

SFWC EXHIBIT SPACE AGREEMENT

2023 San Francisco Writers Conference

Exhibit Days are Friday—Sunday, February 17-19, 2023

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, FEBRUARY 17-19, 2023 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; banner on Bayview level ; 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.	\$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: director@sfwriters.org | (650) 291-4752 | **Mailing address:** Laurie McLean |
2023 SFWC Exhibits | PO Box 258 | La Honda, CA 94020

EXHIBITOR GUIDELINES: 2023 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 the UPGRADED package. They will be listed on the main event schedule. Please submit your topic to Laurie McLean 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!

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, not before then. 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 650-291-4752 if you have any questions.

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). Or click <https://www.hyatt.com/en-US/group-booking/SFORS/G-SFWC/ATTENDEE>.

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 12:30 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:

2023 SAN FRANCISCO WRITERS CONFERENCE and CLASSES— www.SFWriters.org

February 16-19 2023 at the San Francisco Hyatt Regency.

The 19th Annual Event to Learn, Connect and Publish for all writers.

Featuring 100+ authors, literary agents, editors, publishers & industry expert speakers.

The SFWC Exhibit Hall will be open to the public.

SEE YOU IN FEBRUARY at the 2023 San Francisco Writers Conference!

Laurie McLean, San Francisco Writers Conference Co-Director

Email: Director@sfwriters.org | 650-291-4752 **mobile**

Mail to: Laurie McLean | 2023 SFWC Exhibits | PO Box 258 | La Honda, CA 94020

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