



## Conference Program Ads, Exhibits, & Events Sponsorship

2018 Conference of the Council of Writing Program Administrators  
Sacramento, California July 22-29, Hyatt Regency Sacramento

Dear Friends of the Council of Writing Program Administrators:

I invite you to present your company, organization, program or department to hundreds of postsecondary writing professionals from around the United States and the world at the 2018 Conference of the Council of Writing Program Administrators, July 22-29.

We offer many opportunities to have your company, organization, department, or program prominently exhibited in conference material through sponsoring an event and/or advertising in the conference program, and also provide exhibit space for showcasing textbooks and demonstrating software. Plus, at the conference you can network with directors of writing programs, writing centers, and writing-across-the-curriculum and -disciplines programs, including directors from community colleges, liberal arts schools, regional institutions, and research universities.

To support the important work of publishers, the CWPA is offering low rates for booths and program ads for the conference. On the following page you will find more information about advertising specifications, exhibit guidelines, and sponsorship rates. I look forward to helping you develop an ideal package for your organization. You may contact me, Kelly Kinney, anytime at [kkinney3@uwyo.edu](mailto:kkinney3@uwyo.edu).

Please visit the [conference website](#) to learn more about speakers, events, and conference registration (required only if you plan to attend sessions or benefit from the inclusive meals). If you have questions about conference proceedings, contact local faculty hosts, Angela Clark-Oates, Writing Program Coordinator at Sacramento State University and Cathy Gabor, Composition Director at University of San Francisco at [cwpaconference18@gmail.com](mailto:cwpaconference18@gmail.com)

If you have questions about the conference site or shipping packages, contact Becky Wolfe, Event Planning Manager, Hyatt Regency Sacramento at [becky.wolfe@hyatt.com](mailto:becky.wolfe@hyatt.com) or [916-321-3530](tel:916-321-3530). Note that packages may not arrive prior to July 20, 2018.

To reserve exhibit space, program advertising, and events sponsorship, contact me and **finalize all arrangements by June 15, 2018**. The CWPA looks forward to showcasing the products that you offer to support writing program administrators, faculty, and students.

See you in Sacramento!

Kelly Kinney, Ph.D.  
CWPA Conference Sponsorship and Exhibits Coordinator  
Associate Professor and Chair, Department of English  
University of Wyoming

## CWPA Program Advertising and Exhibit Booth Rates

### Digital Conference Program App Advertising

Company or Organization Sponsor Page (\$75) – This option consists of a thumbnail logo hyperlinked to a PDF ad with information about the sponsor, the sponsor’s website URL, and any other details you wish to provide. Each sponsor’s logo will be listed under the Sponsor button on the app. Logos and ads are in full color. By June 15, 2018, email a .png or .jpg thumbnail logo at 120 x 150 pixels and the PDF advertisement (1-3 standard 8.5 x 11” pages) to Angela Clark-Oates and Cathy Gabor at [cwpaconference18@gmail.com](mailto:cwpaconference18@gmail.com). See the bottom of page three for information about payment, which is also due by June 15th.

Department, Writing Program, or Graduate Program Sponsor Page (\$75) – This option consists of a thumbnail logo hyperlinked to a PDF ad with information about the unit, the unit’s website URL, and any other details you wish to provide. Each logo will be listed under the Sponsor button on the app. Logos and ads are in full color. By June 15, 2018, email a .png or .jpg thumbnail logo at 120 x 150 pixels and the PDF advertisement (1-3 standard 8.5 x 11” pages) to Angela Clark-Oates and Cathy Gabor at [cwpaconference18@gmail.com](mailto:cwpaconference18@gmail.com). See the bottom of page three for information about payment, which is also due by June 15th.

Rotating Banner (\$500) – This ad gets a lot of screen time! As users are browsing the program app, this interactive, full-color sponsor banner is located at the bottom of the main menu screen. A maximum total of five sponsor banner purchasers will have their banner ad rotated on a regular basis throughout the conference. Email the following Angela Clark-Oates and Cathy Gabor at [cwpaconference18@gmail.com](mailto:cwpaconference18@gmail.com) by June 15, 2016: a banner ad image at 600 x 110 pixels and a thumbnail logo at 120 x 150 pixels (both as .png or .jpeg files), and the PDF advertisement (1-3 pages). See the bottom of page three for information about payment, which is also due by June 15th.

### Exhibit Booths

For-profit presses: \$75 per day. Non-profit presses: \$25 per day. Booth exhibits run from 12-5pm on Thursday, July 26, 8am-5pm on Friday, July 27, and 8am-12pm on Saturday, July 28. Set up takes place Thursday morning and break down at noon sharp on Saturday. Booth space consists of one 6-foot table and two chairs. If you need equipment, contact Becky Wolfe at [becky.wolfe@hyatt.com](mailto:becky.wolfe@hyatt.com) to inquire about availability. For shipping exhibit items directly to the conference, please contact Becky Wolfe **by June 15** at [becky.wolfe@hyatt.com](mailto:becky.wolfe@hyatt.com). Note that packages may not arrive prior to July 20, 2018. Packages may be sent to the following address: HYATT REGENCY SACRAMENTO 1209 L STREET, SACRAMENTO, CA 95814

All packages must contain a label giving the following information:

1. Return Address
2. Name of Meeting/Conference: Writing Program Administrators Conference, July 22-29
3. Group Catering/Convention Services Contact: Becky Wolfe, [becky.wolfe@hyatt.com](mailto:becky.wolfe@hyatt.com)
4. Name of Person that will claim package and date of that person’s arrival

## CWPA Conference Events Sponsorship

We have many options available for sponsoring events, which assures your organization of having the most name recognition as a CWPA partner. *All sponsorships are reserved on a first-come first-served basis.* Partial sponsorship is an option but guarantees only space for your physical signage—not other benefits associated with sponsorship. CWPA reserves the right to reassign partial sponsorships to events according to need. See below for more details. To reserve your sponsorship, contact Kelly Kinney [kkinney3@uwyo.edu](mailto:kkinney3@uwyo.edu). All sponsorships are reserved on a first-come, first-served basis, so don't delay!

Sponsorship	Amount	Physical Signage*	Free Exhibit Space	Program Sponsor Page	Program Track2
Lead Conference Sponsorship	\$5,000	Registration area and throughout conference center	✓	✓	✓
Saturday Night Social Event	\$3,000	Event entrance	✓	✓	✓
Friday Night WPA-GO Social Event	\$2,000	Event entrance	✓	✓	✓
Thursday Night Cocktail Reception	\$2,000	Event entrance	✓	✓	✓
Friday Lunch	\$2,000	Event entrance	✓	✓	✓
Saturday Lunch	\$2,000	Event entrance	✓	✓	✓
Friday Breakfast	\$1,500	Event entrance	✓	✓	✓
Saturday Breakfast	\$1,500	Entrance to breakfast	✓	✓	✓
Friday Breaks	\$1,000	Event entrance	✓	✓	✓
Saturday Breaks	\$1,000	Event entrance	✓	✓	✓

\*Note: All sponsors are responsible for creating and displaying their own signage. If you have questions about display options, please contact Hyatt Event Planning Manager Becky Wolfe at [becky.wolfe@hyatt.com](mailto:becky.wolfe@hyatt.com) or [916-321-3530](tel:916-321-3530).

### **Payment due no later than June 15, 2018**

Send checks (credit card processing not available) and a description of your sponsorship request to:

**CWPA, c/o Christine Cucciarre  
University of Delaware, 305 Memorial Hall, Newark DE 19716**