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.

<table>
<thead>
<tr>
<th>Contact Name:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Company:</td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>Phone:</td>
<td>Email:</td>
</tr>
</tbody>
</table>

**Description of your product or service:**

**Web address:**

**Comments:**

<table>
<thead>
<tr>
<th>☐ Exhibit space for Friday-Sunday, JULY 22-24, 2022</th>
<th>$1500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Ballroom Lobby location for all writing-related businesses. Sales &amp; orders allowed. <strong>Includes one FULL SFWC Event Badge</strong> (allows access to main event and event meals.)</td>
<td></td>
</tr>
</tbody>
</table>

**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

| ☐ 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 |

<table>
<thead>
<tr>
<th>☐ Exhibitor/Sponsor Upgrade Package—<em>extra exposure as a speaker!</em></th>
<th>$3000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit space, two full registrations, included on <em>Ask-A-Pro Session</em>, an <em>Exhibit Talk</em>, and an <em>appropriate panel</em>; <em>banner on Bayview level</em>; linked logo on the SFWC website homepage through Nov. 2022, 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 2022 SFWC event program; one ad in SFWC Newsletter (50 words, logo and link); and two postings on SFWC social media platforms.</td>
<td></td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>CC#</th>
<th>Expiration:</th>
<th>3 or 4-Digit Code:</th>
</tr>
</thead>
</table>

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 | 2022 SFWC Exhibits | PO Box 326 | Oakley, CA 94561
EXHIBITOR GUIDELINES: 2022 SAN FRANCISCO WRITERS CONFERENCE

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...thank you for helping us do just that!

SFWC Participants include attendees, presenters, and volunteers. The general public and hotel guests can visit the exhibits as they enter and exit the hotel. You are very welcome to invite your San Francisco contacts to meet with you at your booth.

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

SFWC during the time of Covid: We will observe all health department guidelines concerning COVID that are in effect at the time for the entire event. Safety is important to all of us! Should the event be forced by prevailing conditions to go virtual, we will work with you to offer a dynamic online exhibit experience...or refund your fee if you prefer.

Venue: Hyatt Regency San Francisco, Grand Ballroom Lobby. Convention services: AJ Patel aj.patel@hyatt.com

Shipping: Hyatt Regency San Francisco, Attn: Convention Services, 5 Embarcadero, San Francisco 94108
Send your display materials to arrive the week of the event. Storage fees are your responsibility. CLEARLY mark your boxes with your company name!!!

Exhibit space: Draped table with a chair. Nothing can be affixed to the walls.
Signage: We suggest a retractable pop-up sign. It is supremely visible and fits perfectly within your 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.

Set-up: Expect to begin your set-up on Thursday (July 21) at 7 p.m. in the Ballroom Lobby (earlier if the hotel allows) or you can wait until Friday (July 22) at 7:30 a.m. Your assigned table will have a packet on it with your company name. You can check in with me at the registration area or call/text me at 925-895-5841 if you have any questions.


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 at 2 p.m. Let me know if you need to leave earlier.

We promote you: We list exhibitors on the SFWC Website. Since the exhibit hall is open to the public, we mention the exhibit hall in our newsletters and social media.

Tell your subscribers: We appreciate your promotion of the 2022 San Francisco Writers Conference on your website, company newsletter, even in your email signature. For example:

2022 SAN FRANCISCO WRITERS CONFERENCE and CLASSES— www.SFWriters.org
July 21st-24th, 2022 at the San Francisco Hyatt Regency.
The 18th Annual Event to Learn, Connect and Publish for all writers.
Featuring 100+ authors, literary agents, editors, publishers & industry experts.
The SFWC Exhibit Hall will be open to the public.

SEE YOU IN JULY
at the 2022 ‘Summer in the City’ version of the San Francisco Writers Conference!
Barbara Santos, San Francisco Writers Strategic Partnerships Director
Email: Barbara@sfwriters.org | 925-420-6223 direct | 925-805-5841 mobile
Mail to: Barbara Santos | 2022 SFWC Exhibits | PO Box 326 | Oakley, CA 94561

Keep updated with a newsletter subscription at www.SFWriters.org