

# PHOENIX RISING

NEW ORLEANS, LOUISIANA • MAY 17-21, 2007 • WWW.THEPHOENIXRISES.ORG

## VENDORS

Phoenix Rising, a conference devoted to all things *Harry Potter*, will fuse the intensity of academic debate with the improvisation of exploratory dialogue, the rhythms of New Orleans with the colors and pageantry of art. The conference will examine the novels, the movies, and the extraordinary fan phenomenon during the day; then, attendees will revel with the beat of the Crescent City — herself rising from ash and flame — when evening advances.

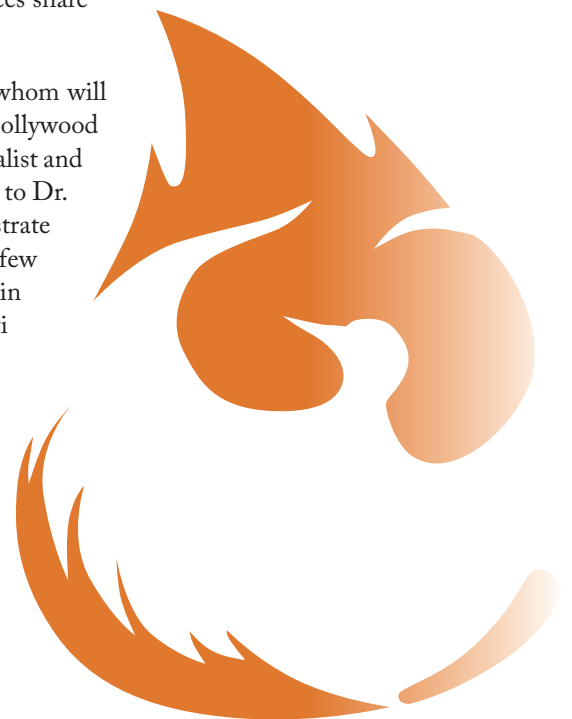
Phoenix Rising encompasses the *Harry Potter* phenomenon in all its diverse incarnations, and illustrates the dynamic invention that Narrate Conferences, Inc. brings to academic and educational events. Intrinsic to Phoenix Rising is its academic programming: more than three days of intellectual discussion and debate on the most famous boy wizard of his time. To that foundation, the conference adds the counterpoint of exploratory education in a variety of forms, as well as the embellishments of convivial events, games and other activities. The result is five incomparable days of collaboration and revelry in New Orleans, the city that thrives not only on the spectacle that is Mardi Gras, but also the everyday movement of historic jazz clubs, second lines and Café du Monde's famous beignets.

Phoenix Rising is unusual in its approach. Rather than focusing solely on academics or fans, Phoenix Rising invites both to attend and participate — as well as educators, librarians, professionals, writers and artists from around the world. By including a wide variety of attendees, and encouraging all of them to lend their expertise and enthusiasm, Phoenix Rising will create a collaborative, participatory conference unlike any other. Phoenix Rising's location in the French Quarter also allows attendees to access, through conference events and on their own time, one of the world's most unique cities.

We expect over 1,000 attendees at Phoenix Rising, and hundreds of community members at our Riverside Quidditch Classic, which will be played in Woldenberg Park on the Mississippi River. Most of our attendees are between the ages of 18 and 40, though we will also host a number of younger and older participants. They are ardent fans of the arts, as well as avid readers, particularly of fantasy and science fiction. While their backgrounds and histories may vary widely, our attendees share one common characteristic: a great love of Harry Potter.

Additionally, we will host an impressive slate of Guests of Honor, each of whom will focus on the transformation that art can create. From Danny Bilson (Hollywood director and vice president of Electronic Arts) to Jon Burlingame (film journalist and music professor), from Vicky Dann (writing professor at Tisch Film School) to Dr. Anne Hiebert Alton (English and literature professor), our guests demonstrate the best of their fields and an immersion in the world of Harry Potter that few can match. They will present their knowledge throughout the weekend in famed venues throughout the French Quarter, including the Musée Conti Wax Museum and the Audubon Aquarium of the Americas.

Phoenix Rising presents a rare opportunity for businesses to reach our attendees — to not only show their wares, but to discuss, debate and delve into the world of *Harry Potter* with some of the world's biggest fans. We hope that you find this an unparalleled prospect for your company and your products, and that you choose to partner with Phoenix Rising.



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