

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 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 415-307-3212 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!

Ray Wan, San Francisco Writers Conference Sponsorship Manager

Email: Sponsorships@SFWriters.org

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

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