



FLORIDA AUTHORS & PUBLISHERS ASSOCIATION

Guidelines for Sponsorships, Vendors, and Advertisements

The Florida Authors and Publishers Association (FAPA) is a not-for-profit corporation that provides educational opportunities to individuals and companies involved in the publishing industry. Its members include writers, authors, editors, illustrators, graphic designers, book designers, printers, marketing professionals, and publishers.

The organization provides numerous resources for its members and sponsors, including a website, annual educational conferences, and networking opportunities. Companies or individuals can share information about their company, products, and services through several sponsorship opportunities at our conferences, and through advertisements on the FAPA website.

SPONSORSHIP OPPORTUNITIES

PLATINUM LEVEL

MEMBER

\$750.00

NON-MEMBER

\$850.00

A Platinum Sponsor for any of our events will be entitled to two complimentary conference or program registrations. The company logo will appear on all email blasts and newsletters that are distributed prior to the event, as well as all conference and program marketing materials, if the sponsorship is secured 30 days prior to the event. The company's logo and website link will appear on the FAPA website for 12 months.

The company name will be acknowledged as a Platinum Sponsor on signage at the registration table for the event. A vendor table in the exhibit area is included in the sponsorship, and a one-page flyer or brochure about the company can be included with all attendee materials. A representative from the company will be given 3-5 minutes to address the general session at the event, giving an overview of the company, its products and services.

GOLD LEVEL

MEMBER

\$500.00

NON-MEMBER

\$600.00

A Gold Sponsor will be entitled to one complimentary conference or program registration. The company logo will appear on all email blasts and newsletters that are distributed prior to the event, as well as all conference and program marketing materials, if the sponsorship is secure 30 days prior to the event. The company's logo and website link will appear on the FAPA website for 6 months.

The company name will be acknowledged as a Gold Sponsor on signage at the registration table for the event. A vendor table in the exhibit area is included in the sponsorship, and a one-page flyer or brochure about the company can be included with all attendee materials.

SILVER LEVEL

MEMBER

\$300.00

NON-MEMBER

\$400.00

A Silver Sponsor is entitled to a one half-price registration for the conference or program. The company logo and website link will appear on the FAPA website for 3 months.

The company name will be acknowledged as a Silver Sponsor on signage at the registration table for the event. A vendor table in the exhibit area is included in the sponsorship, and a one-page flyer or brochure about the company can be included with all attendee materials.



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VENDOR TABLE

MEMBER

\$75.00

NON-MEMBER

\$100.00

Companies or individuals can purchase a vendor table at FAPA events. A one-page flyer or brochure about the company can be included with all attendee materials. Event registration is not included.

SPONSOR OF PRESIDENT'S ANNUAL AWARD BANQUET (One sponsor)

MEMBER

\$500.00

NON-MEMBER

\$600.00

The company or individual name will be acknowledged as the President's Book Award Sponsor on signage at the registration table for the Annual Conference. The company banner can be displayed at the banquet, and a representative from the company will be given the opportunity to welcome the banquet attendees and share a brief overview of their company, its products, or services.

ADVERTISING OPPORTUNITIES AT EVENTS

MEMBER

\$50.00

NON-MEMBER

\$75.00

A company or individual can place a stack of flyers or brochures in the exhibit area for attendees to take. Event registration is not included.

Advertisements on the FAPA Website

Website Ads Sizes and Prices*:

Square: Width 225px X Height 225px (Width 3.125" X Height 3.125")

Horizontal Rectangle: Width 225px X Height 175px (Width 3.125" X Height 2.4306")

Vertical Rectangle: Width 125px X Height 225px (Width 1.7361" X Height 3.125")

Header: Width 925px X Height 150px (Width 12.8472" X Height 2.0833")

Footer: Width 925px X Height 150px (Width 12.8472" X Height 2.0833")

ONE MONTH: \$40

HEADER & FOOTER: \$50

6 MONTHS: \$150

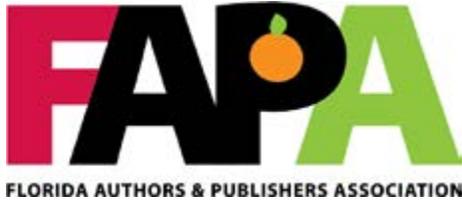
HEADER & FOOTER: \$210

1 YEAR: \$240

HEADER & FOOTER: \$360

*Additional Specs: Color: RGB
Resolution: 300DPI

FOR MORE INFORMATION on how to become a sponsor, vendor or place an ad, contact:
Jane R. Wood, 904-268-9572, marketing1@floridapublishersassociation.com
Terri Gerrell, 850-421-7420, president@floridapublishersassociation.com



Sponsor & Vendor Application

MEMBER **NON-MEMBER**

Company: _____

Contact: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Email:** _____

Website: _____

Sponsors and Vendors:

Refer to Sponsorship Guidelines for details at www.myFAPA.org.

Check:

____ Platinum Sponsor (FAPA Members \$750 – Non-members \$850)

____ Gold Sponsor (FPA Member \$500 – Non-member \$600)

____ Silver Sponsor (FAPA Member \$300 – Non-member \$400)

____ President's Annual Award Banquet (FAPA Member \$500 – Non-member \$600)

____ Vendor (FAPA Member \$75 – Non-member \$100)

Checks should be made out to **Florida Authors and Publishers Association.**

Applications and checks should be sent to:

FAPA, 1702 N Woodland Blvd, P.O. BOX 116145, Deland, FL 32720

Advertisements on FAPA Website

Ads are available on a monthly basis starting at \$40.

Refer to Sponsorship Guidelines for details at www.myFAPA.org

For more information and questions or to purchase an ad contact:

Jane Wood at 904.268.9572 or Terri Gerrell at 850-421-7420.

www.myFAPA.org