



TEXT AND ACADEMIC AUTHORS ASSOCIATION

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FOR IMMEDIATE RELEASE:

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Textbook, academic author convention to be held in Vegas

LAS VEGAS, April 21, 2005 -- College and university professors interested in learning the techniques of getting journal articles published, writing successful grant proposals or publishing a textbook or other instructional materials should plan to attend the Text and Academic Author Association's 18th Annual Convention in Las Vegas in June, where topics will include insights into scholarly article publishing, grant writing in higher education, publishing contract negotiation, marketing, college textbook pricing and the textbook adoption process.

The convention will be held June 24 and 25 at the Imperial Palace Hotel, located on the Las Vegas Strip. The convention features a 10-hour pre-convention authoring workshop by economist author Tara Gray Thursday, June 23 and Friday, June 24; sessions by veteran and award-winning authors; and new this year, one-on-one sessions with a veteran author or agent.

Attendees will also have the chance to network with fellow authors, literary agents, publishers and attorneys at special "Meet and Greet" sessions in the TAA hospitality suite Friday and Saturday night from 4 p.m. to 5 p.m.

"This is a great opportunity for faculty to learn about the intricacies of dealing with publishers and how to go about getting their work published," said TAA President Mike Sullivan. "It is also a good networking opportunity -- it gives educators a chance to meet people who have had great success in text academic publishing."

The cost to attend the two-day convention for non-members is \$125 before May 1, \$175 after. Registration includes a one-year membership to TAA. Member benefits include access to the Members Only section on the TAA website (<http://TAAonline.net>), bi-monthly News Alerts containing news and information about the textbook and academic authoring industry, and a quarterly print newsletter.

TAA was established in 1987 for those interested in developing and publishing educational materials, including textbooks, articles for academic journals and other academic writing,

software, videos, monographs, reference books, and multimedia CD-ROM disks. TAA also represents text and academic authors in matters involving taxes, copyright and better appreciation of their work within the academic environment.

For more information, including a convention schedule, registration forms and session descriptions, visit <http://www.TAAonline.net>

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