



## **2019 Conference Sponsorships**

“Gateway to Success,” the 14th annual Be a Better Freelancer® conference, offers several opportunities for visibility through sponsorships. The conference will be held over Columbus Day weekend, October 11–13, 2019, at the Chase-Park Plaza Hotel in St. Louis, Missouri, in partnership between the National Association of Independent Writers and Editors (NAIWE) and Communication Central.

This is one of the only conferences specifically for freelancers in the editorial world—writers, editors, proofreaders, indexers, desktop publishers, graphic artists, photographers, website creators, etc.

Session topics will include business basics, getting started, marketing and promotions, using tools such as Microsoft Word and Adobe Acrobat (PDFs), websites, expanding a business, and much more.

Conference attendees use a wide range of business products and services, from pens and notebooks to computer software and hardware, other equipment, one-time and subscription publications (both print and online), legal advice, training and education, insurance, paper, business cards, travel and accommodations, stationery, promotions for their businesses, printing, and shipping. If you have a product or service of value to editorial professionals, both freelance and in-house, sponsorship opportunities include the following.

For further details of specifications and policies, please contact [conference@naiwe.com](mailto:conference@naiwe.com).

### **Platinum Conference Sponsor: \$5,500**

Benefits: logo and acknowledgment in all event online and on-site materials; opportunity to distribute marketing materials in conference tote bags; social media acknowledgment; opportunity to distribute an article in NAIWE’s *The Edge* newsletter, which reaches 6,000+ inboxes; hyperlink on NAIWE.com and communication-central.com; verbal acknowledgment at the opening session of each day; table with premium positioning during the conference to display company products and materials; designated time to address attendees; and 10 conference admissions.



**Supporting Sponsor: \$4,000**

Benefits: logo and acknowledgment in all event online and on-site materials; opportunity to distribute marketing materials in conference tote bags; social media acknowledgment; opportunity to distribute an article in NAIWE's *The Edge* newsletter, which reaches 6,000+ inboxes; hyperlink on NAIWE.com and communication-central.com; and verbal acknowledgment at the opening session of each day.

**Day Sponsor: \$2,000**

Benefits: logo and acknowledgment in all event online and on-site materials; opportunity to distribute marketing materials in the conference tote bags; social media acknowledgment; opportunity to distribute an article in NAIWE's *The Edge* newsletter, which reaches 6,000+ inboxes; hyperlink on NAIWE.com and communication-central.com; and verbal acknowledgment at the opening session of that specific day.

**Session Sponsor: \$500**

Benefits: logo and acknowledgment in all event online and on-site materials; opportunity to distribute marketing materials in conference tote bags; social media acknowledgment; opportunity to distribute an article in NAIWE's *The Edge* newsletter, which reaches 6,000+ inboxes; hyperlink on NAIWE.com and communication-central.com; and verbal acknowledgment before the session.

**Tote Bag Sponsor: \$200**

Benefits: logo on the conference tote bags; logo and acknowledgment in all event online and on-site materials; opportunity to distribute marketing materials in conference tote bags; social media acknowledgment; opportunity to distribute an article in NAIWE's *The Edge* newsletter, which reaches 6,000+ inboxes; and hyperlink on NAIWE.com and communication-central.com.



### **Breakfast Sponsor: \$100**

Benefits: logo and acknowledgment in all event online and on-site materials; opportunity to distribute marketing materials in conference tote bags; social media acknowledgment; opportunity to distribute an article in NAIWE's *The Edge* newsletter, which reaches 6,000+ inboxes; hyperlink on NAIWE.com and communication-central.com; and sponsorship signage during breakfast.

### **Lunch Sponsor: \$100**

Benefits: logo and acknowledgment in all event online and on-site materials; opportunity to distribute marketing materials in the conference tote bags; social media acknowledgment; opportunity to distribute an article in NAIWE's *The Edge* newsletter, which reaches 6,000+ inboxes; hyperlink on NAIWE.com and communication-central.com; and sponsorship signage displayed during lunch.

### **Afternoon Snack Sponsor: \$100**

Benefits: logo and acknowledgment in all event online and on-site materials; opportunity to distribute marketing materials in the conference tote bags; social media acknowledgment; opportunity to distribute an article in NAIWE's *The Edge* newsletter, which reaches 6,000+ inboxes; hyperlink on NAIWE.com and communication-central.com; and sponsorship signage displayed during snack.

### **Tote Bag Stuffers: \$50**

Do you have a stash of bookmarks, postcards, or flyers that would be of interest to publishing professionals? If so, we can stuff them in our attendee tote bags!



**Raffle Sponsor: \$50**

Benefits: logo and acknowledgment in all event online and on-site materials; social media acknowledgment; hyperlink on NAIWE.com and communication-central.com; and verbal acknowledgment before the raffle drawing.

**Book Table: \$50**

Have you published a book and are looking for opportunities to market it? A table will be provided between sessions for you to display and sell your book(s). (All sales belong to the sponsor; setup, transactions, and shipping will be the responsibility of the sponsor.)