



Each year, more than 600 leading professional nonfiction writers attend the ASJA Annual Writers Conference in New York City. They seek fresh article and book ideas, a new crop of reliable sources, new tools and resources for their business, and networking opportunities. Joining these writers are scores of the most influential leaders in media, including editors, content curators, agents, publishers, corporate communications directors, social media managers, and public relations professionals who come to meet and hire the writers they need.

Sponsors at all levels get logo placement on event website, ad space in Conference program, and premium placement in the Exhibit Hall; some additional benefits are listed below.

For more details, or to let us design a custom package for your budget, contact **Holly Koenig, ASJA Interim Executive Director**, at hkoenig@kellencompany.com or (212) 297-2123.

Keynote Addresses – Presenting Sponsorship \$20,000 (four opportunities @ \$5,000 each)

ASJA brings premiere speakers to address attendees – challenging them, encouraging them to think in new ways, and inspiring them. Presenting sponsor enjoys headline recognition throughout event, and prominent website, eblast, social media, and print publication visibility.

Annual Awards Program \$5,000 - \$10,000 (includes awards ceremony)

Each year ASJA recognizes distinguished achievements in articles and books with awards presented at a gala evening during the Writers Conference. Cosponsorships available. Benefits include featured website placement, program, social media, and emarketing recognition. Highest level sponsor may brand a dedicated printed awards program.

Wi-Fi & Technology \$10,000

Your branded Wi-Fi connection helps attendees stay connected to each other and the rest of the publishing world. Put your name on the most-trafficked venue of the weekend! Benefits include featured website and program placement, social media, and emarketing recognition.

Hospitality Lounge \$5,000 per day (one or two days) *Interact with ASJA members, attendees, speakers and others in your hosted space. Benefits include website, program, social media, and emarketing presence.*

Evening Receptions \$10,000/each *2 opportunities, co-sponsorships available. Benefits include featured website and program placement, social media and emarketing presence.*

Client Connections \$7,500

Editors, book agents, publishers, and editorial directors gather to meet hundreds of writers and make connections for writing assignments. A special sponsorship opportunity, benefits include onsite signage in a high-energy, extremely popular space during Members-Only day.

Personal Mentoring Program \$5,000

ASJA members provide other writers expert career, writing, and publishing advice. Benefits include website, program, social media, onsite signage.

Educational Workshops Tracks \$5,000/each

ASJA works with our sponsors to identify up to four educational sessions to acknowledge your support of the conference. Benefits include onsite signage, program, social media, and emarketing presence.

Morning or Afternoon Coffee Break \$2,500/each

Up to 4 opportunities. Welcome the audience and share your hospitality. Benefits include signage onsite and social media shout-outs.

Bags and Lanyards \$2,500

Your logo on conference materials puts you front and center for attendees throughout the entire event. (Sponsor provides materials.)

Exhibit at the Annual Writers Conference

EARLY Rates (until March 1, 2017):

Single Space \$ 650
Double Space \$1150

REGULAR Rates (after March 1, 2017):

Single Space \$ 950
Double Space \$1750



Each exhibit-table registration entitles you to:

One or two skirted 6' tables, each with two chairs
One conference registration

Exhibit Hours:

Friday, May 5..... 8:00 a.m. until 6:00 p.m.
Saturday, May 6..... 8:00 a.m. until 6:00 p.m.

Exhibitors will receive host site information regarding additional exhibit materials. ASJA will not provide or cover the cost of equipment, electrical outlets, phone, or wired Internet. Additional representatives may register for \$200 each. Reservation and exhibit locations are allocated on a first-come, first-served basis.

Advertise at the Annual Writers Conference

Conference Bag Insert Advertising **\$500 per item**

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

Program Book Display Advertising Rates:

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| Full Page, full color (7.25" w x 9.5" h) | \$1,500 |
| Full Page, b&w (7.25" w x 9.5" h) | \$1,200 |
| Half page, b&w (7.25" w x 4.625" h) | \$ 950 |
| Quarter-page, b&w (3.475" w x 4.625" h) | \$ 650 |
| Business Card, b&w (3.125" w x 2" h) | \$ 250 |

Other advertising opportunities: ASJA Weekly E-Newsletter

ASJA publishes a weekly industry e-newsletter distributed to 5,000 writers and media and publishing industry leaders. This newsletter has quickly become a top source of curated news for independent writers and those who hire them. For banner ad options and pricing visit:

<http://mk.multibriefs.com/mediakit/pricing/asja>