

San Francisco Writers Conference

EXHIBITOR GUIDELINES & FORM

Shipping Materials to the Hotel

If you want to ship materials directly to the hotel, your materials should arrive the week of the conference between Feb 3-5, 2025 (not earlier). Storage fees are your responsibility. The shipping address for the Hyatt Regency is on page 2. Please follow all directions closely, especially the labeling requirements. Once you complete the form, send it to AJ Patel aj.patel@hyatt.com (do not send it to SFWC staff).

If you choose to bring materials yourself instead of shipping it ahead of time, large boxes must be unloaded through the Hyatt loading dock (located off the paved stone driveway on Clay St./Drumm St. at Four Embarcadero), not the main public entrance. The hotel does not provide carts for transporting materials, but you may borrow one from SFWC staff if it's available. Please call Ray Wan 415-307-3212 when you arrive at the loading dock, and he will escort you and your materials to the appropriate location.

Set Up / Take Down

Set up: You can begin set up as early as Thursday (Feb 6th) at 5PM in the Exhibitor Hall located in the Grand Ballroom Lobby. The packet you received at registration will have a map and a volunteer will be available to assist you in finding your space and anything else you need. You may call/text Ray Wan at 415-307-3212 if you have any questions.

Take down: You may begin take down anytime you wish, though we recommend starting at 10am Sunday (Feb 9th). All materials must be cleared out of the Exhibitor Hall by 1PM on Sunday.

Exhibitor Hall

The Exhibitor Hall is located in the Grand Ballroom Lobby, just outside of the ballroom where meals and keynote addresses are held. You will see it to your left when you enter the front revolving door at the Street Level. Please note that the Exhibitor Hall is open to the public, not just conference attendees. We highly recommend that you store valuables in your hotel room overnight or when you are not at your table.

Exhibitor Space

Each exhibitor space is approximately 10 x 10 ft, with a standard draped 2.5 x 6ft table, two folding chairs, and a waste basket. No signage is provided though we suggest retractable pop-up banners for visibility and ease of set-up. We feature roughly 6-13 exhibitors, depending on the number of sponsors each year.

Electricity

If you plan on bringing a lot of AV equipment that will use considerable amounts of energy or require multiple outlets/power strip, you must order it directly from the hotel using the form on page 2. For minimal electrical needs (e.g., charging a laptop or your phone), there are standard wall outlets throughout the Exhibitor Hall you can use.

Hotel Reservations

To reserve a sleeping room at the Hyatt Regency San Francisco, call (888) 421-1442 or 415-788-1234 to book directly. Ask for the San Francisco Writers Conference room rate (\$265 single/double based on availability). Discounted rate is not guaranteed, so reserve your rooms as early as possible.

CONVENTION TABLE TOP ORDER FORM

HYATT REGENCY SAN FRANCISCO, 5 EMBARCADERO CENTER
SAN FRANCISCO, CA 94111 · 415.788.1234 / FAX 415.291.6569

Return completed form to aj.patel@hyatt.com prior to Jan 30, 2025

EVENT PLANNING MANAGER: _____ DATE ORDERED _____

EXHIBITOR NAME/COMPANY: _____

GROUP/SHOW NAME: SF Writers 2025

CONTACT PERSON & PHONE NUMBER: _____

COMPANY ADDRESS: _____

E-MAIL ADDRESS: _____

INSTALLATION (DATE & TIME): _____ REMOVAL (DATE & TIME): _____

PACKAGE HANDLING BY HYATT:

A \$20.00 fee per package or \$100 per pallet (each way) will be applied to all packages received into and shipped out of the Hotel. This fee does not include prevailing shipping fees. Exhibit boxes should arrive no more than (3) days prior to scheduled set up day. If you are using a freight company, contact AJ Patel @ aj.patel@hyatt.com or 415-291-6519 to coordinate load-in / load-out times. There is no General Contractor, so all freight companies must unload and load materials themselves. All exhibit materials must be assembled by the end user unless other arrangements have been made as the Hotel does not provide these services. If you are planning to bring materials yourself, **advance approval is required** and must be done through the Hotel's loading dock. *The Hotel does not provide carts for transportation of exhibit materials.* No loading/unloading of materials is permitted on the Front Drive.

Address packages to: Your Name (or name of person receiving onsite if not you)
Hyatt Regency San Francisco
5 Embarcadero Center, San Francisco, CA 94111
SF Writers 2025
Exhibitor Company Name, On-site Contact

In-Bound Packages # _____ \$20.00 per piece

Out-Bound Packages # (Estimated count; exact number determined on-site) _____ \$20.00 per piece

***Any out-bound FedEx group shipment must be scheduled.**

Total Package Services \$ _____

INTERNET, TELEPHONE AND AUDIO VISUAL EQUIPMENT BY ENCORE:

Encore Event Technologies can be contacted at (415) 291-6611 for your internet, audiovisual, and computer rental needs.

ELECTRICAL SERVICES BY FREEMAN:

	Quantity	Advanced	On-Site
Standard 10-amp circuit, 120 volt	_____	\$267.00	\$374.00
Extension Cord	_____	\$22.50	\$31.50
Power Strip	_____	\$22.50	\$31.50
Total Electrical Services	\$ _____		

Freeman Electrical Services can be contacted at sfelectrical@freeman.com for questions or additional services. Rates are for the duration of the event. 10amp service must be ordered with an extension cord and/or power strip. Labor to setup and dismantle is included.

BILLING INFORMATION:

CREDIT CARD: (Circle One) **VISA** **MASTERCARD** **AMERICAN EXPRESS** **DISCOVER**

Card Number _____ Expiration Date _____

Name on Card: _____ CVV Code: _____

Billing Address: _____

I hereby authorize the Hyatt Regency San Francisco _____ and Freeman _____ to utilize my credit card for the detailed billing as noted above.
Initial here Initial here

Signature _____ Date _____