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As any independent filmmaker sweating-and-fretting their way through 2012 knows all too well, the present channels for distributing their product can be a deceitful morass of bald lies, lopsided profit splits and an overall disintegrating DVD market. Despite industry experts touting online streaming and On Demand pay-per-view as the business model of the future, there is another option available to creators who've already managed to gain some level of note or notoriety: The travelling theatrical roadshow.

Part film screening, part glad-handing public appearance and part concert tour, the roadshow concept has filmmakers connecting with their fans and presenting their latest product in person. Remember a few years ago, when director Kevin Smith schlepped his horror-foray RED STATE to the Sundance film festival, ostensibly to find a buyer for his self-financed flick? Remember the derisive snorts from observers when Smith declined all offers, packed his bags and headed home? Smith's sleeve card was that he knew he could rely on his fanbase; the promise of of his mere presence at RED STATE screenings sufficient to drum up media attention and by offering one of his famously candid Q+A sessions after each engagement, he could command a premium price for tickets.

Director Darren Lynn Bousman and writer/composer/star Terrence Zdunich are exploring a similar paradigm, after having toured their cult success REPO! THE GENETIC OPERA on several previous occasions. This time, it's the pair's musical follow-up THE DEVIL'S CARNIVAL, and the supplemental festivities that come with the film are a gaudy circus-themed party designed to match CARNIVAL's midway setting. The show made its Toronto stop earlier this week, and with the kind permission of CARNIVAL'S associate producer Spooky Dan Walker, your Fango correspondent was allowed to sit in on the exclusive pre-show Q+A that Bousman and Zdunich staged for their hardcore fan contingent. This Q + A was a lively dialogue between about thirty fans and the two creators—no stock questions or pat answers here; when was the last Q +A you attended where the first query was for the guests to describe how they lost their virginities? More to the point, when was the last Q+A where the subjects cheerfully *answered* that question in squirmy, humiliating and hilarious detail? (Mr. Bousman, your poor mother…)

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