



#AWP16

Annual Conference & Bookfair

Los Angeles

March 30 - April 2, 2016



Association of Writers
& Writing Programs

Your Guide to Sponsoring,
Exhibiting, and Advertising

Exhibit at the Bookfair

Bookfair Location & Services

The 2016 bookfair will be located within a single exhibit hall of the Los Angeles 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 24" draped tables, two chairs, one wastebasket, one ID sign, a listing in the conference planner, a listing on AWP's website, and two exhibitor access badges that include full conference registration.

Tables: \$575

Each 4' x 7' space (28 sq. ft. with 3'-high back drape) includes one 6' x 24" draped table, two chairs, one wastebasket, one ID sign, a listing in the conference planner, a listing on AWP's website, and two exhibitor access badges that include full conference registration.

Conference Program & Planner Advertising

AWP's conference program is a full-color, perfect-bound catalog of special events and panel presentations. The program is distributed to all conference attendees. The Planner, an abbreviated schedule that includes site maps and exhibitor listings, features a single full-page, full-color ad on its back cover.

Front Inside Cover	\$3,255
Back Inside Cover	\$2,940
Back Outside Cover.....	\$5,660
Two-Page Spread	\$2,090
Full-Page.....	\$1,092
Half-Page	\$695
Quarter-Page	\$545
Planner Ad	\$5,970

Register for the bookfair or reserve your ad space at awpwriter.org/awp_conference/bookfair_overview



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, 550 college and university creative writing programs, and over 125 writers' conferences and centers. More than 12,000 people attend the conference to browse the bookfair, attend readings by their favorite authors, and enjoy panel discussions on contemporary literature and the art of writing. AWP's bookfair attracts over 700 exhibitors, making it a great way to meet authors, editors, publishers, and your peers in the field. Exhibiting at the bookfair and advertising in the conference program also provides 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 are 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
- Scout new literary talent for your press, magazine, or agency
- 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 \$10,000	MAJOR SPONSOR \$15,000	PREMIER SPONSOR \$25,000
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 and bookfair banners					36,000	36,000
Tote bags					12,000	12,000
E-newsletters			28,000	42,000	56,000	70,000
TOTAL IMPRESSIONS	651,000	738,000	805,000	1,170,000	1,295,000	1,621,000
Registration Waivers	6	15	30	45	60	120
Program advertising		Quarter page	Half page	Full page	Two-page spread	Back outside 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		\$545	\$695	\$1,092	\$2,090	\$5,660
Cash value of bookfair exhibit			\$575	\$575	\$875	\$1,750
Cash value of bookfair banner				\$2,500	\$2,500	\$2,500
Cash value of premium benefit					\$3,000	\$5,000
TOTAL CASH VALUE OF SPONSORSHIP	\$930	\$2,870	\$5,920	\$11,142	\$17,765	\$33,510
Opportunity to host reception		Yes	Yes	Yes	Yes	Yes

Sponsors contribute significantly to the success of AWP’s conference. In addition to supporting one of the most important and exciting literary gatherings in North America, sponsors enjoy generous benefits, a substantial number of marketing impressions, and complimentary registration waivers, which allow more than a thousand creative writing students to attend the conference each year. AWP acknowledges its sponsors on its website, in its flagship publication, the *Writer’s Chronicle*, in the conference program, on promotional materials, and on banners and signs at the conference.

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, as many as 2,000 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 builds conference programming with some of the nation's most venerated literary organizations, including the Poetry Foundation, the Loft Literary Center, the National Endowment for the Arts, the Academy of American Poets, Cave Canem, Graywolf Press, 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 2016 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



Association of Writers
& Writing Programs

Attend the Year's Most Important Literary Gathering



Photo by Ian McDonnell

About the Conference

Each year, AWP brings its 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 700 exhibitors. We offer more than 550 panel discussions, lectures, receptions, and readings. Ours is now the largest literary conference in North America.

Over the past decade, the AWP Conference & Bookfair has established itself as an invaluable part of literary culture. It has featured lectures and readings by Chimamanda Ngozi Adichie, Sherman Alexie, Margaret Atwood, Augusten Burroughs, Anne Carson, Michael Chabon, Sandra Cisneros, Don DeLillo, Junot Díaz, Rita Dove, Andre Dubus III, Jennifer Egan, Cristina García, Nikki Giovanni, Terrance Hayes, Seamus Heaney, Alice Hoffman, John Irving, Gish Jen, Ha Jin, Erik Larson, Ursula K. Le Guin, Barry Lopez, Jhumpa Lahiri, Chang-rae Lee, Alice McDermott, Sharon Olds, Tom Perrotta, Robert Pinsky, Annie Proulx, Marilynne Robinson, Richard Russo, Sapphire, Tracy K. Smith, Gary Shteyngart, Gary Snyder, Art Spiegelman, Cheryl Strayed, Amy Tan, Natasha Trethewey, Derek Walcott, Jesmyn Ward, Jeanette Winterson, Meg Wolitzer, and Tobias Wolff.

In 2016, AWP looks forward to bringing its conference to Los Angeles, a vibrant, eclectic, and diverse city that has become a mecca for those engaged in the literary arts. Most conference events will take place at the **Los Angeles Convention Center** (1201 S. Figueroa Street), with some events also occurring at the **JW Marriott** (900 W. Olympic Blvd.). The JW Marriott Los Angeles, the official hotel of the 2016 conference, is adjacent to the Los Angeles Convention Center 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 Los Angeles conference by becoming a sponsor. Sponsorship is a comprehensive and effective way to promote your program, press, or organization while you support and participate in the literary conversation among writers, teachers, and students. Thanks to our sponsors, more than one thousand students have their registration fees waived or reduced each year. Consult the sponsorship table inside this folder for detailed information.

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Photos by Robb Cohen

