

AMERICAN SOCIETY OF



Reach the Writers America Reads!

Get the attention of 2000+ influential voices in American media.

Sponsor, Exhibitor & Advertiser Opportunities

The American Society of Journalists and Authors Annual Writers Conference attracts more than 600 journalists, editors, and authors over three days each year. The event provides professional development and inspiration for journalists and nonfiction authors in all stages of their freelance careers. It's a tremendous opportunity for professional networking, where attendees share ideas and information about practices, tools, and issues of importance to the writing community. Aspiring and professional writers alike return year after year for the best nonfiction writers' conference in America. Exhibitors, sponsors, and advertisers reach this audience plus the entire membership of the American Society of Journalists and Authors—a group of independent nonfiction writers who write what America reads.

Your presence as a sponsor sends the message that you share the Society's mission of advocacy for the highest standards of professionalism in nonfiction writing, respect for creators' rights, and the First Amendment—the pillars of our information-driven society. This prestigious professional organization has a 60-year tradition of support for the independent professional writer...and can provide you direct access to an audience with influence!

Luncheon and Reception Opportunities

Luncheon Address - \$15,000 each

ASJA annually features keynote speakers prominent in the field of nonfiction writing. Recent keynoters include celebrated authors Jeannette Walls, Melissa Fay Greene, Barbara Ehrenreich, Stefan Fatsis. *(May be co-sponsored at the \$5,000 level and above, or both combined for \$20,000.)*

Friday, April 23 and/or Saturday, April 24

Morning Coffee Klatch - \$5,000/each

Three opportunities to be the first stop on the attendees' agenda by hosting their morning coffee!

Friday, Saturday, or Sunday on conference weekend.

(may be co-sponsored at the \$2,500 level and above)

Cocktail Reception - \$10,000

Here's where the networking happens! Host the end-of-day cocktail reception and be the center of attention at these popular events.

Saturday, April 24

(may be co-sponsored at the \$2,500 level and above)

American Society of Journalists and Authors, Inc.

1501 Broadway, Suite 302 • New York, NY 10036 • (212) 997-0947 • Fax (212) 937-2315 • www.asja.org

Expo & Media Sponsorship Options

Exhibit Area and Conference Lounge - \$5,000

Put your booth up front and your banner at the entrance as the sole sponsor of The Idea Marketplace exhibition & The Conference Lounge. The Idea Marketplace exhibit area & the Conference Lounge are open throughout the Conference, providing a relaxing atmosphere with wireless Internet access. The central location is guaranteed to draw attendees for repeated and extended visits.

(may be co-sponsored at the \$2,500 level and above)

Conference Brochure - \$15,000

Primary marketing piece and preliminary guide to Conference program.

(RESERVED: ASJA thanks exclusive brochure sponsor Barnes & Noble Booksellers.)

Coffee Breaks - \$5,000/each

Host a snack and beverage break for terrific goodwill mileage!

Friday, Saturday, or Sunday on conference weekend

Professional Development Workshops Sponsorship Opportunities

Personal Pitch - \$5,000

The most exciting event of the Conference for ASJA members, bringing together hundreds of professional writers, editors, and agents in an influential exchange of ideas for future stories. You can be front and center!

Workshop Sessions - \$2,500/each

Support the professional development of ASJA members while promoting your support of the ASJA Conference. Program for 2010 is under construction; past session topics include:

- LinkedIn to Facebook: Using Social Networking to Boost Your Sales
- Self-Publishing: Own the Whole Work
- The Long, Long Research Project
- Know What Editors Know
- Make Your Next Book a Really Big Deal
- Generate Passive Income From Smart Thinking
- Are You on Track with Digital Media?
- Your Web Site, Your Success?
- The Invisible Partnership: Ghostwriting for Big Bucks
- Everything You Ever Wanted to Know About Freelancing
- Covering Culture: Arts in the Media
- Hands-on: Pods, Blogs, Vlogs and Other Digital Tools of Today
- The Art of the Essay
- Guerilla Marketing for the 21st Century

Sponsor a four-session track for \$5,000: Early, mid, advanced career tracks, plus a track devoted exclusively to tech issues, give you all-day access to a particularly attentive audience.

*Reach the writers America reads!
Contact Alexandra Owens, ASJA Executive Director,
at (212) 997-0957 or director@asja.org for more information*

Advertising Opportunities

Advertise your service or product to the Conference participants and beyond.

Conference Bag Insert Advertising

Reach conference attendees by inserting a giveaway or literature into the event bags. Great for flyers, brochures, t-shirts and logo items.

\$500 per item

Conference Souvenir Tote Bag - \$5,000

Exclusive sponsorship with your logo emblazoned on the bag.

Name Tag Lanyards - \$5,000

Company provides a custom-made lanyard with your logo to hold attendee name tags.

Conference Program Guide - \$10,000 to sponsor

Each Conference attendee receives this program and comprehensive guide to Conference activities, retained by attendees as reference for months after the event. Back cover ad is reserved for the sponsor. The following advertising opportunities are available.

Rates & Dimensions (all four-color)

| | |
|--|--------|
| Full Page (8" x 10") | \$1000 |
| Half page (8" x 4.875") | \$750 |
| Quarter-page (3.875" wide x 4.875" tall) | \$450 |
| Business Card (3.875" wide x 2.5" tall) | \$350 |
| 1/16-page (1.75" wide x 2.25" tall) | \$200 |
| Inside back cover | \$2500 |

Deadlines

Space reservations: March 15, 2010

Camera-ready ads (electronic only): April 1, 2010

Send reservations to director@asja.org

Ad space in the *ASJA Monthly*, the regular publication of the Society reaching thousands of ASJA members, editors, agents, publishers, and others is available throughout the year at the rates above. Contact us for specifications.

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The Idea Marketplace: Exhibit Opportunities

What is the Idea Marketplace? Think of a trade show. Now think of a trade show made up of groups and businesses with *ideas* to share with writers—ideas for magazine articles and books about health, finance and travel. Ideas for ways to improve a freelance business through software, database management, and strategies for small business owners and more. The possibilities are endless! We have found that exhibitors with *concrete* ideas leave with the most business cards, and subsequently see more written about them and their products or services or those of their clients.

What's in it for you? Your business or product is front and center, before hundreds of top writers in every field—writers who will help you get noticed. We will provide you a six-foot, skirted table and access to electrical outlets. Register by February 1 and you will receive a free ad in the ASJA newsletter prior to the conference; all exhibitors will be listed in the conference program guide distributed to every attendee.

The Marketplace will be centrally located in a high-traffic area, making it easy for writers to visit between panel sessions and during breaks. Your exhibit fee gets you two full days of face-to-face networking with the writers America reads!

Corporate/Media

Single Space - \$650

Returning Corporate/Media

Single Space - \$550

Non-Profit

Single Space - \$550

Hours

| | |
|--------------------|---------------------------|
| Friday, April 23 | 8:00 a.m. until 5:00 p.m. |
| Saturday, April 24 | 8:00 a.m. until 5:00 p.m. |

Reservation and exhibit locations are allocated on a first-come, first-serve basis. All registrations must be received by April 1, 2010.

Early reservation is recommended.

Your registration entitles you to:

- One booth space
- One skirted table
- Two chairs
- One identification sign

ASJA will not provide or cover the cost of TV/VCRs, additional electrical outlets, phone, modem or high-speed data lines. Contact us if additional assistance is needed.

Alexandra Owens • Executive Director • director@asja.org

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**ASJA Thanks our Past Writers Conference
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