

Sample Exhibitor Solicitation Letter

From Worldcon Runners' Guide

Sample Exhibitor Solicitation Letter

This is a sample of the type of letter that can be sent to do a "blind" contact with a possible exhibitor. It should of course be printed on official convention stationery.

October 14, 1999

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<Addressee>  
Attn: ??? If no contact name: Promotions/Marketing Department  
<address>  
  
<address>  
<city, state, zip>
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Dear Sirs:

I represent GenericCon, the 57th World Science Fiction Convention, which is to be held at the Standlee Convention Center in Chico on September 2-6, 1999.

The World Science Fiction Convention, which has been held since 1939, will bring more than 6,000 attendees from all 50 states and more than 30 countries (including Japan.) Primarily intended for readers and writers of science fiction, convention activities will include a round the clock schedule of panels on science and science fiction, art show, films, book sales, masquerade, and more.

Part of the "more" is an exhibit area called **Commercial Exhibits**. This area is intended for companies like yours to have an opportunity to exhibit.

Commercial Exhibits is designed to provide the following opportunities for you:

- **Sales**

Unlike the popular image of SF fans as high school age "trekkies," the average attendee of the World SF Convention is well-educated, with a technical background.

The demographics of those who attend SF conventions are: Average age is 38, 68% male, 32% female. 33% make \$30,000-50,000 and 38% make over \$50,000. 72% are college graduates, with 39% holding advanced degrees. 59% are professionals (businessmen, computer analysts, educators), and 20% are writers or artists. 69% own one or more personal computers.

Retail sales that take place at the World Science Fiction Convention are in excess of \$750,000 each year. That figure does not include sales made after the convention as a result of meeting with exhibitors.

■ **Publicity**

The World SF Convention is covered by media from all around the world. Articles on the convention appear in the major media services, in major newspapers, and on many television stations. This provides an opportunity for your company and products to be noticed by the media and to be tied into the cutting edge, futuristic image of the convention.

■ **Enhanced Visibility**

Visibility for your organization is not limited to just sitting in an exhibit booth. The convention will be running several tracks of technology-oriented programming, and if it is appropriate, we would like representatives of your company to participate on panels relevant to the products and services that your company provides, including looking at how your company's products, services, and role will evolve as we go into the new century.

■ **Sponsorship**

The 57th World SF Convention is interested in sponsorship partners at various levels.

1. Advertising space is available in convention progress reports and the souvenir program book.
2. Companies can sponsor specific convention publications, such as the pocket program.
3. Companies can sponsor specific convention events, such as the masquerade or the Hugo Awards (Science Fiction Achievement Awards) ceremony, both of which get major media attention.
4. Companies with appropriate products can arrange to have their product be the "official" type of that product for the 57th World Science Fiction Convention.

Other options may be available, depending on your desires and imagination.

Our exhibit space rates are quite reasonable, with most charges being straight pass-through of the Moscone center's charges to us. Whether you are interested in exhibit space, advertising, or sponsorship, you will find that we can work out arrangements that can match virtually any budget requirements.

We realize that many of you reading this are science fiction readers yourselves. If you respond to this letter within the next 30 days, we will send you a complimentary science fiction novel.

If you have any questions, you can write me at the above address, or phone me at (999) 555-1212.

We are looking forward to working with you.

Sincerely,

Joe Phan

Department Head, Commercial Exhibits

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(<mailto:crg@sfrovers.org>)

"World Science Fiction Society", "WSFS", "World Science Fiction Convention", "Worldcon", "NASFiC", and "Hugo Award" are service marks of the World Science Fiction Society (<http://www.wsfs.org/>), an unincorporated literary society.

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