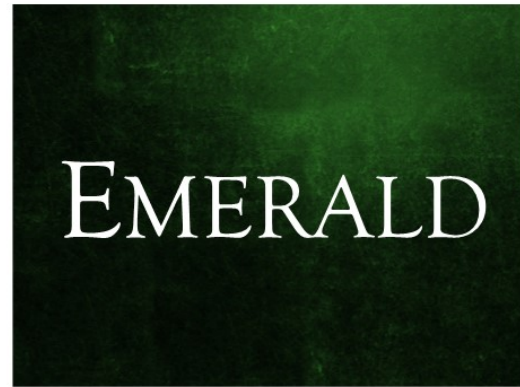


# Write. Pitch. Publish.

THE *Innovative* WRITERS CONFERENCE



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## ABOUT THE WRITE. PITCH. PUBLISH.

WritePitchPublish is a one-day conference that provides participants with exceptional opportunities to experience growth. This event is open to authors and inspiring authors who wish to learn from professionals, engage in the sharing of ideas, collaborate with others, and improve the approach and completion of writing projects.

## WHY SPONSOR WRITE. PITCH. PUBLISH.?

- Amplify your sales pipeline – Generate leads from potential customers who are seeking your products and services
- Network with over 1800 industry professionals, authors, and coaches who are key decision makers looking to purchase from you
- Take center stage and showcase your product or service

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## SOCIAL MEDIA REACH



**Twitter**  
22,000+  
Followers



**INSTAGRAM**  
1,196+  
Followers



**FACEBOOK**  
7,500+  
Followers



**LINKEDIN**  
1,293+  
Followers

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### ATTENDEE OVERVIEW



**Entrepreneurs and  
Aspiring Entrepreneurs**



**Professional Coaches,  
Counselors, and  
Consultants**



**Authors, Aspiring  
Authors, and Bloggers**



**Ages 29-55 years old**



**65% Female  
35% Male**



**\$65,000  
Average Income**

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## POWER TALK TOPICS

**Writing to Change the World: Finding Purpose in Your Writing**

**Securing Funding: The Secret to Securing Investors for Your Book**

**Working With Literary Agents: The Power of the Pitch**

**Publishing 101: The Decision to Publish**

**Let Your Life Speak: Drawing From Life Experiences**

**The Business Savvy Author: How Authors Really Make Money**

**The Legal Side of Publishing**

**Marketing in the Modern Age**

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### SCHEDULE AT-A-GLANCE



#### **8:00am - 10:00am - Critique Sessions**

Literary Agent One-On-One Pitch Sessions

Literary Agent One-on-One Query

Letter Critiques

Editor Manuscript Critiques

#### **10:00am - 12:00pm – Morning Power Talks**

Writing to Change the World: Finding Purpose in Your Writing

Securing Funding: The Secret to Securing Investors

Literary Agents: The Power of the Pitch

Publishing 101: The Decision to Publish

#### **12:00pm - Break for Lunch**

#### **1:00pm - 3:00pm – Afternoon Power Talks**

Let Your Life Speak: Drawing From Life Experiences

The Business Savvy Author: How Authors Really Make Money

The Legal Side of Publishing  
Marketing in the Modern Age

#### **3:30pm – 5:30pm – Mastermind Sessions & Author Exchange**

#### **6:00pm– Closing Reception/Call to Action**

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## Gold Sponsor - \$2400 (5 Available)

Exhibitor Booth

Listing in Vendor Directory

Full Page Ad in Program Booklet

Include Giveaways in Attendee Bags

Listing on ACC Website for 1 Year

3-Minute Presentation to Audience

Company Logo on Printed Event Materials (step & repeat, banners, etc.)

Sponsorship Mention and/or Logo on All Pre-Event Advertisements

## Sapphire Exhibitor - \$1200

Exhibitor Booth

Listing in Vendor Directory

Full Page Ad in Program Booklet

Include Giveaways in Attendee Bags

Listing on ACC Website for 1 Year

## Ruby Exhibitor - \$600

Exhibitor Booth

Listing in Vendor Directory

Half Page Ad in Program Booklet

## Emerald Exhibitor - \$300

Exhibitor Booth

Listing in Vendor Directory

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## THE *Innovative* WRITERS CONFERENCE

Title Sponsor - \$10,000 (1 Available)	
Exhibitor Booth	10-minute presentation to audience
Listing in Vendor Directory	2 VIP tickets
Full Page Ad in Program Booklet	Attendee Contact List
Include Giveaways in Attendee Bags	Include Giveaways in Attendee Bags
Listing on ACC Website for 1 Year	Advertisement Slides on During Breaks
Opportunity to Address Audience	
Company Logo on All Printed Event-Day Materials (step & repeat, banners, etc.)	
Sponsorship Mention and/or Logo on All Pre-Event Advertisements	



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# Exhibitor Terms & Conditions

**PLEASE READ CAREFULLY. THE FOLLOWING INFORMATION IS CONSIDERED PART OF THE EXHIBITOR CONTRACT TERMS AND CONDITIONS.**

It is the responsibility of each exhibiting partner to know and understand these rules & regulations.

These rules and regulations are a bona fide part of the contract for exhibit space with the Creative Mastermind Experience, hereinafter referred to as The Mastermind, which is organized and managed by The Academy of Creative Coaching, hereinafter referred to as ACC. On behalf of The Mastermind, ACC reserves the sole right to render all interpretations, amend and enforce these regulations and to establish any and all further regulations not specifically covered below to assure the general success and well-being of The Mastermind.

## **1. VALID APPLICATION FOR SPACE AND/OR SPONSORSHIP.**

Applicants for exhibit space and/or sponsorship are required to execute and forward the Application and Contract for Exhibit Space.

## **2. PAYMENT FOR SPACE.**

Upon receipt and acceptance of the Exhibitor sponsorship purchase, an invoice will be prepared and can be paid online or via check. Payment is due immediately. All booth and sponsorship payments are to be made payable to "Academy of Creative Coaching" (in U.S. funds). All checks must be mailed, along with a copy of the invoice to:

Academy of Creative Coaching  
950 Herrington Road  
Suite C128  
Lawrenceville, GA 30044

NOTE: Booths WILL NOT be assigned until the online application and payment have been received.

The Mastermind is a unique opportunity to network with representatives of many different professions, and with other exhibiting partners, in the sharing of implementation strategies and experiences. ACC reserves the right to decline, prohibit, deny access, or remove, any exhibit which in its sole judgment is contrary to the character, objectives, and best interests of The Mastermind or its attendee audience. This reservation includes, but is not limited to, any violation of any public policy, or these rules and regulations, and extends to persons, things, printed matter, products, and conduct. ACC reserves the right to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the event. ACC's decision and interpretation shall be accepted as final in all cases.

Each exhibitor agrees to abide by these regulations and by any amendments or additions hereafter made by ACC.

## **3. CANCELLATION AND REFUNDS.**

While Exhibitor may cancel this contract at any time, Exhibitor understands and agrees to pay The Mastermind the full fee listed on this contract at time of cancellation if it has not been paid online already. The Exhibits Chair must be notified in writing (letter or email) of any cancellations. The cancellation date is the date notification is received. No refunds will be provided for cancellations. Failure to appear at the show does not release exhibitor from responsibility for payment of the full cost of the space rented, and any sponsorships committed to. In the event of cancellation, space and sponsorship(s) revert back to ACC for use at its sole discretion. Reselling of the space and sponsorship(s) shall not affect the refund schedule.

## **4. CANCELLATION, TERMINATION, OR POSTPONEMENT BY SHOW MANAGEMENT.**

In the event that any unforeseen occurrence shall render the fulfillment of this agreement impossible by ACC, the parties shall mutually amend or terminate this agreement. Exhibitor hereby waives any claim against ACC for damages or compensation. ACC shall not be financially liable in the event the show is interrupted, cancelled, moved, or dates changed, except as provided herein.

## **5. ASSIGNMENT OF BOOTH LOCATION.**

Wherever possible, booth locations will be assigned based upon exhibitor's stated preferences, level of sponsorship, and timing of receipt of contract. ACC, however, reserves the right to make the final determination of all booth assignments in the best interests of the The Mastermind.

## **6. USE OF BOOTH, SUBLETTING BOOTH.**

No exhibitor may assign, sublet, or apportion his booth to or with another business entity or individual without the express permission in writing from ACC. No exhibitor may show or demonstrate products or services other than those manufactured or handled in the normal course of his/her business.

## **7. OPERATION OF EXHIBITS.**

ACC reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of The Mastermind as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by ACC to be objectionable to the successful conduct of The Mastermind as a whole. All demonstrations or other promotional activities must be confined to the limits of the booth space. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

## **8. BOOTH SET-UP**

Booth Set-up must be complete by the time noted on the conference website for Exhibitor Move-in. Exhibitor shall set up their booth 1 hour prior to end of vendor move-in timeframe.

## **9. PROMOTIONAL MATERIALS AND MARKETING ACTIVITIES.**

The Mastermind is intended to be a forum for the exchange of information pertaining to business development, business funding, and leadership development for authors, coaches and entrepreneurs. Exhibitor participation is intended to support that objective. Exhibitor also agrees that the use and distribution of promotional materials at or around the event facility, in exhibit areas, session areas, etc. (i.e. anywhere other than the exhibitor booth), including but not limited to flyers, circulars, and souvenirs, is subject to approval by ACC. Show management will not make attendee registration information available to exhibitors unless stated otherwise in the prospectus. However, exhibitors may collect this information at their booth when provided voluntarily by each attendee. Other options are available to sponsoring exhibitors please contact the exhibit chair.

## **10. EXHIBITOR'S AUTHORIZED REPRESENTATIVE.**

The exhibiting firm assumes full responsibility for its authorized representative to follow all The Mastermind Rules and Regulations. Exhibitor booths must be staffed at all times during designated event hours. Exhibitors must not pack, remove, or dismantle, their booth prior to the close of the show.

## **11. LIABILITY AND INSURANCE.**

Neither ACC, its service contractors, the management of the exhibit hall, nor any of the officers, staff members, or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism, or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

## **12. INDEMNIFICATION (ACC & THE MASTERMIND).**

Exhibitor agrees that it will indemnify and hold and save ACC whole and harmless of, from, and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or averted against ACC on account of injury or damage to person or property to the extent that any such damage of injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of Exhibitor, or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of ACC by Exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of ACC. Exhibitor covenants and agrees that in case ACC shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs. Incurred by or imposed upon ACC by virtue of any such litigation.

Property Damage. Neither ACC nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion, or other insurable casualty, and ACC and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. Accordingly, it shall be the responsibility of ACC and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

Use of Certain Property. Exhibitor will assume all costs arising from the use of patented, trademarked, or franchise materials, devices, processes or dramatic rights used on or incorporated in the exhibitor's space. Exhibitor shall indemnify, defend and hold harmless The Mastermind, ACC, facility management, and their officers, directors, members, agents and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys' fees and expenses of whatever kind or nature, which might result from or arise out of use of such material(s) described above.

#### **13. WAIVER.**

ACC shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by ACC. No delay or omission by ACC in exercising any of its rights shall operate as a waiver of such rights and a waiver of rights in writing on one occasion shall not be construed as a consent to, or a waiver of, any right or remedy on any future occasion.

#### **14. ATTORNEYS' FEES.**

Should ACC find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement to protect in any manner its interest or interests under this agreement. ACC, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys' fees.

#### **15. AMERICANS WITH DISABILITIES ACT.**

Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless The Mastermind, ACC, and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to comply with the Act.

#### **16. SOCIAL FUNCTIONS/SPECIAL EVENTS.**

Any social function or special event planned by an exhibiting company to take place during The Mastermind conference, must be pre-approved by ACC.

#### **17. OTHER REGULATIONS.**

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. ACC SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED ANY AMENDMENTS, WHEN MADE, ARE BROUGHT TO THE NOTICE OF EXHIBITORS. EACH EXHIBITOR, FOR HIMSELF AND HIS EMPLOYEES, AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE.

#### **18. CHILDREN AND MINORS.**

Children under the age of 16 are not allowed on the event premises during move-in and move-out. All The Mastermind registered attendees and guests must be at least 18 years of age.

For additional questions, email us at [exhibitors@academyofcreativecoaching.com](mailto:exhibitors@academyofcreativecoaching.com) or call (800) 861-8490

[Click Here to Submit an Application](#)

Contact Us:  
[beeseason@me.com](mailto:beeseason@me.com)

646.6511232

<http://www.writepitchpublish.webstarts.com>

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