



What's AZKATRAZ?

HPEF's sixth event, AZKATRAZ, will take place in San Francisco, California, from July 17 - 21, 2009.

When is it?

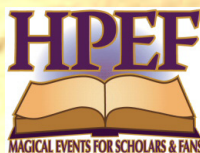
The line parties for *Harry Potter and the Half-Blood Prince* start at about nine o'clock at night on July 16, 2009 - that's three hours before the release in movie theaters! Join us at midnight for our screening of *Harry Potter and the Half-Blood Prince* to kick off your AZKATRAZ experience, which continues on until the evening of July 21, 2009.

What is there to do?

Everything Harry Potter! HPEF and AZKATRAZ welcome scholars and fans of all origins to explore the mysteries and questions buried in JK Rowling's novels. Anyone who wishes to deepen their knowledge of and appreciation for the books, explore their influence on our culture, or simply bask in one of the largest and most influential fan followings ever assembled will find a home at AZKATRAZ. By combining the elements of an academic conference and a fan convention, AZKATRAZ will offer an opportunity to investigate, deconstruct, discuss, and illustrate these future classics in the company of fellow enthusiasts. We'll be taking our cue from our location and exploring the choice between what is right and what is easy.

Hours and hours of discussion about the books and movies. A wizarding fashion show. An art gallery featuring art by fans, and by Mary GrandPre', illustrator of the US editions of the books. Fan creativity of all types. Crafting experiences. Private showings of the films.

Quidditch - on Segways. Trials of new Harry Potter Video and board games. Feasts and tea. Wizard rock - on land and water. Magical tours of San Francisco Bay and Wine Country. A bus to ComicCon at the end of it all. Quidditch - on Segways. Trials of new Harry Potter Video and board games. Feasts and tea. Wizard rock - on land and water. Magical tours of San Francisco Bay and Wine Country. A bus to ComicCon at the end of it all.



And on Monday, July 20, we will be offering a special one-day program track focused on the impact of the Harry Potter phenomenon on business. The special registration for the MPA includes breakfast Monday morning with a presentation by Susan Gunelius, author of *Harry Potter: the Story of a Global Business Phenomenon*, a special luncheon with a relevant speaker, and a special networking reception at the end of the day's program.

Where is it?

AZKATRAZ will be in San Francisco, California, primarily at the Parc 55 San Francisco Hotel.

Who can go?

AZKATRAZ welcomes all intellectually apt and inquisitive Harry Potter scholars and fans, whether or not their beards yet reach the floor.

Event Statistics	
<ul style="list-style-type: none"> Current Registration Fee: \$145 USD Average event length: 4 days Number of programming tracks: 4-8 per year Average number of formal programming hours: 80 per event Average number of presenters per year: 85 Average annual operating budget: \$175,000 	<p>Demographics:</p> <ul style="list-style-type: none"> Average attendance: 1,000 92% female 40% married <p>Age Distribution:</p> <ul style="list-style-type: none"> 10% 14-17 years old 20% 18-24 35% 25-33 25% 34-55

AZKATRAZ Sponsorship Opportunities	
<ul style="list-style-type: none"> Magical Creativity at ZEUM - Claymation Workshop, Video Studio MPA Lunch Quidditch Teams Movie Showings Gaming Room 	<ul style="list-style-type: none"> Bus Trip to Comic Con Wrock Around the Bay Cruise Keynote Meals Art Gallery