

SFWC EXHIBIT SPACE AGREEMENT

2018 San Francisco Writers Conference

Exhibits at the main event: Friday thru Sunday, February 16-18, 2018
at the Mark Hopkins Hotel



Yes, I want to be a part of the San Francisco Writers Conference! Pending SFWC board review of my business, please reserve a draped table or display space for me as indicated below.

<i>Contact Name:</i>	
<i>Company:</i>	
<i>Address:</i>	
<i>City, State & ZIP:</i>	
<i>Phone:</i>	<i>Email:</i>
Feb <i>Description of your writer-related product or service:</i>	
<i>Website:</i>	
<i>Comments:</i>	

<input type="checkbox"/> Exhibit space for FRIDAY-SUNDAY, Feb. 16th –18th in PREMIUM AREA \$1500.00 \$	Limited number available. Suitable for all writing-related businesses. Sales & orders allowed. Includes one FULL Registration Badge (allowing access to sessions and event meals.) Name for badge: Exhibits can be manned by as many additional staffers as you need. However, unless they are wearing full registration badges, they must remain at your table and/or in the exhibit area. For additional full registration badges, register as an attendee at www.SFWriters.org
<input type="checkbox"/> Space in Café Ferlinghetti (California Room) See above for what is included. \$1000.00 \$	
<input type="checkbox"/> DISPLAY/NON-SALES exhibit table on Saturday (Feb. 17 th). \$300.00 \$	Limited to exhibitors who are also ATTENDEES or non-profits/schools .

Looking for ENHANCED EXHIBITING and MARKETING OPPORTUNITIES?

Skip to the SFWC Exhibitor/Sponsor Packages on the next page.

CHECKS: Enclose a check made out to: **San Francisco Writers Conference**

CREDIT CARDS: We can accept American Express, Discover, Visa or Master Card.

CC#	Expiration:	3 or 4-Digit Code:
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Name of the cardholder:	
Billing address for card:	

PAYING BY CREDIT CARD? YOU CAN RETURN THIS FORM BY EMAIL!

Fill out this form. Please save it as a Word or PDF document using your company name as the saved file name.

Then email the file to: Barbara@SFWriters.org **Want to FAX it?** Print it out and fax it to (925) 420-6223.

Snail Mail? Send form with a check or credit card info to: **Barbara Santos, PO Box 326, Oakley, CA 94561**

Questions? Ask Barbara at (925) 420-6223 or barbara@sfwriters.org SFWC Website: www.SFWriters.org

SFWC EXHIBIT/SPONSOR PACKAGE Agreement



2018 San Francisco Writers Conference

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<i>Comments:</i>	

\$2,000 Exhibitor Upgrade Package—be an exhibitor AND a sponsor!

Exhibit space in Premium Area; one full registration; listed on SFWC website on sponsor page and exhibitor page (up to 50 words, logo and link) through November 2018; Stuffing of one piece of your company literature in attendee bags; 1/4 page ad in the official 2018 San Francisco Writers Conference event program; an ad in an issue of the SFWC Newsletter (50 words, logo & link); and at least two Tweets/two Facebook postings on SFWC social media platforms.

\$3,000 Exhibitor Sponsor/Speaker Upgrade Package—extra exposure as a speaker!

Exhibit space in Premium Area, two full registrations, included on Ask-A-Pro Session and an appropriate panel (pending approval of SFWC selection committee); 2 invites to private Presenters Party; linked logo on SFWC website on homepage through November 2018 listing on sponsor page/ Upgraded listing on Exhibitor page (up to 100 words, logo and link) of SFWC website; stuffing of one piece of literature + your logo on 500 attendee bags; 1/2 page b/w ad in the 2018 San Francisco Writers Conference event program; Ad in an issue of the SFWC Newsletter (50 words, logo and link); one eBlast to SFWC opt-in list; and four Tweets/four Facebook postings on SFWC social media platforms.

All Exhibitors and Sponsors must be approved by the SFWC Board of Directors.

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CREDIT CARDS: We can accept American Express, Discover, Visa or Master Card.

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EXHIBITOR GUIDELINES AT THE 2018 SAN FRANCISCO WRITERS CONFERENCE

Venue: Mark Hopkins Hotel. Direct phone to hotel 415-392-3434.

Shipping: **Mark Hopkins Hotel, Attn: Convention Services, 1 Nob Hill, San Francisco 94108.**

Please send your display stuff so that it arrives the week of the event. Storage fees are your responsibility!

GENERAL INFO for SFWC Exhibitors: We have 600+ participants at the SFWC—attendees, presenters and volunteers...plus hotel guests and the general public who are encouraged to stop by the exhibits.

The Exhibit space is a **draped table (6 foot) with a chair**. Nothing can be affixed to the walls. If you plan to set up signage, we suggest a retractable pop-up sign. It fits perfectly within any exhibit space. I will work with you on getting the best space for your needs. Let me know if you will need electricity and plan to bring a heavy duty UL approved extension cord. We have limited space for exhibitors, so the exhibitors we do have will get excellent interaction with the participants. As with any show, valuables should be secured overnight in your own hotel room—not at your exhibit space!

Premium exhibit space is in the main lobby area at the Mark Hopkins. There will be other spaces including California Room which will also serve as the SFWC Café Ferlinghetti where we have the onsite bookstore.

New this year! There will be scheduled informational talks by the SFWC exhibitors. The talks will be in the California Room exhibit area. If you want to take advantage of this opportunity, we will work with you to come up with a topic of interest to our writers while it promotes your business or service. Contact me at barbara@sfwriters.org

Set-up can begin on Friday morning (Feb. 16) at 7:30 a.m. after checking in with Barbara Santos at the event registration area. Your assigned table will have a packet on it with your company name.

It may be possible to start set-up on Thursday evening, but this will be confirmed closer to the event.

It is advised (but not required) that the out-of-area exhibitors reserve a room beginning Thursday night at the Mark Hopkins. Call the hotel at 415-392-3434 to book directly as soon as possible. Let them know you are part of the San Francisco Writers Conference and ask for the SFWC room rate (\$229 based on availability of rooms in our room block).

The exhibit area is open to the public. During the conference, you can use your exhibit space and the Café Ferlinghetti space to meet with potential clients you will meet at the event...or with any clients you have in the San Francisco area.

Break-down for exhibits is Sunday afternoon around 2 p.m. Need to leave earlier? Let me know.

Our attendees and presenters are extremely interested in checking out new and relevant information that helps them be better writers, get their books published, reach more readers, and build their platform. Make your booth a destination with this kind of information, and you will have a successful exhibiting experience.

We encourage you to promote your participation at the 2018 San Francisco Writers Conference on your website, in newsletter, even in your email signature! Here is some **GENERAL INFORMATION FOR YOU TO SHARE:**

2018 SAN FRANCISCO WRITERS CONFERENCE and CLASSES— www.SFWriters.org
February 15th -18th, 2018* at the Mark Hopkins Hotel. *A Celebration of Craft, Commerce and Community*
Featuring **California Poet Laureate/former NEA Chairman Dana Gioia**. 100+ bestselling authors, literary agents, editors, publishers and industry experts. Get your work noticed...and get it published!
*Pre Conference Sessions on February 15th and Post Conference Sessions on Monday, February 19th.

We will list exhibitors on the SFWC Website and mention who will be exhibiting in our newsletter. You can also place an ad in the SFWC Newsletter (\$100 to reach 4,500+ opt-in writer/readers!) Even if potential customers are not attending the conference, an ad can entice them to come see you at the event.

I will send information closer to the event with specifics including space assignments. This is a general overview to help you plan...especially if you are creating new signage and display items! Let me know if you have any questions.

Barbara Santos, San Francisco Writers Conference Marketing Director

Email: Barbara@sfwriters.org Website: www.sfwriters.org

(925) 420-6223 direct line 925-895-5841 mobile phone 2018 SFWC Exhibits, PO Box 326, Oakley, CA 94561

Psst...We suggest you keep up-to-date on SFWC by subscribing to the SFWC Newsletter.

For a **FREE SFWC email newsletter subscription**, opt-in at www.SFWriters.org