



VISIT TAMPA BAY



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Conference & Bookfair  
March 7 – 10, 2018

# Exhibitor Prospectus

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North America's  
Largest Independent  
Literary Marketplace

Tampa Convention Center  
& Marriott Waterside Hotel



Association of Writers  
& Writing Programs

[awpwriter.org](http://awpwriter.org)  
#AWP18

“Whether walking the floors of the AWP bookfair, attending one of the events and panels, or following along on Twitter, this annual event continually proves that independent publishing and nonprofit literary concerns are vibrantly alive and vigorously pushing forward. AWP is an annual reminder of the joy, passion, ingenuity, collaboration, and sparkling brilliance of these myriad writing and publishing communities.”

—Lisa Lucas, Executive Director, National Book Foundation, Presenter of the National Book Awards



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## Join Us for #AWP18

This is the one place you can reach more than 12,000 avid readers, book buyers, teachers, and literary opinion-makers. Exhibit at #AWP18 in Tampa, FL to introduce your press or organization to the largest single audience of writers and writing teachers in North America.

Each year, the bookfair ranks among the most popular components of AWP's conference. AWP's bookfair offers an unparalleled opportunity to reach the most influential sector of the book-buying public, whether you are selling subscriptions or books; promoting your program, press, or residency; or launching a new service to writers and readers.

- Market your publications to professors and teachers who assign contemporary literature to their classes;
- Introduce your publications and programs;
- 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.



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## Why Choose AWP?

AWP makes exhibiting easy with:

- An online purchasing system that lets you select your own exhibit location;
- How-to tips and the most current exhibit information on the AWP Bookfair Facebook page to help you navigate and leverage your participation;
- An active social media presence for exhibitors—search #AWP18 on Twitter or visit [facebook.com/AWP-Bookfair](https://facebook.com/AWP-Bookfair);
- Free wi-fi in the Tampa Convention Center exhibit halls, not recommended for streaming video;
- A high-energy exhibit layout with all booths and tables in a single exhibit hall; and
- Proximity to the Tampa Riverwalk and all that downtown Tampa, FL has to offer, including museums, shopping, and restaurants.

## About AWP

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 including exhibitors, attend the conference to network and shop at the bookfair, attend readings by their favorite authors, and enjoy panel discussions on contemporary literature and the art of writing.

Each year, AWP holds its annual Conference & Bookfair in a different region of the country. Future locations include Portland (2019) and San Antonio (2020).

## Questions? Ready to Exhibit?

[Click to purchase exhibit space](#)

Contact Cynthia Sherman, AWP's director of exhibits and associate director of conferences, for more information at [awpwriter@awpwriter.org](mailto:awpwriter@awpwriter.org), 301-226-9721, or simply read the bookfair FAQs.



## Social Media

[#AWP18 on Twitter](#)

[AWP Bookfair on Facebook](#)

[AWP on Facebook](#)

[Conference Event on Facebook](#)

[#AWP18 on Pinterest](#)

"AWP is a very important part of Copper Canyon Press's efforts to build a larger community around poetry. The annual conference is one of the very few places where a small, rural publisher like ours can directly engage poets, writers, teachers, and colleagues from around the country. It also has become an increasingly important venue for us to launch new books and build an ever increasing audience for our poets. Our staff greatly anticipates this annual opportunity to spend time directly engaging with our authors and our readers. It's a highlight of our year."

—Michael Wieggers, Executive Editor, Copper Canyon Press

# Exhibit Packages

## Booth (10' x 10')—\$950

- (2) 6'x24" tables with 8'-high back wall drape
- (2) Exhibitor Access Badges
- (1) Listing in the conference planner if submitted by deadline date
- (1) Expanded listing with your logo and 250-character description on AWP's website with link to your website
- (4) Author signings listed in the conference program if submitted by deadline date
- Priority purchase option for bookfair stage event sessions

## Table (4' x 7')—\$650

- (1) 6'x24" table with 3'-high back wall drape
- (2) Exhibitor Access Badges
- (1) Listing in the conference planner if submitted by deadline date
- (1) Listing on AWP's website with link to your website
- (4) Author signings listed in the conference program if submitted by deadline date
- Priority purchase option for bookfair stage event sessions

# Author Signings

Increase traffic and promote your authors by hosting signings at your exhibit space. Four listings are included in the exhibit fee and will be in the digital and print conference program if submitted by the deadline date. Additional listings, up to a total of ten, are available for \$25 each if submitted/purchased by the deadline date.

# Bookfair Stage Events

Host your reading, celebration, or other literary event amid the bustle and excitement of one of the most popular areas of our conference. Bookfair Stage Events are integrated into the online and print conference schedule if purchased by the deadline date. The investment for each 75-minute session is \$450 before 12 noon and \$550 after 12 noon.

# Sponsorship Opportunities

Become a conference sponsor to create an even higher level of visibility for your organization. Many packages include free exhibit space. Contact [sponsorship@awpwriter.org](mailto:sponsorship@awpwriter.org).

# Advertising Opportunities

Market your organization to authors, readers, and tastemakers before the conference to increase your visibility. Follow up with them by arranging meetings at your exhibit during the conference. Contact [advertising@awpwriter.org](mailto:advertising@awpwriter.org).

# Who Attends

- Authors
- Readers
- Teachers
- Arts Professionals
- Grantmakers
- Literary Tastemakers

# Who Exhibits

- Independent & Trade Presses
- Online & Print Literary Journals
- Book Reviews & Writing Publications
- Creative Writing Programs
- Nonprofit Literary Organizations
- Writing Centers, Retreats, & Residencies
- Technology & Media Companies

# Important

## November 1, 2017

### Deadline for Inclusion in the Print Program

- Exhibit Space Purchase
- Exhibit Listing in Print Planner
- Author Signing Listing in Print Program
- Bookfair Stage Event Listing in Print Program

"Each year the AWP Bookfair reminds all of us how incredibly vibrant and robust the state of contemporary literature is in this country: it's a marketplace, a reunion, and a celebration of our collective creativity."

—Ladette Randolph, editor-in-chief of the journal *Ploughshares* and on the faculty at Emerson College