



SAN FRANCISCO WRITERS CONFERENCE SPONSORSHIP PROGRAM

Thank you for considering a sponsorship of the San Francisco Writers Conference. Our sponsors are essential partners and honored guests. These packages are a starting place from which we are happy to build custom packages that help you connect with our attendees in mutually beneficial ways. We take a win-win-win approach, working with you to promote your newsworthy announcements in our SFWC Newsletter, social media platforms, and on our website. After all, your potential clients are our participants. We let them know what you do because it benefits them as writers.

☐ **Corporate Sponsors: \$3,000**

1/4 page b/w Ad in Program
1 table in the Exhibit Hall*
1 solo speaking opportunity**
1 panel speaking opportunity**
Your logo on the SFWriters.org website
Your logo on our conference keepsake bag
Placement of 1 flyer or item in our conference bag
1 full conference badge inc. meals

Add-ons:

Each additional conference badge with speaker opportunity
\$1500**

Or additional reps can come with presenter badges but no speaking scheduled for \$750

☐ **Club/Assoc./Educational Sponsors: \$500**

A table at both Ask A Pro Breakfasts
1 flyer in our keepsake conference bag
1 standee sign
A 1-line listing in the program and on the website
Social media and newsletter event shares throughout the year
(you must send us event news)

Add ons:

1 speaking opportunity on a panel \$250**
Each conference badge inc. meals (required for speaking opportunity) \$500

Reps with presenter badges can participate in our popular 8-minute free consults, and we will make the rep available on our scheduling app

**A table in the exhibit hall can be substituted for three standee signs provided by sponsor and placed throughout the event space*

***Speaker opportunities close on September 30th, so let's finalize before the schedule fills up.*

Customized Sponsorship

Packages:

- | | | |
|---|--|---|
| <input type="checkbox"/> Speaking opportunities** | <input type="checkbox"/> Ask a Pro sponsorship | <input type="checkbox"/> Teen Summit sponsorship |
| <input type="checkbox"/> Meal sponsorship | <input type="checkbox"/> Email blast to 5,000+ list | <input type="checkbox"/> One-day summit sponsorship |
| <input type="checkbox"/> Gala sponsorship | <input type="checkbox"/> Full-color front or back of program ads (only 3 spots available!) | (Poetry, Hollywood, Writing for Change) |
| | <input type="checkbox"/> Scholarship sponsorship | <input type="checkbox"/> Let's be creative! |

Yes, I want to be a part of the San Francisco Writers Conference! Pending SFWC board review of my business, please contact me about the checked sponsorship and add ons above.

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

2024 San Francisco Writers Conference (February 15-18, 2024)

Hyatt Regency San Francisco on the Embarcadero

EXHIBITOR GUIDELINES

Presenter Interest Form: Please fill this out ASAP if you haven't already. It guarantees you a badge and inclusion in the program. Here's the link: <https://www.sfwriters.org/welcome-new-returning-presenters/>

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 welcome to invite your San Francisco contacts to meet at your booth.

Exhibitor Talks: These are one-hour presentations. They will be listed on the main event schedule. Please subscribe to our newsletter at [sfwriters.org](https://www.sfwriters.org) to get links to the schedule so you can search for your name (coming soon).

SFWC during the time of Covid: We no longer require proof of vaccination. We highly recommend masking indoors and especially in transit to the conference on airlines. 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 and SAN FRANCISCO WRITERS CONFERENCE!!!

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 hotel room—not at your exhibit space.

Electricity: Let me know if you need electricity.

Set-up: You can begin your set-up on Friday (February 16th) at 7:00 a.m in the Grand Ballroom lobby. The packet you received at the presenter registration desk 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 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 go to <https://www.hyatt.com/en-US/group-booking/SFORS/G-SFWT/ATTENDEE>. This discounted room rate expires on 1/23/24, so hurry and reserve your rooms now.

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 or contacts.

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 2024 San Francisco Writers Conference on your website, company newsletter, even in your email signature. For example:

2024 SAN FRANCISCO WRITERS CONFERENCE and CLASSES— www.SFWriters.org
February 15-18, 2024, at the San Francisco Hyatt Regency.
The 20th 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 2024 San Francisco Writers Conference!

Laurie McLean, San Francisco Writers Conference Director of Business Development

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Mail to: Laurie McLean | 2024 SFWC Exhibits | 1901 D Cleveland Ave., Santa Rosa, CA 95401

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