

AMERICAN SOCIETY OF



JOURNALISTS AND AUTHORS

∞ 2010 ASJA Writers Conference ∞

INSPIRATION: Finding the Spark, Unlocking the Doors

April 23 – 25, 2010, New York City

Sponsor, Exhibitor & Advertiser Opportunities

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

The American Society of Journalists and Authors Annual Writers Conference attracts more than 600 journalists, editors, and authors over three days each year. It's a tremendous opportunity for networking, where attendees seek out story ideas for articles, columns, blogs, books, and other media; share ideas and information about practices, tools, and issues of importance to the reading and writing community; and go back to their desks filled with inspiration and initiative. Reach this audience *plus* the entire membership of the American Society of Journalists and Authors—the independent nonfiction writers who write what America reads.

Sponsors get terrific visibility at this renowned event AND with the 1400-member-strong national association. 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.

Luncheon and Reception Opportunities

Luncheon Address — \$10,000 each (includes all benefits of Gold Level Sponsorship – see last page)

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.

Friday, April 23 *and/or* Saturday, April 24

Special opportunity: Sponsor both events for \$15,000 and be a Platinum level sponsor!

Evening Reception — \$5,000 (includes all benefits of Silver Level Sponsorship – see last page)

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

Friday, April 23 or Saturday, April 24

Morning or afternoon Coffee Klatch — \$3,500/each (includes all benefits of Bronze Level Sponsorship – see last page)

Six opportunities to garner terrific goodwill by hosting attendees' coffee or soft drink breaks.

Friday, Saturday, or Sunday on conference weekend.

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

Conference Brochure — \$15,000 (includes all benefits of Platinum Level sponsorship)

Your name and logo on the primary marketing piece and preliminary guide to Conference program, mailed to more than 30,000 people.

Idea Marketplace Exhibit Area and Conference Lounge — \$5,000

(includes all benefits of Silver Level sponsorship)

Put your booth up front and your banner at the entrance as sponsor of The Idea Marketplace exhibit area & The Conference Lounge. These areas 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.

Professional Development / Workshop Sponsorship Opportunities

Personal Pitch — \$5,000 (includes all benefits of Silver Level sponsorship)

Friday morning, April 23

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. As exclusive sponsor you will be front and center for an entire morning of high-traffic, high-attention action.

Workshop Sessions — \$2,500/each (includes all benefits of Bronze Level sponsorship)

Friday, Saturday, or Sunday on Conference weekend

Support the professional development of ASJA conference attendees while promoting your mission or message. Exclusive sponsorship of any session below is available. **SPECIAL OPPORTUNITY: Sponsor a Saturday four-session track for \$5,000 and become a Silver Level sponsor!**

Friday and Sunday sessions (no tracks)

- All About Book Packagers
- Arts Journalism: Yes, It's a Real Job
- Behind The Bestselling Book
- Book Promotion 2.0
- Collaborations
- Crafting Books for Kids
- Creating a Web Site
- Editing Anthologies
- Environmental Journalism
- Ins and Outs of Book Proposals
- Investigative Book Projects
- Memoirs and Biographies
- Moving into Fiction
- Opportunities in College Publications
- Travel Writing
- Sree Sreenivasan on Online Research and Social Networks
- Whither Narrative Journalism?

Saturday sessions (by track)

Getting Started:

- Choosing a Specialty
- Freelancing 101
- Querying 101: The First Impression
- Your First Book

Technology:

- Adding Videos to your Projects
- Crash Course: Smart Talk About Technology
- Got Gadgets? What You Really Need
- Using Social Networking

Beginner:

- Cutting Out Edits: Avoiding the Kill
- Reprints and Resales
- Self-Defense for the Self-Employed
- Staying Healthy on the Job

Intermediate:

- All About Agents
- Over the Top Organizing
- Posting for Dollars: Make Money in Social Media
- Switching Roles: Interview Prep for Journalists

Advanced:

- Content Into Cash: Create and Sell Info Products
- Making the Transition from Print to Digital
- New Funding for Investigative Writing
- Staying Relevant: How To Keep Up

Advertising and Other Sponsorship Opportunities

Conference Souvenir Tote Bag — \$5,000

(includes all benefits of Silver Level sponsorship)

Exclusive sponsorship with your logo emblazoned on the bag.

Name Tag Lanyards — \$3,500

(includes all benefits of Bronze Level sponsorship)

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

Conference Program Guide — \$7,500 for sponsorship

(includes all benefits of Silver Level sponsorship)

Each Conference attendee receives this program and comprehensive guide to Conference activities, retained by attendees as reference for months after the event and sent to the ASJA membership as well. **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): March 19, 2010

Send reservations to director@asja.org

Also available:

Dedicated Vendor Showcase — \$1000

Show your product or program to an interested, motivated audience for 30 minutes without interruptions or distractions. The Showcase will be in a dedicated room for demonstrations and presentations by vendors who really want to attract attention.

Conference Bag Insert Advertising — \$500 per item

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

Reach the writers America reads!

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

Alexandra Owens • Executive Director • director@asja.org

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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 - \$600

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.

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Sponsorship Levels and Benefits

ASJA Writers Conference, April 23-25, 2010

Platinum Level (\$15,000)

- Full page ad in 2010 Conference Program Guide
- Booth space at the Idea Marketplace
- Five complimentary full Conference registrations
- Company Logo/Banner displayed at sponsored event
- Company representative remarks at sponsored event
- Insertion of flyers or promotional items into Conference tote bag
- Sponsorship acknowledgement in all Conference mailings and on ASJA's Web site
- Logo displayed/linked on sponsor acknowledgement page on ASJA's Web site

Gold Level (\$10,000)

- Half-page ad in 2010 Conference Program Guide
- Booth space in The Idea Marketplace
- Five complimentary full Conference registrations
- Company Logo/Banner displayed at sponsored event
- Company representative remarks at sponsored event
- Insertion of flyers or promotional items into Conference tote bag
- Sponsorship acknowledgement in all Conference mailings and ASJA's Web site
- Logo displayed/linked on sponsor acknowledgement page on ASJA's Web site

Silver Level (\$5,000)

- Half-page ad in 2010 Conference Program Guide
- Booth space at The Idea Marketplace
- Two complimentary Conference registrations
- Company Logo/Banner displayed at sponsored event
- Insertion of flyers or promotional items into Conference tote bag
- Sponsorship acknowledgement in all Conference mailings and on ASJA's Web site
- Logo displayed/linked on sponsor acknowledgement page on ASJA's Web site

Bronze Level (\$2,500)

- Quarter-page ad in 2010 Conference Program Guide
- Booth space at The Idea Marketplace
- Two complimentary Conference registrations
- Company Logo/Banner displayed at sponsored event
- Sponsorship acknowledgement in all Conference mailings and ASJA's Web site
- Logo displayed/linked on sponsor acknowledgement page on ASJA's Web site

Contact Alexandra Owens, ASJA Executive Director at (212) 997-0957 or director@asja.org to discuss sponsorship, advertising, and exhibition opportunities.

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