main hall. We will be using this room for readings throughout the day,” LeBlanc explains. “Going to an author reading at a bookstore or the library has often led me to buy a book or two. We are hoping to boost sales by offering 15 minute reading slots to the attending authors.”

Imagine Other Worlds with Authors has always strived to bring together readers and authors from multiple genres. This year, the goal is to have 20-30 attending authors from various genres including romance, young adult, children’s, science fiction, fantasy, and general fiction. Of course, many of the attending authors fit a number of niche genres so readers are encouraged to connect with the attending authors via the group’s website at [ia-otherworlds.com](http://ia-otherworlds.com) where a complete list of attending authors, the genres they write in, and bios can be found. “Our goal is to represent a wide range of genres,” Beatty states. “Our hope is that there will be a book for every type of reader at our event.”

In addition to offering a wide range of genres, I.O.W.A. has always remained free for readers. Funds to run and promote the event are raised through author registration fees and donations. “Dana canvases Cedar Rapids and Marion seeking donations that range from gift cards for our door prizes to small thank you gifts for the attending authors,” LeBlanc explains. “Without our authors and our donors, I.O.W.A. would not exist. One of our long term goals is to connect not only readers and authors, but eventually connect everyone back to the community. We’ve got some big ideas for 2019!”

Imagine Other World with Authors (I.O.W.A.) will be held on Saturday, July 21, 2018 from 10 am to 3 pm at the Marion Columbus Club at 5650 Kacena Avenue in Marion, Iowa, just north of Culver’s fast food restaurant on Highway 13. Readers of all ages are invited and you can learn more about the event by visiting [ia-otherworlds.com](http://ia-otherworlds.com).

### **About Imagine Other Worlds with Authors**

Imagine Other Worlds with Authors (I.O.W.A.) is an author signing event that gives authors and bookworms a chance to connect. I.O.W.A is the brainchild of two local authors, Aaron Bunce and Jed Quinn as well as two book dragons, Dana Beatty and Terri M. LeBlanc. To learn more about I.O.W.A., please visit our website at [ia-otherworlds.com](http://ia-otherworlds.com) or our Facebook page: Imagine Other Worlds With Authors.

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