

Sponsorship Opportunities

Red Pencil 2023 will be held Saturday, May 6, 2023, at the Lynnwood Event Center in Lynnwood, Washington.

This is your chance to reach more than 200 editors from the Pacific Northwest and beyond at the Northwest Editors Guild's biennial Red Pencil conference—the largest regularly held editing conference on the West Coast!

A variety of affordable sponsorship opportunities are available to increase your exposure, help you engage with potential customers and employees, and support the Guild.

For more information, email the sponsorship team at conference@edsguild.org or see our conference website: <https://www.edsguild.org/red-pencil-2023>.

Who Attends?

The Red Pencil conference attracts experienced editors and other industry members from around the Pacific Northwest and across the country.

- Attendees include Guild members (71%), members of affiliated professional organizations (10%), and others working in the industry (19%).
- Attendees live and work in the Seattle metro area (65%), the Portland metro area (16%), other parts of the Pacific Northwest (12%), and elsewhere in the United States and Canada (7%).
- Attendees are predominantly self-employed (71%), with others working in-house (12%) or a combination of the two (17%).
- Attendees tend to be seasoned professionals, with 57% having 9+ years of experience.

Sponsor promotions through the Guild's website, newsletter, and social media accounts will also reach

- Nearly 400 Guild members who receive its monthly newsletter
- Over 1,500 unique website visitors per month
- More than 1,400 followers on Twitter, 1,300 followers on Facebook, and 1,100 followers on LinkedIn
- Hundreds of members of affiliated organizations who receive news about the conference

Major Sponsorship Packages

If you don't see something that fits your needs or budget, please contact us about arranging a customized package.

Keynote Sponsor: \$1,500

One Available

- Your logo featured on the podium during the opening and closing sessions and during the keynote presentation, and acknowledgment during the speaker introduction
- Your logo featured with top billing on the Red Pencil website
- Your logo, message, and sponsorship level in rolling on-screen credits during the registration period and between sessions
- Sponsor gratitude on Guild social media and in our newsletter
- Full-page color ad in the conference program
- Option to add one item to swag bags
- Free registration for two attendees

Lunch Sponsor: \$1,000

One of Two Available

- Your logo on signage displayed during lunch
- Acknowledgment during lunch announcements
- Your logo featured on the Red Pencil website
- Your logo, message, and sponsorship level in rolling on-screen credits during the registration period and between sessions
- Sponsor gratitude on Guild social media and in our newsletter
- Half-page color ad in the conference program
- Option to add one item to swag bags
- Free registration for one attendee

Tote Bag Sponsor: \$750

One Available

- Your logo joins the Guild logo on quality reusable conference tote bags
- Your logo featured on the Red Pencil website
- Your logo, message, and sponsorship level in rolling on-screen credits during the registration period and between sessions
- Sponsor gratitude on Guild social media and in our newsletter
- Free registration for one attendee

Coffee Break Sponsor: \$500

Two Available

- Your logo featured on coffee station signage
- Your logo featured on the Red Pencil website
- Your logo, message, and sponsorship level in rolling on-screen credits during the registration period and between sessions
- Sponsor gratitude on Guild social media and in our newsletter
- Quarter-page color ad in the conference program
- Free registration for one attendee

Lanyard Sponsor: \$500

One Available

- Your logo on attendee lanyards
- Your logo featured on the Red Pencil website
- Your logo, message, and sponsorship level in rolling on-screen credits during the registration period and between sessions
- Sponsor gratitude on Guild social media and in our newsletter
- Free registration for one attendee

Scholarship Sponsor: \$250

One Available

- Acknowledgment during conference closing announcements
- Your name on the Red Pencil website
- Your logo, message, and sponsorship level in rolling on-screen credits during the registration period and between sessions
- Sponsor gratitude on Guild social media and in our newsletter

The Northwest Independent Editors Guild is a 501(c)(6) nonprofit organization. Sponsorship and exhibitor payments are not tax-deductible donations but can be expensed in an advertising budget.

Other Sponsorship and Exhibition Options

These additional sponsorship opportunities are cost-effective ways of reaching all our conference attendees.

Add Your Swag to the Bag: \$50

Seventeen of Twenty Available

- Your flyer, advertisement, brochure, or promotional item included in attendee swag bags
- Approximately 300 pieces provided by you (a precise number will be determined closer to the conference date)
- Suggested swag items include
 - Pens
 - Pencils
 - Highlighters
 - Notepads or sticky notes
 - USB flash drives
 - Lens/screen cleaning cloths
 - Coupon codes or online discounts

Rolling Screen-Saver Sponsorship: \$50

Nine of Ten Available

- Your logo in rolling on-screen credits during the morning registration period and between sessions
- Sponsor thank-you on the Guild website

Exhibitor Tables: \$100

Five of Ten Available

Promote your brand or product, hand out freebies, or sell merchandise to more than 200 conference attendees with an exhibitor table adjacent to the main conference rooms.

- Tables are 30" x 72" and come with two chairs and a tablecloth
- Up to two exhibitor representatives will receive complimentary admission, including coffee (catered lunch is extra)
- Additional tables are \$50 each
- Additional details can be provided on request



Keynote Speaker Amy J. Schneider

Amy J. Schneider, owner of Featherschneider Editorial Services (www.featherschneider.com), is the author of the forthcoming *Chicago Guide to Copyediting Fiction*. She is a full-time copyeditor and proofreader of trade and scholarly nonfiction books and best-selling fiction in a variety of genres for large and small publishing houses. Amy has written articles and presented on a variety of editorial topics including fiction copyediting, style sheets, macros, templates, the business of freelancing, and mastermind groups. When she's not working in the soft glow of her four-monitor desktop, she enjoys running, singing, and teaching her springer spaniels to do silly tricks (not all at the same time).

Ad Specifications

Red Pencil 2023 Conference Program

Please follow these submission guidelines:

- PDF file format
- CMYK color profile
- Minimum 300 dpi image resolution
- Embed all images and fonts
- Include crop marks or a rule around the ad

All ads will have a 0.125" space between the ad and the other page elements.

The dimensions below are the live area of the ad. Keep all text, logos, and images within the live area. We cannot accommodate bleed or trim areas outside these dimensions.

Please contact conference@edsguild.org for specifications if you must send another file format, such as EPS or JPEG (minimum 300 dpi image resolution), or if you have additional questions.

- The conference brochure will be given to all conference attendees and will also be available as a downloadable PDF from the Guild website.
- You are responsible for the design and content of your ad.
- Email the file for your finished ad by **January 15, 2023**, to conference@edsguild.org.

