

Neotrope Joins Sponsors of Self-Publishers Online Conference 2010

Authors Receive Self-Publisher Education and Book Promotion Discounts at Virtual Conference.

TORRANCE, Calif., April 13 (SEND2PRESS NEWSWIRE) – Neotrope today announced it has joined in sponsoring the second annual Self-Publishers Online Conference (SPOC), a three-day virtual event that features a total of 15 expert speakers, and which will take place May 12-14, 2010. Neotrope's Send2Press® Newswire service (www.Send2Press.com) will be providing both promotional services for the event, as well as discounts on book promotion packages for attending book authors and small publishers.

"The book publishing industry is evolving, but one thing remains constant: the need to get the word out about new titles. Independent publishers, authors, and self-publishers can learn the latest about self-publishing and receive promotional discounts by attending the event," said event co-founder, Susan Daffron, of Logical Expressions, Inc. "We've used Neotrope's Send2Press services to promote our own books and we're thrilled to have them as a sponsor."

SPOC encourages aspiring authors to "Live Long and Publish" during the three-day virtual event that features 15 expert speakers, including Dan Poynter, Fern Reiss, Mark Victor Hansen, and 12 others. At SPOC, attendees can listen to presentations, browse the online exhibit hall of book industry vendors, and participate in Q&A roundtables and online discussions – all from the comfort of their desk.

"We're excited to be part of this year's event," said Neotrope CEO Christopher Simmons. "The trend to virtual trade shows has been accelerating this year and the line-up of talent for SPOC is particularly impressive – a virtual event is ideal for bringing together such a wide variety of voices and expertise while making it cost effective for anyone to attend."

He added, "I got my start in self-publishing as a teenage entrepreneur in the late 1970s, and there were no resources back then to learn how to do this. Now, events like SPOC can provide an invaluable education for new authors, and small publishers who want to take things to the next level."

About Neotrope and Send2Press:

Celebrating its 10th anniversary in 2010, Send2Press (a service of Neotrope) offers best-in-class affordable news distribution directly to working print and broadcast media, but also online and social media, and deep into search engines using proprietary ContextEngine® technology. Send2Press is unique because it was the first newswire service with staff entirely comprised of accredited public relations professionals, published authors, working journalists, and marketing experts.

Established in 1983 by creative guru Christopher Laird Simmons (a member of

ASCAP and PRSA), and best-selling author J.L. Simmons, PhD, Neotrope® is a privately held company involved in brand marketing as well as entertainment publishing. Neotrope was an Inc. 5000 company in 2009. For more information about Neotrope, visit: www.Neotrope.com.

About the Self-Publishers Online Conference:

SPOC is the brainchild of Logical Expressions, Inc., a software and book publishing company based in Sandpoint, Idaho. President Susan Daffron says, "Because of the economy, fewer people are going to big publishing shows like Book Expo. I'm in Idaho and getting to New York isn't exactly a picnic! We knew we weren't the only publishers who wanted easier access to book publishing education and information, so that's why we created SPOC last year. Our goal is to help more people learn how they can self-publish quality books, so anyone can attend SPOC live for free."

Attendees can register online at SelfPublishersOnlineConference.com. A free Basic attendance pass gives participants live call-in access to the teleseminars, a log in for the exhibit hall and discussion area where they can ask questions and "virtually mingle" with other authors and publishers, and access sponsor benefits, including the discount code on the book promotion package from Send2Press. Paid Standard and Premium passes offer access to the seminar recordings and a wide range of additional bonus materials.

For more information about the Self-Publishers Online Conference, visit the Web site at SelfPublishersOnlineConference.com. For information about Logical Expressions, Inc. visit: www.LogicalExpressions.com.

For more information about Neotrope's Send2Press services for small to medium business promotion, visit: www.Send2Press.com. For more information about Neotrope, visit: www.Neotrope.com.

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