



#AWP15

Annual Conference & Bookfair

Minneapolis

April 8–11, 2015



Association of Writers
& Writing Programs

**Your Guide to Sponsoring,
Exhibiting, and Advertising**

Attend the Year's Most Important Literary Gathering



About the Conference

Each year, AWP brings its writers' conference and bookfair to a different city in North America. The big tent for writers, teachers, students, editors, publishers, and arts administrators, our conference attracts 12,000 attendees and over 650 exhibitors. We offer more than 550 panel discussions, lectures, receptions, and readings. Ours has grown to be the largest literary conference in North America.

Over the past decade, AWP's Annual Conference & Bookfair has become an invaluable part of literary culture. It has featured lectures and readings by Margaret Atwood, Amy Bloom, Augusten Burroughs, Anne Carson, Joy Castro, Bei Dao, Don DeLillo, Andre Dubus III, Jennifer Egan, Nikky Finney, Dagoberto Gilb, Vivian Gornick, Jorie Graham, Terrance Hayes, Seamus Heaney, Alice Hoffman, Major Jackson, Ha Jin, Tracy Kidder, Sharon Olds, Tom Perrotta, Robert Pinsky, Marilynne Robinson, Luis J. Rodriguez, Richard Russo, Tracy K. Smith, Cheryl Strayed, Derek Walcott, Jesmyn Ward, Jeannette Winterson, Meg Wolitzer, and James Wood.

In 2015, AWP is pleased to bring its conference to Minneapolis, a city that widely celebrates and invests in the literary arts. Most conference events will take place at the **Minneapolis Convention Center** (1301 2nd Avenue South), with some events also occurring at the **Hilton Minneapolis** (1001 Marquette Avenue South). Hilton Minneapolis, the official hotel of the 2015 conference, is connected to the Minneapolis Convention Center by skybridge and will offer discounted rates on single and double occupancy rooms. Visit awpwriter.org for more information.

Lend Your Support

We invite you to be part of the Minneapolis conference by becoming a sponsor. Sponsorship is a great way to promote your program, press, or organization while you support literary discussions among writers, teachers, and students. Thanks to our sponsors, more than three thousand students have their registration fees waived or reduced each year. Consult the sponsorship table inside this folder for information.

Exhibit at the Bookfair

Bookfair Location & Services

The 2015 bookfair will be located within a single exhibit hall of the Minneapolis Convention Center. Free WiFi will be available throughout the exhibit hall, which will also contain concession areas, a bar, and reading stages.

Booths: \$875

Each 10' x 10' space (100 sq. ft. with 8'-high back drape) includes two 6' x 30" draped tables, two chairs, one wastebasket, one ID sign, a listing in the conference planner and on AWP's website, and two complimentary exhibitor access badge registrations.

Tables: \$575

Each 4' x 7' space (28 sq. ft. with 3'-high back drape) includes one 6' x 30" draped table, two chairs, one wastebasket, one ID sign, a listing in the conference planner and on AWP's website, and two complimentary exhibitor access badge registrations.

Conference Program & Planner Advertising

AWP's conference program is a full-color, perfect-bound catalog of events and presentations. The program is distributed to all conference attendees.

Front Inside Cover	\$3,100
Back Inside Cover	\$2,800
Back Outside Cover.....	\$5,390
Two-Page Spread	\$1,990
Full Page.....	\$1,040
Half Page	\$660
Quarter Page.....	\$520
Planner Ad	\$5,685

**Register for the bookfair
or reserve your ad space
at awpwriter.org**



Photo by Robb Cohen

Reach Teachers, Readers, and Opinion-Makers

Founded in 1967, AWP provides support, advocacy, resources, and community to nearly 50,000 writers, 540 college and university creative writing programs, and over 125 writers' conferences and centers. More than 12,000 people attend the conference to explore the bookfair, see readings by their favorite authors, and enjoy panel discussions on contemporary literature and the art of writing. AWP's bookfair attracts over 650 exhibitors every year, making it a great way to meet authors, critics, and your peers in the field. Exhibiting at the bookfair and advertising in the conference program also provide you with excellent opportunities to promote your press, magazine, organization, or service.

Why Exhibit at AWP?

Each year, the bookfair ranks among the most popular components of our annual conference. Whether you're selling subscriptions or books, promoting your program, press, or residency, or launching a new service to writers and readers, AWP's bookfair offers an unmatched opportunity to reach the most important sector of the book buying public: literary readers, writers, and publishers.

- Reach 12,000 avid readers and book buyers
- Market your publications to professors and teachers who assign contemporary literature to their classes
- Promote your services to writers seeking support, publication, and resources
- Meet authors, reviewers, critics, and opinion-makers
- Network with your peers
- Attend excellent readings and panel discussions

Become a Sponsor

Sponsorship level	CONTRIBUTOR \$1,000	SPONSOR \$2,500	PATRON \$5,000	BENEFACTOR \$7,500	MAJOR SPONSOR \$10,000	PREMIER SPONSOR \$20,000
Number available	Unlimited	Unlimited	Unlimited	Ten	Fifteen	One
Marketing impressions						
AWP website	600,000	600,000	600,000	900,000	900,000	1,200,000
Conference program	12,000	24,000	24,000	24,000	36,000	36,000
The <i>Writer's Chronicle</i>	39,000	78,000	117,000	156,000	195,000	195,000
On-site signs		36,000	36,000	48,000	60,000	72,000
Stage banners					24,000	36,000
Tote bags					11,000	11,000
Enewsletters		14,000	28,000	42,000	56,000	70,000
TOTAL IMPRESSIONS	651,000	752,000	805,000	1,170,000	1,282,000	1,620,000
Registration waivers	6	15	30	45	60	120
Program advertising		Quarter page	Half page	Full page	Two-page spread	Back cover
Bookfair exhibit			Table	Table	Booth	Two booths
Cash value of waivers	\$930	\$2,325	\$4,650	\$6,975	\$9,300	\$18,600
Cash value of advertising		\$520	\$660	\$1,040	\$1,990	\$5,390
Cash value of bookfair exhibit			\$575	\$575	\$875	\$1,750
CASH VALUE OF SPONSORSHIP	\$930	\$2,845	\$5,885	\$8,590	\$12,165	\$25,740
Opportunity to host receptions		Yes	Yes	Yes	Yes	Yes
Premium benefit					Yes	Yes

Each year, sponsors contribute significantly to the success of AWP's conference. In addition to supporting one of the most important literary gatherings in North America, sponsors enjoy generous benefits and a substantial number of marketing impressions. AWP acknowledges its sponsors on its website, in the *Writer's Chronicle*, in the conference program, on promotional materials, and on banners and signs at the conference. To initiate your sponsorship, call 703-993-4540 today.

Join the Conversation



Photo by Robb Cohen

Submit an Event Proposal

AWP welcomes conference participation from writers, publishers, teachers, students, and arts professionals from throughout the field. Each year, over 1,900 presenters participate in panels, readings, tributes, conversations, book signings, and receptions. Nearly all of our 550 events come to us through our competitive submission process, which opens each spring for the following year's conference. Join the conversation by submitting an event proposal at awpwriter.org.

Propose a Literary Partnership

AWP enters into conference programming partnerships with some of the nation's most venerated literary organizations, including the Poetry Foundation, the National Endowment for the Arts, the Academy of American Poets, Cave Canem, the National Book Critics Circle, and the Center for Fiction, among others. Our literary partners organize and support several of the featured events at the conference in exchange for many of the same benefits our sponsors receive. Nonprofit literary organizations interested in proposing a partnership should contact AWP's Director of Conferences at 703-993-4303.

Contact Us

This package provides you with an overview of the 2015 conference, but please feel free to contact us by phone or email if you have questions.

Sponsorship

Director of Development, 703-993-4540
sponsorship@awpwriter.org

Bookfair

Associate Director of Conferences, 703-993-4189
bookfair@awpwriter.org

Advertising

Advertising Manager, 703-993-4310
advertising@awpwriter.org

Conference Events

Conference Manager, 703-993-4317
events@awpwriter.org



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