

SFWC EXHIBIT SPACE AGREEMENT

2019 San Francisco Writers Conference

Exhibits at the main event: Friday thru Sunday, February 15-17, 2019
at the Hyatt Regency Embarcadero 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.

Looking for ENHANCED EXHIBITING, SPEAKING and MARKETING OPPORTUNITIES?
Skip to the SFWC Exhibitor/Sponsor Packages on the next page.

<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. 15th –17th	\$1500.00	\$
Premium Ballroom Lobby location + 2 nd 'banner' location on classroom level! Suitable for all writing-related businesses. Sales & orders allowed. Includes one FULL SFWC Event Badge (allows access to main event Feb. 14-17 and event meals.) Name for SFWC badge: Exhibit table can be manned by as many additional staffers as you need. However, unless they are wearing full registration badges, they must remain in the exhibit area. For additional full registration badges , register as an attendee at www.SFWriters.org		
<input type="checkbox"/> DISPLAY/NON-SALES exhibit table on space available basis	\$1000.00	\$
No event badges with this option.		

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:
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



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Ballroom Lobby at the Hyatt Regency Embarcadero Hotel

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- \$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 2019; Stuffing of one piece of your company literature in attendee bags; 1/4 page ad in the official 2019 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. Should your company NOT fit into an appropriate panel, you can opt for the \$2000 Exhibitor Upgrade Package); 2 invites to private Presenters Party; linked logo on SFWC website on homepage through November 2019 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 2019 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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EXHIBITOR GUIDELINES AT THE 2019 SAN FRANCISCO WRITERS CONFERENCE

Venue: Hyatt Regency Embarcadero. Direct phone to convention services: Sylvia Williams 291-6513
Shipping: Hyatt Regency Embarcadero, **Attn: Convention Services, 5 Embarcadero, 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 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!

Exhibit space is in the Ballroom lobby area at the Hyatt Regency Embarcadero.

THE FOLLOWING INFO MAY BE UPDATED! ANY UPDATES WILL BE SENT TO EXHIBITORS.

SET-UP can begin on Thursday (Feb. 14) at 7 p.m. or Friday (Feb. 16) at 7:30 a.m. after checking in with Barbara Santos in the registration area or calling 925-895-5841. Your assigned table will have a packet with your company name.

HOTEL RESERVATION: It is advised (but not required) that out-of-area exhibitors reserve a room beginning Thursday night at the Hyatt Regency Embarcadero. Call the hotel at (888) 421-1442 or 415-788-1234 to book directly as soon as possible. Let them know you are part of the San Francisco Writers Conference and ask for the **WR19** room rate (\$259 single/double based on availability). If you prefer, go to <https://book.passkey.com/go/SFWritersConference> to book using the **WR19** code.

EXHIBIT AREA: 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 your San Francisco based clients.

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

GENERAL INFO: 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 will list exhibitors on the SFWC Website and mention them in our newsletter. You can also place an ad in the monthly SFWC Newsletter (\$100 to reach 4,500+ opt-in writer/readers!) Even if potential customers are not attending the conference, the exhibit hall is open to the public. An ad can entice them to come to the exhibit hall to see you at the event.

We encourage you to promote your participation at the 2019 San Francisco Writers Conference on your website, company newsletter, even in your email signature! Here is some **GENERAL INFORMATION FOR YOU TO SHARE:**

2019 SAN FRANCISCO WRITERS CONFERENCE and CLASSES— www.SFWriters.org

February 14th -17th, 2019* at the Hyatt Regency Embarcadero Hotel.

The 16th Annual Celebration of Craft, Commerce and Community for all Writers

Featuring **Catherine Coulter, Jane Friedman, Jose Antonio Vargas** and 100+ bestselling authors, literary agents, editors, publishers and industry experts. Get your work noticed...and get it published!

*Pre Conference Sessions on February 14th and Post Conference Sessions on Monday, February 18th.

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.

THANK YOU AND SEE YOU IN FEBRUARY! **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
2019 SFWC Exhibits, PO Box 326, Oakley, CA 94561

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