



WRITER'S DIGEST

## NOVEL WRITING CONFERENCE SPONSORSHIP OPPORTUNITIES

### Reach hundreds of prospects in person, and hundreds of thousands via web and print.

When you sponsor or exhibit at the [Writer's Digest Novel Writing Conference](#), your message reaches beyond just the event's attendees; your product will reach a total audience in the hundreds of thousands through the combined power of print, web, e-newsletters and social media.

Writer's Digest Novel Writing Conference boasts a lineup of [speakers](#) that includes numerous *New York Times* or *USA Today* bestselling authors, plus literary agents and industry experts. This event is unique because it's one of the only conferences in the U.S. geared exclusively toward the craft and business of novel writing.

### Connect with a premium partner.

For nearly 100 years, writers have turned to *Writer's Digest* magazine for friendly, encouraging and authoritative insights about how to write better and get published. And attending the Writer's Digest Novel Writing

Conference is like stepping into the magazine's pages; attendees leave inspired, more confident in their abilities and with a greater understanding of the current publishing landscape, including self-publishing opportunities.



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### Here's what people had to say about last year's conference:

"Amazing experience, so informative, amazing networking, relaxed pace, wonderful presenters, very inspiring. Very community oriented and very supportive."

**L. KELLY** | California

"Rejuvenating, like having my writer's life given a good session of CPR topped with an expertly applied defibrillator."

**J. WHITE** | California

"I had high expectations for this conference and I was fully pleased with my experience."

**C. SCHAFER** | Alberta, Canada

"This conference is a great investment for anyone looking for a craft-based experience, rather than a big pitch-fest."

**E. BIRD** | Arizona



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**Earn attention for your brand through pre-event, on-site and post-event multi-media marketing opportunities.**

### PRE-EVENT

- Inclusion in the regular Writer's Digest Novel Writing Conference e-newsletter (delivered to 155,000 subscribers) and all online communications to prospective attendees, including LinkedIn, Facebook and Twitter (with 729,000 followers and counting).
- High-visibility logo placement at [www.novel.writersdigestconference.com](http://www.novel.writersdigestconference.com).
- Marketing tools you can use to promote your participation in the Conference on your own website and through your own client communication.

### ON-SITE

- High-visibility logo placement throughout the show.
- Opportunity to distribute marketing collateral or promotional piece in the registration packet.

### POST-EVENT

- Access to Conference attendee list for limited use (frequency based on sponsorship level).



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| SPONSORSHIP DELIVERABLES                                     | TITLE SPONSOR  | COCKTAIL RECEPTION | SPEAKER SPONSOR | PANEL SPONSOR  | EXHIBITOR    |
|--|----------------|--------------------|-----------------|----------------|--------------|
| 60 Minute Speaker Session                                    | ✓              |                    | ✓               |                |              |
| Session Recording of Presentation                            | ✓              |                    |                 |                |              |
| Link to Sponsor Survey Sent to Followers and Newsletter List | ✓              |                    |                 |                |              |
| Cocktail Reception Sponsor                                   | ✓              | ✓                  |                 |                |              |
| 1 6ft Exhibitor Table  | ✓              | ✓                  | ✓               | ✓              | ✓            |
| Complimentary Basic Conference Pass                          | 4              | 2                  | 2               | 2              | 1            |
| Email Blast to Attendee List                                 | 2              | 1                  | 1               | 1              |              |
| Logo placement on all Marketing Materials                    | ✓              | ✓                  | ✓               | ✓              |              |
| Logo and Link on WritersDigestConference.com                 | ✓              | ✓                  | ✓               | ✓              | ✓            |
| Promotional Item in Registration Packet                      | ✓              | ✓                  | ✓               | ✓              | ✓            |
| Cover Ad   | 1              | 1                  | 1               | 1              |              |
| Panel Speaker  |                | ✓                  |                 | ✓              |              |
| Complimentary Exhibitor Only Pass                            |                | 1                  | 1               | 1              | 1            |
| <b>INVESTMENT COST</b>                                       | <b>\$5,750</b> | <b>\$3,750</b>     | <b>\$3,750</b>  | <b>\$2,500</b> | <b>\$995</b> |

FOR INFORMATION ON SPONSORSHIP OPPORTUNITIES, CONTACT JILL RUESCH • JRUESCH@AIMMEDIA.COM • 800-726-9966 X13223

