



Association of Writers  
& Writing Programs

#AWP20 CONFERENCE & BOOKFAIR

# San Antonio, TX

MARCH 4-7, 2020

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



# SPONSORSHIP

## OPPORTUNITIES & BENEFITS

### AWP IS A LEADING LITERARY ORGANIZATION THAT SERVES WRITERS ALL OVER THE US AND ABROAD.

We represent 50,000 writers, 560 college and university writing programs, and 150 community-based writing conferences and centers. Each year, AWP brings its writer's conference and bookfair to a different major city. Our conference attracts 12,000 attendees and over 700 exhibitors, and showcases over 2,000 presenters and 550 events. Our bookfair is the largest independent literary market place in North America. Sponsorship puts you in the front row and provides multiple opportunities to connect with your audience.

## TOP 5 REASONS TO BECOME A SPONSOR NOW!

- 1- Gain new national audiences for your programs, press, or organization
- 2- Reach a highly informed and engaged audience of book buyers and book lovers
- 3- Receive significant benefits for up to nine months before the conference
- 4- Gain new perspectives on the current state of the field and exposure to innovative practices and ideas
- 5- Support the literary community by subsidizing participation by students and community writing organizations!

#### PREMIER SPONSOR: \$25,000

100 registration waivers, back cover conference program ad, 2 bookfair booths, optional evening reception space, sponsor logo on AWP's website and on conference signage, sponsor logo in four issues of *The Writer's Chronicle* and conference program, sponsor listing on conference tote, newsletter/social media marketing, plus one exclusive premium benefit. **Cash value: \$36,284** (SOLD, if interested call Sponsorship for details on Presenting Level)

#### PRESENTING SPONSOR: \$20,000

80 registration waivers, front inside cover conference program ad, 2 bookfair booths, optional evening reception space, sponsor logo on AWP's website and on conference signage, sponsor logo in four issues of *The Writer's Chronicle* and conference program, sponsor listing on conference tote, newsletter/social media marketing, plus one exclusive premium benefit. **Cash value: \$28,984**

#### MAJOR SPONSOR: \$15,000

60 registration waivers, two-page conference program ad, bookfair booth, optional evening reception space, sponsor logo on AWP's website and on conference signage, sponsor logo in four issues of *The Writer's Chronicle* and conference program, sponsor listing on conference tote, plus one exclusive premium benefit. **Cash value: \$21,069**

#### BENEFACTOR: \$10,000

45 registration waivers, full-page conference program ad, bookfair table, optional evening reception space, sponsor listing on AWP's website and on conference signage, sponsor listing in four issues of *The Writer's Chronicle* and conference program. **Cash value: \$12,059**

#### PATRON: \$5,000

30 registration waivers, half-page conference program ad, bookfair table, optional evening reception space, sponsor listing on AWP's website and on conference signage, sponsor listing in four issues of *The Writer's Chronicle* and conference program. **Cash value: \$6,549**

#### SPONSOR: \$2,500

15 registration waivers, quarter-page conference program ad, optional evening reception space, sponsor listing on AWP's website and on conference signage, sponsor listing in four issues of *The Writer's Chronicle* and conference program. **Cash value: \$3,175**

#### CONTRIBUTOR: \$1,000

6 registration waivers, sponsor listing on AWP's website, sponsor listing in four issues of *The Writer's Chronicle* and conference program. **Cash value: \$1,020**

*All sponsors at the \$5,000 level and up are guaranteed placement in the sponsor section. Efforts to place sponsors who add a table or booth will be placed as space allows in order of sponsorship level and date pledged.*

### PURCHASE YOUR SPONSORSHIP ONLINE AT: [awpwriter.org/store/sponsorship](http://awpwriter.org/store/sponsorship)

Please feel free to contact us by phone or email if you have questions.

#### SPONSORSHIP

Director of Development  
(240) 696-8287  
[sponsorship@awpwriter.org](mailto:sponsorship@awpwriter.org)

#### BOOKFAIR

Director of Exhibits  
(240) 696-7741  
[bookfair@awpwriter.org](mailto:bookfair@awpwriter.org)

#### ADVERTISING

Advertising Manager  
(240) 696-7718  
[advertising@awpwriter.org](mailto:advertising@awpwriter.org)



	Marketing Impressions	Registration Waivers	Program Advertising	Bookfair Exhibit/ Signage/App	TOTAL CASH VALUE	Host Reception
<b>PREMIER SPONSOR</b> <b>\$25,000</b> (one opportunity)	AWP Website Unique Visitors.....285,000 Conference Program, Ad, & Planner.....60,000 <i>The Writer's Chronicle</i> .....150,000 Onsite Signs .....96,000 Stage & Bookfair Banners/Signs.....36,000 Tote Bags.....12,000 Conference App.....100,000 Enewsletters/Social Media .....194,000 <b>TOTAL IMPRESSIONS .....933,000</b>	<b>100</b> CASH VALUE= <b>\$17,000</b>	<b>BACK PROGRAM COVER</b> CASH VALUE= <b>\$6,559</b>	<b>TWO BOOTHS</b> Sponsorship signage & bookfair & stage banners ( <i>plus</i> value of Premium Benefit & Conference App Banner Ad) CASH VALUE= <b>\$12,725</b>	<b>\$36,284</b>	<b>YES</b>
<b>PRESENTING SPONSOR</b> <b>\$20,000</b> (one opportunity)	AWP Website Unique Visitors.....285,000 Conference Program, Ad, & Planner.....52,000 <i>The Writer's Chronicle</i> .....150,000 Onsite Signs .....96,000 Stage & Bookfair Banners/Signs.....36,000 Tote Bags.....12,000 Conference App.....100,000 Enewsletters/Social Media .....194,000 <b>TOTAL IMPRESSIONS .....925,000</b>	<b>80</b> CASH VALUE= <b>\$13,600</b>	<b>FRONT INSIDE PROGRAM COVER</b> CASH VALUE= <b>\$3,759</b>	<b>TWO BOOTHS</b> Sponsorship signage & bookfair & stage banners ( <i>plus</i> value of Premium Benefit & Conference App Banner Ad) CASH VALUE= <b>\$11,625</b>	<b>\$28,984</b>	<b>YES</b>
<b>MAJOR SPONSOR</b> <b>\$15,000</b> (fifteen opportunities)	AWP Website Unique Visitors.....285,000 Conference Program, Ad, & Planner.....48,000 <i>The Writer's Chronicle</i> .....150,000 Onsite Signs .....96,000 Stage & Bookfair Banners/Signs .....36,000 Tote Bags.....12,000 Enewsletters/Social Media .....166,000 <b>TOTAL IMPRESSIONS .....793,000</b>	<b>60</b> CASH VALUE= <b>\$10,200</b>	<b>TWO PAGE SPREAD</b> CASH VALUE= <b>\$2,419</b>	<b>ONE BOOTH</b> Sponsorship signage & bookfair & stage banners ( <i>plus</i> value of Premium Benefit) CASH VALUE= <b>\$8,450</b>	<b>\$21,069</b>	<b>YES</b>
<b>BENEFACTOR</b> <b>\$10,000</b> (ten opportunities)	AWP Website Unique Visitors.....285,000 Conference Program, Ad, & Planner.....36,000 <i>The Writer's Chronicle</i> .....150,000 Onsite Signs .....96,000 Stage & Bookfair Banners/Signs.....12,000 Enewsletters/Social Media .....84,000 <b>TOTAL IMPRESSIONS .....663,000</b>	<b>45</b> CASH VALUE= <b>\$7,650</b>	<b>FULL PAGE</b> CASH VALUE= <b>\$1259</b>	<b>TABLE</b> Sponsorship signage & bookfair & stage banners CASH VALUE= <b>\$3,150</b>	<b>\$12,059</b>	<b>YES</b>
<b>PATRON</b> <b>\$5,000</b> (unlimited opportunities)	AWP Website Unique Visitors.....285,000 Conference Program, Ad, & Planner.....24,000 <i>The Writer's Chronicle</i> .....150,000 Onsite Signs .....96,000 Enewsletters/Social Media .....56,000 <b>TOTAL IMPRESSIONS .....611,000</b>	<b>30</b> CASH VALUE= <b>\$5,100</b>	<b>HALF PAGE</b> CASH VALUE= <b>\$799</b>	<b>TABLE</b> CASH VALUE= <b>\$650</b>	<b>\$6,549</b>	<b>YES</b>
<b>SPONSOR</b> <b>\$2,500</b> (unlimited opportunities)	AWP Website Unique Visitors.....285,000 Conference Program, Ad & Planner.....24,000 <i>The Writer's Chronicle</i> .....150,000 Onsite Signs .....24,000 <b>TOTAL IMPRESSIONS .....483,000</b>	<b>15</b> CASH VALUE= <b>\$2,550</b>	<b>QUARTER PAGE</b> CASH VALUE= <b>\$625</b>	For premium placement at the Bookfair contact <a href="mailto:sponsorship@awpwriter.org">sponsorship@awpwriter.org</a>	<b>\$3,175</b>	<b>YES</b>
<b>CONTRIBUTOR</b> <b>\$1,000</b> (unlimited opportunities)	AWP Website Unique Visitors.....285,000 Conference Program, Ad & Planner.....12,000 <i>The Writer's Chronicle</i> .....150,000 Onsite Signs .....12,000 <b>TOTAL IMPRESSIONS .....459,000</b>	<b>6</b> CASH VALUE= <b>\$1,020</b>		For premium placement at the Bookfair contact <a href="mailto:sponsorship@awpwriter.org">sponsorship@awpwriter.org</a>	<b>\$1,020</b>	

# EXHIBIT AT THE BOOKFAIR

## PLUS ADDITIONAL OPPORTUNITIES

- Reach 12,000 avid readers and book buyers
- Market your publications or programs to writers, teachers, students, creative writing programs, and community writing centers
- Promote your services to an engaged literary audience
- Network with literary movers and shakers
- Connect with your peers to take the pulse of contemporary literature

### BOOKFAIR LOCATION & SERVICES

Main exhibit hall at the Henry B. Gonzalez Convention Center, San Antonio, TX. Services include free Wi-Fi, concession areas, bars, and multiple reading stages.



Photo by Robb Cohen

### BOOTHS: \$950 and include the following:

- 10'x10' space (100 sq. ft. with 8' high back drape)
- Two 6'x24" draped tables, two chairs, one wastebasket, and one ID sign
- Two exhibitor all access badges covering full conference registration
- Listing in AWP Conference Planner and on website.

### TABLES: \$650 and include the following:

- 4'x7' space (28 sq. ft. with 3' high back drape)
- One 6'x24" draped table, two chairs, one wastebasket and one ID sign
- Two exhibitor all access badges covering full conference registration
- Listing in AWP Conference Planner and on website.

**REGISTER FOR THE BOOKFAIR AT:** [awpwriter.org/awp\\_conference/bookfair\\_overview](http://awpwriter.org/awp_conference/bookfair_overview)

## ADVERTISING OPPORTUNITIES

### ADVERTISE WITH US

Take full advantage of your sponsorship by advertising across our range of conference platforms. More than 12,000 conference attendees and presenters will participate in this year's AWP conference—don't miss your chance to reach this important part of the literary community!

To celebrate your sponsorship with us, please take an additional 20% off the list price of any additional ads you order with us by 6/15/19.

### ADVERTISING RATES

#### Conference Print Ads

**PLANNER** – Back outside cover: (the *only ad* in the planner): \$6,999

#### PROGRAM

Front inside cover: .....	\$3,759
Back inside cover: .....	\$3,399
Back outside cover: .....	\$6,559
Two-page spread: .....	\$2,419
Full page: .....	\$1,259
Half page: .....	\$799
Quarter page: .....	\$625

#### Conference App

Banner (only <b>six</b> available):.....	\$1,299
Splash Page (only <b>one</b> available):.....	\$3,859
Push Notifications: .....	\$549
Dynamic Widget: .....	\$3,999
Loading Image:.....	\$3,899

#### Digital Conference Ads

##### NEWSLETTER

Email skyscraper ad (only **three** available):..... \$2,199

##### WEB

Premium Tier conference schedule (our most viewed web page): starting at \$1,299/mo.

Featured Presenters page: ..... starting at \$549/mo.

List of Exhibitors & Floor Plan:..... starting at \$349/mo.



### QUESTIONS? Ready to reserve your ad?

Contact our advertising manager at: [advertising@awpwriter.org](mailto:advertising@awpwriter.org) today!





Travel Portland

## CELEBRATE A RICH HERITAGE

### Join the Conversation

AWP welcomes conference participation from writers, publishers, teachers, and literary arts practitioners. Nearly all conference events come to us through our competitive submission process. Proposals for #AWP20 are due May 1, 2019. Join the conversation by submitting an event proposal at [awpwriter.org](http://awpwriter.org).

### Conference Venue

#AWP20 will take place at the Henry B. Gonzalez Convention Center (900 E Market St) and the Grand Hyatt Hotel (600 E Market St) on the San Antonio Riverwalk. As the official conference hotel, the Grand Hyatt will offer significant discounts on single and double occupancy rooms. Conference attendees will also experience San Antonio's vibrant culture through a host of offsite events. Visit [awpwriter.org](http://awpwriter.org) for more information.



Photos by Paul Gargagliano

AWP PRESENTS SOME OF THE WORLD'S GREATEST AUTHORS AND PARTNERS WITH OUTSTANDING LITERARY ORGANIZATIONS.

**Literary Partners:** The Academy of American Poets, the Authors Guild, Cave Canem Foundation, Center for Fiction, Graywolf Press, Grove/Atlantic Press, Kundiman, the National Book Critics Circle, the National Endowment for the Arts, the Poetry Foundation, and others.

#### Select Keynote Speakers and Featured Presenters:

Chimamanda Ngozi Adichie, Margaret Atwood, Anne Carson, Michael Chabon, Sandra Cisneros, Don DeLillo, Rita Dove, Jennifer Egan, Louise Erdrich, Carolyn Forché, Roxane Gay, Nikki Giovanni, Terrance Hayes, Juan Felipe Herrera, Seamus Heaney, John Irving, Ha Jin, Erik Larson, 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, George Saunders, Cheryl Strayed, Amy Tan, Natasha Trethewey, Derek Walcott, Colson Whitehead, Jeanette Winterson, and Tobias Wolff.



Association of  
& Writing Progs





AWP FOSTERS LITERARY ACHIEVEMENT, ADVANCES THE ART OF WRITING  
AS ESSENTIAL TO A GOOD EDUCATION, AND SERVES THE MAKERS,  
TEACHERS, STUDENTS, AND READERS OF CONTEMPORARY WRITING.



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**[awpwriter.org](http://awpwriter.org)** | **#AWP20**



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