

#AWP18
Conference & Bookfair

Tampa, FL

March 7–10, 2018

AWP



Association of Writers
& Writing Programs

Your Guide to Sponsoring,
Exhibiting, and Advertising

Exhibit at the Bookfair

Bookfair Location & Services

The 2018 bookfair will be located within a single exhibit hall of the Tampa Convention Center. Free Wi-Fi will be available throughout the exhibit hall, which will also contain concession areas, a bar, and reading stages.

Booths: \$950

Each 10' x 10' space (100 sq. ft. with 8'-high back drape) includes two 6' x 2' 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: \$650

Each 4' x 7' space (28 sq. ft. with 3'-high back drape) includes one 6' x 2' 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.

Conference Program

Front Inside Cover	\$3,585
Back Inside Cover	\$3,240
Back Outside Cover.....	\$6,245
Two-Page Spread	\$2,305
Full-Page.....	\$1,200
Half-Page	\$765
Quarter-Page	\$595

Planner

Back Outside Cover.....	\$6,585
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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, 550 college and university creative writing programs, and over 150 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 and craft of writing. AWP's bookfair attracts over 800 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 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 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
- 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 Unique Visitors	286,200	286,200	286,200	286,200	318,000	381,600
Conference Program, Ad & Planner	12,000	24,000	24,000	36,000	48,000	60,000
<i>The Writer's Chronicle</i>	175,000	175,000	175,000	210,000	210,000	210,000
Onsite Signs	12,000	36,000	48,000	60,000	60,000	60,000
Stage & Bookfair Banners/Signs				12,000	36,000	36,000
Tote Bags					12,000	12,000
Enewsletters/Social Media			56,000	84,000	166,000	194,000
TOTAL IMPRESSIONS	485,200	521,200	589,200	688,200	850,000	953,600
Registration Waivers	6	15	30	45	60	100
Program Advertising		Quarter page	Half page	Full page	Two-page spread	Back cover
Bookfair Exhibit			Table	Table	Booth	Two booths
Cash Value of Waivers	\$960	\$2,400	\$4,800	\$7,200	\$9,600	\$16,000
Cash Value of Advertising		\$595	\$765	\$1,200	\$2,305	\$6,245
Cash Value of Bookfair Exhibit			\$650	\$650	\$950	\$1,900
Cash Value of Bookfair Sign & Bookfair & Stage Banners				\$2,500	\$6,500	\$6,500
Cash Value of Premium Benefit					\$1,000	\$3,000
TOTAL CASH VALUE OF SPONSORSHIP	\$960	\$2,995	\$6,215	\$11,550	\$20,355	\$33,645
Opportunity to Host Reception		Yes	Yes	Yes	Yes	Yes

In addition to supporting one of the largest and most exciting literary gatherings in North America, sponsors enjoy generous benefits: a substantial number of marketing impressions, advertising in the conference program, bookfair exhibit space for the Patron level and above, and complimentary registration waivers. Sponsorship helps more than 2,000 creative writing students attend the conference each year. AWP acknowledges its sponsors on its website; in its flagship magazine, 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 throughout the field. Each year, over 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 enters into conference programming partnerships with some of the nation's most esteemed literary organizations, including the Academy of American Poets, the Authors Guild, the Cave Canem Foundation, the Center for Fiction, Graywolf Press, Grove/Atlantic Press, the National Book Critics Circle, the National Endowment for the Arts, and the Poetry Foundation, 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 (301) 226-9722.

Contact Us

This package provides you with an overview of the 2018 conference, but please feel free to contact us by phone or email if you have questions.

Sponsorship

Director of Development, (301) 226-9718
sponsorship@awpwriter.org

Bookfair

Associate Director of Conferences, (301) 226-9721
bookfair@awpwriter.org

Advertising

Advertising Manager, (301) 226-9715
advertising@awpwriter.org

Conference Events

Conference Events Manager, (301) 226-9716
events@awpwriter.org



Association of Writers
& Writing Programs

Attend the Year's Most Important Literary Gathering!



Photo courtesy of Visit Tampa Bay

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 800 exhibitors. We offer more than 550 panel discussions, lectures, receptions, and readings. Ours is now the largest literary conference in North America.

AWP's Annual Conference & Bookfair has established itself as an invaluable part of literary culture. Every year, conference presenters include many winners of the Pulitzer Prize, National Book Award, and the Nobel Prize. Past lectures and readings have featured Chimamanda Ngozi Adichie, Sherman Alexie, Margaret Atwood, Anne Carson, Michael Chabon, Sandra Cisneros, Don DeLillo, Junot Díaz, Rita Dove, Jennifer Egan, Louise Erdrich, Nikki Giovanni, Terrance Hayes, Seamus Heaney, John Irving, Ha Jin, Erik Larson, Carolyn Forché, Roxane Gay, Ursula K. Le Guin, Jonathan Lethem, Barry Lopez, Jhumpa Lahiri, Chang-rae Lee, Alice McDermott, Joyce Carol Oates, Sharon Olds, Robert Pinsky, Annie Proulx, Claudia Rankine, Marilynne Robinson, Karen Russell, Richard Russo, Cheryl Strayed, Amy Tan, Natasha Trethewey, Derek Walcott, Colson Whitehead, Jeannette Winterson, and Tobias Wolff.

In 2018, AWP looks forward to bringing its conference to the vibrant, eclectic, and diverse Tampa, Florida, to celebrate the rich history of southern literature and showcase the larger community of creative writers, educators, and literary arts professionals working in the field. Most conference events will take place at the **Tampa Convention Center** (333 Franklin Street), with some events also occurring at the adjacent **Tampa Marriott Waterside** (700 South Florida Avenue). The Tampa Marriott Waterside, the official hotel of the 2018 conference, 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 Tampa conference by becoming a sponsor. Sponsorship is a comprehensive, low-cost, and effective way to promote your program, press, or organization while you support and participate in the literary conversation among writers, publishers, teachers, and students. Thanks to our sponsors, more than 2,000 students have their registration fees waived or reduced each year. Consult the sponsorship grid inside this folder for detailed information on sponsor levels and benefits.

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Photos by Robb Cohen