

# Write. Pitch. Publish.

THE *Innovative* WRITERS CONFERENCE

SATURDAY, FEBRUARY 9, 2019 | LAWRENCEVILLE, GEORGIA

Exhibitor and Sponsorship Packages





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## ABOUT WRITE. PITCH. PUBLISH.

Write. Pitch. Publish. 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

Write.Pitch.Publish. | <http://www.writepitchpublish.com> | [beeseason@me.com](mailto:beeseason@me.com) | 646.651.1232

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## SOCIAL MEDIA REACH



**TWITTER**

22,000+  
Followers



**INSTAGRAM**

13,350+  
Followers



**FACEBOOK**

15,500+  
Followers



**LINKEDIN**

10,293+  
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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### SCHEDULE AT-A-GLANCE



#### **8:00am - 9:00am - Critique Sessions**

Pitch Sessions

Query Letter Critiques

Manuscript Critiques

#### **9:00am - 9:40pm – Opening Keynote**

#### **9:45am - 12:00pm – Mastermind Sessions**

#### **12:00pm - 12:55pm – Break for Lunch**

#### **1:00pm - 1:55pm – Afternoon Breakout Sessions I**

Double-Dipping: Using Children's Lit for Adult Audiences

The Meditative Power of Writing

The Business Savvy Author

Editing and Publishing 101

#### **2:00pm - 2:55pm – Afternoon Breakout Sessions II**

The Business Savvy Author

Understanding the World of Literary Agents

The Art and Business of Screenwriting

Editing and Publishing 101

#### **3:00pm - 3:55pm – Afternoon Breakout Sessions III**

Social Media and Branding

The Craft of Writing Fiction

Understanding the World of Literary Agents

The Writing Process: How to Get it Done

#### **5:00pm - Wine Down Reception**

Riley's on the Square

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### Title Sponsor - \$5000 (1 Available)

- Event title to include company name
- Listing in vendor directory
- Full page ad in program booklet
- Include giveaways in attendee bags
- Listing on TLP website for 1 year
- 10-minute presentation to audience
- Company branding on all event materials (step & repeat, banners, TV screens, etc.)
- Sponsorship of 3 attendee scholarships
- Access to attendee contact list

### Gold Sponsor - \$1200 (3 Available)

- Exhibitor table
- Listing in vendor directory
- Full page ad in program booklet
- Include giveaways in attendee bags
- Listing on TLP website for 1 year
- Company logo on all pre-event advertisements
- Sponsorship of 1 attendee scholarship



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### **Silver Exhibitor - \$600 (7 available)**

Exhibitor table

Listing in vendor directory

Full page ad in program booklet

Include giveaways in attendee bags

Listing on TLP website for 1 year

### **Ruby Exhibitor - \$100 (3 available)**

Exhibitor table

Listing in vendor directory

### **Sapphire Exhibitor - \$300 (5 available)**

Exhibitor table

Listing in vendor directory

Half page ad in program booklet

### **Emerald Exhibitor - \$50 (50 available)**

Listing in vendor directory

Include giveaway in attendee bags



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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 Write. Pitch. Publish., hereinafter referred to as The Event, which is organized and managed by Tandem Light Press, hereinafter referred to TLP. On behalf of The Event, TLP 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 Event.

The Event 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. TLP 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 Event 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. TLP 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. TLP'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 TLP.

### 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 TLP 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 "Tandem Light Press" (in U.S. funds) via check or electronic invoice. All checks must be mailed, along with a copy of the invoice to:

Tandem Light Press  
WritePitchPublish Sponsorship  
950 Herrington Road  
Suite C128  
Lawrenceville, GA 30044

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

### 3. CANCELLATION AND REFUNDS.

While Exhibitor may cancel this contract at any time, Exhibitor understands and agrees to pay The Event 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 TLP 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 TLP, the parties shall mutually amend or terminate this agreement. Exhibitor hereby waives any claim against TLP for damages or compensation. TLP 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. TLP, however, reserves the right to make the final determination of all booth assignments in the best interests of the The Event.

### 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 TLP. 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.

TLP 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 Event 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 TLP to be objectionable to the successful conduct of The Event 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 Event 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 TLP. 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.

## **11. EXHIBITOR’S AUTHORIZED REPRESENTATIVE.**

The exhibiting firm assumes full responsibility for its authorized representative to follow all The Event 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.

## **13. LIABILITY AND INSURANCE.**

Neither TLP, 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, TLP 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.

## **14. INDEMNIFICATION (TLP & THE EVENT).**

Exhibitor agrees that it will indemnify and hold and save TLP whole and harmless of, from, and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or averted against TLP on TLP 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 TLP by Exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of TLP. Exhibitor covenants and agrees that in case TLP 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 TLP by virtue of any such litigation.

Property Damage. Neither TLP 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 TLP and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. TLP accordingly, it shall be the responsibility of TLP 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 Event, TLP, 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.

## **15. WAIVER.**

TLP 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 TLP. No delay or omission by TLP 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.

## **16. ATTORNEYS’ FEES.**

Should TLP 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. TLP, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys’ fees.

## **17. AMERICANS WITH DISABILITIES ACT.**

Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter “Act”) to make their booths TLP accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless The Event, TLP, 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.

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

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

## **19. 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. TLP 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.

## **20. CHILDREN AND MINORS.**

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

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<http://www.writepitchpublish.com>

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

646.651.1232

