

# Exhibitors 2020

## 2020 Exhibitors

The SFWC Exhibit Hall will be open to the public on Friday and Saturday!

Whether you are attending the conference or just interested in learning about new services and products for writers, plan to stop by the Exhibitor booths at the SFWC. The EXHIBIT HALL area in the Ballroom Lobby on the Street Level of the Hyatt Regency is open to the public during most of the conference hours on February 14 and 15..

---

BetaBooks is the world's first reader management software for professional authors. Share your manuscript with your beta readers, see how far along they are, and get feedback like never before.

BetaBooks makes it easy to manage your beta readers!

For more information about BetaBooks, [CLICK HERE](#)



BUBLISH is the world's first complete publishing platform with built-in marketing, branding and discoverability features. Authors

can write, publish, promote, sell and track their work—all from one dashboard. We also offer a full spectrum of editorial and production services as well as global print and digital distribution. To learn more visit [publish.com](http://publish.com).

Cali Gilbert, who oversees the SFWC Books to Screen track this year, is also an exhibitor to showcase her new projects. “I’m launching my production company, [TOWER 15 PRODUCTIONS](http://tower15productions.com)



and a 501(c)3 nonprofit with a focus on education and the arts. It will support those who are just starting out in the publishing and film industries with classes and network opportunities. The SFWC is a perfect opportunity to share the venture and connect with those interested in film.”



California Writers Club is a non-profit and one of the oldest writers clubs in the nation, with a strong, vibrant organization of around eighteen hundred members in 21 branches throughout the state.

Founded in the San Francisco Bay Area in 1909, it continues to expand and grow. All branches meet on a monthly basis, usually with a guest speaker who informs, educates, and entertains on topics relating to writing or the writing life. For further information please visit [www.calwriters.org](http://www.calwriters.org).



CAMCAT PUBLISHING, LLC is an independent book publisher of quality genre fiction. “We’re always looking for that next good read, for what we call Books to Live in: the book to curl up with on the sofa, the book that takes you to another place and time, the book that stays with you beyond the last page.” Their imprint, Equinox Books, focuses on genre fiction in the following areas: Mystery/Thriller/Suspense, Science Fiction & Fantasy, and Romance (but we’re looking really hard at a couple of Westerns, too). Their second imprint, SynergEBooks, is a publisher of over 250 titles in a wide variety of genres. Stop by and meet Sue Arroyo. CamCat may just be the publisher for you. <https://camcatpublishing.com/>

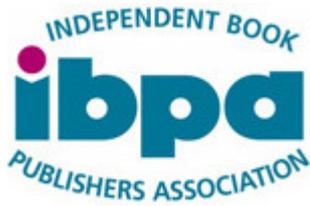
EDITORIAL FREELANCERS ASSOCIATION  
is a pioneer in organizing freelancers into a  
network for mutual support and

advancement. The EFA is now recognized throughout the publishing industry as the source for professional editorial assistance. As editorial freelancing becomes more prevalent, the association can look forward to an even brighter future. Talk



with Kristen Tate about what EFA can do for you.

<https://www.the-efa.org/>



IBPA-INDEPENDENT BOOK PUBLISHERS ASSOCIATION-is back with us for the 2020 SFWC. IBPA makes it easier for independent book publishers and self-published authors to navigate the sometimes intimidating publishing process. They offer advice and personal service, discounts on useful publishing services, educational programs and webinars, awards programs, an incredible monthly magazine and a published code of ethics! It is a not-for-profit with over 3,000 members.

<https://www.ibpa-online.org>

INGRAMSPARK is a premier publishing platform offering print and e-book distribution services for authors and independent publishers. Tens of thousands of customers in 36 countries have entrusted IngramSpark to deliver their content to Ingram's distribution network of 39,000 retailers and libraries around the world. By combining the broadest book distribution with the best in print-on-demand technology, they provide a risk-free, affordable way for authors to bring their book to market in multiple formats. IngramSpark Director Robin Cutler will be a presenter at the 2020 SFWC and



she welcomes you to stop by the booth to talk about your book project. <https://www.ingramspark.com/>



LULU PRESS Since 2002, Lulu has has been dedicated to making the world a better place, one book at a time, through sustainable practices, innovative products and

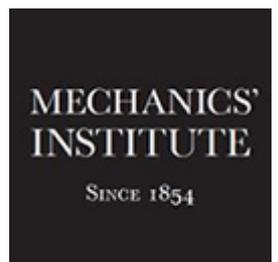
a commitment to excellent service. Lulu's free to use platform empowers authors to publish, print and prosper with the best in on-demand technology and more ways than ever to reach your readers and your revenue goals.



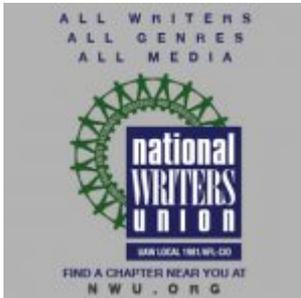
MECHANICS INSTITUTE LIBRARY is our valued partner for our year-round SFWC-MIL Classes. They will also be an exhibitor so you can learn more about them.

MIL is a leading cultural center that includes a vibrant library, a world-renowned chess program and a full calendar of engaging cultural events.

Founded in 1854 to serve the educational and social needs of mechanics — artisans, craftsmen, and inventors — and their families, the Institute today is a favorite of avid readers, writers, downtown employees, chess players, and the 21st century nomadic worker. We are located in our 9-story landmark



building in the Financial District of San Francisco at 57 Post Street. Meet MIL's Strategic Partnerships Director Taryn Edwards on Friday and Saturday at their exhibit table.



National Writers Union—represents writers of all genres and media. It is part of the UAW, AFL-CIO... and has a Spanish language division, too.

[www.NWU.org](http://www.NWU.org)

SMASHWORDS is the world's largest distributor of self-published ebooks serving over 120,000 independent authors, publishers, and literary agents. Smashwords makes it fast, free and easy for authors and publishers to distribute ebooks to the world's largest ebook retailers,



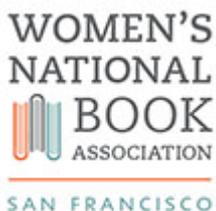
subscription services, and public libraries. Authors and publishers retain full control over how their works are published, sampled, priced and sold. If an author wants to give it away for free, they have that freedom. We are delighted that both founder Mark Coker and Marketing Director Jim Azevedo will be presenters this year at the SFWC. [CLICK HERE](#)



Tri-Valley Writers is an active branch of the California Writers Club...and will share a table with them. During the SFWC, you will find some of their members on stage, at the registration desk and presenting the Practice Your Pitch sessions. With monthly meetings and their own annual writers conference, Tri-Valley Writers will help keep you on the writing path all year long. If you live in or are visiting the Tri-Valley area, check them out at <https://www.trivalleywriters.org/>



Virtual Assistant to Indie Authors. Feeling overwhelmed? Oh happy day! Nancy Cavillones assists authors in growing their platforms, implementing marketing plans, developing business processes, and other author-related tasks. [va4indieauthors.com](http://va4indieauthors.com)



WNBA-SF The Women's National Book Association was established in 1917, before women in America even had the

right to vote. WNBA is a vibrant national organization with chapters in nine cities, individual Network Members across the country, numerous corporate Sustaining Members, and chapter Honorary Members in the world of books and beyond. WNBA is a broad-based non-profit organization with some 800 members across the country, three distinguished national awards, and a history of lively events in chapter cities and elsewhere. The San Francisco Bay Area chapter will be on hand to tell you more at the 2019 SFWC. <http://wnba-sfchapter.org/wnba/>



*WRITER'S DIGEST* Since 1920, *Writer's Digest* magazine has provided aspiring and experienced scribes with must-have tips and publishing secrets, inspirational stories of writers who are living the dream, technique articles geared towards specific genres, and the latest (and greatest) markets for print, online and e-publishing. No matter what type of writing you do—fiction, nonfiction, or freelance—you'll find each issue contains questions and quandaries, interviews with debut authors, literary agents and the work they are looking for, and features relevant topics for writers, such as how to get

published, marketing and selling your book, and loads of hands-on articles about the craft of writing. Plus, explore how to overcome writer's block, rejection, and more through interviews with well-known authors such as David Baldacci, Heather Graham, Scott Turow and Andy Weir.

<http://www.writersdigest.com/>



VW TAPES! Don't forget to take the conference home with you. Stop by the VW TAPES table before you leave! Patrick von Weigandt has been taping the San Francisco Writers Conference sessions since...well, forever. If you want to start a collection of recordings from this year...or any of the previous SFWC events...Patrick is happy to serve you. Oh, don't forget to pick up one of his award winning music CDs while you are at it. Visit him at the conference or go to the VWTapes website.

[www.VWTapes.com](http://www.VWTapes.com)

The SFWC ONSITE BOOKSTORE is presented by BookShop West Portal, will be in the Exhibit Hall.



Stop by during the event to get books on writing or an autograph from a presenter during the booksignings throughout the day. Neal Sofman and Susan Tunis will be on hand to answer your questions about books. It is your opportunity to

meet the folks who run one of the best independent bookstores in the city.

[Click here](#) to contact Barbara Santos, Marketing Director, San Francisco Writers Conference about becoming an exhibitor or sponsor for the 2021 SFWC.