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Conference & Bookfair
March 4 – 7, 2020

Exhibitor Prospectus

North America's
Largest Independent
Literary Marketplace

Henry B. González Convention Center



Association of Writers
& Writing Programs

awpwriter.org
#AWP20

"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 #AWP20

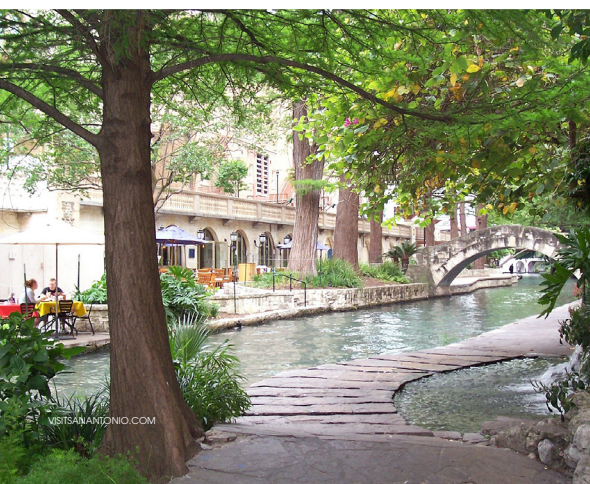
This is the one place you can reach nearly 15,000 avid readers, book buyers, teachers, and literary opinion-makers. Exhibit at **#AWP20** in San Antonio, Texas to introduce your press or organization to the largest single audience of writers and writing teachers in North America.

Each year, the bookfair ranks among the most popular components of AWP's conference. AWP's bookfair offers an unmatched 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



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WWW.SANANTONIO.COM

Why Choose AWP?

AWP makes exhibiting easy with:

- An online purchasing system with a “select your own exhibit” location feature;
- “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 **#AWP20** on Twitter or visit <http://facebook.com/AWPWriter>;
- Free wi-fi to stay connected in the Henry B. González Convention Center exhibit halls; dedicated wi-fi available for purchase onsite;
- A high-energy exhibit layout with all booths and tables in a single exhibit hall; and
- Proximity to all that downtown San Antonio, TX, 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 and bookfair in a different region of the country. Future locations include Kansas City (2021), and Philadelphia (2022).

Questions? Ready to Exhibit?

Click to purchase exhibit space

Contact **Bobbie Shay Lee**, AWP’s Bookfair Manager, for more information at bookfairservices@awpwriter.org, (240) 696-7700, or simply read the bookfair FAQs.



Social Media

#AWP20 Event Page:
<http://bit.ly/facebook-AWP20>

#AWP20 on Instagram:
<https://instagram.com/explore/tags/awp20/>

#AWP20 on Twitter:
<http://bit.ly/TwitterAWP20>

Facebook @awpbookfair:
<https://facebook.com/awpbookfair/>

Instagram @awpwriter:
<https://instagram.com/awpwriter/>

Twitter @awpwriter:
<https://twitter.com/awpwriter>

“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) Bookfair Setup Access Registrations**
- (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) Bookfair Setup Access Registrations**
- (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 they 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 12:00 noon and \$550 after 12:00 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.

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.

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 15, 2019

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