

SFWC EXHIBIT SPACE AGREEMENT

2020 San Francisco Writers Conference

Exhibit Days are Friday—Sunday, February 14-16, 2020

Ballroom Lobby at the **Hyatt Regency San Francisco** on the Embarcadero



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. *See side #2 for set-up details.*

Contact Name:	
Company:	
Address:	
Phone:	Email:
Description of your product or service:	
Web address:	
Comments:	

<input type="checkbox"/> Exhibit space for Friday-Sunday, Feb. 14-16 Premium Ballroom Lobby location for all writing-related businesses. Sales & orders allowed. Includes one FULL SFWC Event Badge (allows access to main event and event meals.) Name and title/company for SFWC badge: Exhibit table can have as many additional staffers as you need. However, without a full registration badge, they must remain in the exhibit area. For additional registration badges, register as an attendee at www.SFWriters.org	\$1500	\$
<input type="checkbox"/> DISPLAY/NON-SALES exhibit table on space available basis. Nonprofits, writer's groups or registered SFWC attendees. No event badges or exhibit talk with this option.	\$1000	\$
<input type="checkbox"/> Exhibitor/Sponsor Upgrade Package—extra exposure as a speaker! Exhibit space, two full registrations, included on Ask-A-Pro Session , an Exhibit Talk , and an appropriate panel (organized by SFWC & Carla King carla@carlaking.com); additional banner on Bayview level ; linked logo on the SFWC website homepage through Nov. 2020, an upgraded exhibitor page listing (up to 100 words/ logo/link); stuff one piece of literature plus your logo on 500 attendee bags; 1/4 page b/w ad in the 2020 SFWC event program; one ad in SFWC Newsletter (50 words, logo and link); and two postings on SFWC social media platforms.	\$3000	

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:
Cardholder name:		
Billing address for card:		

PLEASE RETURN THIS FORM TO

Contact: Barbara@sfwriters.org | (925) 420-6223 direct | 925-895-5841 mobile
Mailing address: Barbara Santos | 2020 SFWC Exhibits | PO Box 326 | Oakley, CA 94561

EXHIBITOR GUIDELINES: 2020 SAN FRANCISCO WRITERS CONFERENCE

GREAT NEWS FOR 2020: EXHIBITOR TALKS are back on the schedule. See below!

Our 600+ participants are eager to learn how to become better writers, get their books published, reach more readers, and build their platforms. We love to empower and inspire them!

SFWC Participants include writers and editors, presenters, and volunteers. Hotel guests and the general public are welcome and will see the exhibits as they enter and exit the hotel. In addition, local writing organizations are invited to free events. You are very welcome to invite your San Francisco contacts to these events.

Exhibitor Talks: These are 45-minute solo presentations for companies with FULL and UPGRADED packages. They will be in the Exhibit Hall and listed on the event schedule. Please submit your topic for approval in advance.

SFWC Social Events during the conference: Meet your colleagues and attendees in a relaxed environment.

Venue: Hyatt Regency San Francisco, Grand Ballroom Lobby. Convention services: Sylvia Williams 415-291-6513

Shipping: Hyatt Regency San Francisco, Attn: Convention Services, 5 Embarcadero, San Francisco 94108
Please send your display materials to arrive the week of the event. Storage fees are your responsibility.

Exhibit space: Draped table with a chair. Nothing can be affixed to the walls.

Signage: We suggest a retractable pop-up sign. It fits perfectly within any exhibit space.

Valuables: Must be secured overnight in your own hotel room—not at your exhibit space.

Electricity: Let me know if you need electricity and please bring a heavy duty UL approved extension cord.

Set-up: Begins on Thursday (Feb. 13) at 7 p.m. or Friday (Feb. 14) at 7:30 a.m. Check in with me at the registration area or calling 925-895-5841. Your assigned table will have a packet with your company name.

Hotel Reservations: The SFWC reservation rate of \$259 **should be available soon...**once the hotel releases the code for 2020. To reserve a sleeping room at the Hyatt Regency San Francisco at the \$259 rate, call (888) 421-1442 or 415-788-1234 to book directly. Ask for the San Francisco Writers Conference room rate (\$259 single/double based on availability). Or click <https://book.passkey.com/go/SFWritersConference>. The \$259 rate expires on 1/21/20 or when the block of rooms sells out.

Exhibit Area: The Ballroom Lobby is open to the public. You are welcome to use your exhibit space and the communal space in the exhibit hall for meetings with participants, partners, and your San Francisco-based clients.

Breakdown: Sunday afternoon around 2 p.m. Need to leave earlier? Let me know.

We'll promote you: 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 4,900+ opt-in writer/readers!) Since 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.

Tell your subscribers: We appreciate your promotion of the 2020 San Francisco Writers Conference on your website, company newsletter, even in your email signature. For example:

2020 SAN FRANCISCO WRITERS CONFERENCE and CLASSES— www.SFWriters.org

February 13th -16th, 2020 at the Hyatt Regency Embarcadero Hotel.

The 17th Annual Celebration of Craft, Commerce and Community for all Writers

Featuring **Jonathan Maberry, Walter Mosley, Brooke Warner** and 100+ bestselling authors, literary agents, editors, publishers and industry experts. Get your work noticed...and get it published!

THANK YOU AND SEE YOU IN FEBRUARY!

Barbara Santos, San Francisco Writers Conference Marketing Director

Email: Barbara@sfwriters.org | (925) 420-6223 **direct** | 925-895-5841 **mobile**

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