

SFWC EXHIBIT SPACE AGREEMENT

2024 San Francisco Writers Conference

Exhibit Days are Friday—Sunday, February 16-18, 2024

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.

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

Exhibit space for Friday-Sunday, FEBRUARY 16-18, 2024

<input type="checkbox"/> Premium Ballroom Lobby location for all writing-related businesses. Sales & orders allowed. Includes 1 FULL SFWC Event Badge (allows access to main event and event meals.) 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	\$
Club/Association/Educational Sponsorship for nonprofits, writer's groups, etc., including a table in two 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). No event badges or exhibit talk with this option.	\$500	\$
<input checked="" type="checkbox"/> Corporate Sponsorship Package 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 included. (Allows access to main event and event meals.) *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.	\$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:
<i>Cardholder name:</i>		
<i>Billing address for card:</i>		

PLEASE RETURN THIS FORM TO

Contact: bizdev@sfwriters.org | (650) 291-4752 | **Mailing address:** 2024 SFWC Exhibits | 1901D Cleveland Ave. | Santa Rosa, CA 95401

EXHIBITOR GUIDELINES: 2024 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 Friday (February 16th) at 7:30 a.m. in the lobby of the Grandf Ballroom. 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 go to <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 2023 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 Biz Dev Director

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

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

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