#AWP24 CONERENCE & BOOKFAIR

February 7–10
Guide to Sponsoring, Exhibiting & Advertising

KANSAS CITY
SPONSORSHIP

The AWP Conference & Bookfair is the annual destination for writers, teachers, students, editors, and publishers of contemporary creative writing. Join us for four days of panels, readings, essential literary conversation, networking, and a bookfair of over 600 exhibitors. Increase your visibility by becoming a sponsor. It is also possible to partner with other departments in your organization or university – marketing, admissions, and publications – to share the cost and increase the value of the benefits of sponsoring.

Benefits of Sponsoring with AWP Include:

- Advertising and marketing for up to nine months before the conference
- Registration waivers for your faculty, students, and staff
- Guaranteed placement along “Bookfair Boulevard” in the heart of the action (Patron Level and above)
- Invitation to attend post-Keynote VIP reception

<table>
<thead>
<tr>
<th>PREMIER SPONSOR: $25,000</th>
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<tbody>
<tr>
<td>1 available</td>
</tr>
<tr>
<td>Fifty registration waivers, a digital back cover conference program ad, two bookfair booths, option to host an evening VIP reception onsite, sponsor logo on AWP's website, sponsor logo in up to three issues of The Writer’s Chronicle, sponsor logo in the digital conference program, sponsor logo on conference tote, sponsor listing in the e-newsletter/social media marketing, and sponsorship of keynote address.</td>
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<thead>
<tr>
<th>BENEFACCTOR: $10,000</th>
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<tbody>
<tr>
<td>Twenty-five registration waivers, a half-page digital conference program ad, bookfair booth, option to host an evening VIP reception onsite, sponsor listing on AWP's website, sponsor listing in up to three issues of The Writer's Chronicle, sponsor listing on conference tote, and digital conference program.</td>
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<tr>
<th>PRESENTING SPONSOR: $20,000</th>
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<td>2 available</td>
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<tr>
<td>Forty registration waivers, half-page ad on front inside cover of the digital conference program, two bookfair booths, option to host an evening VIP reception onsite, sponsor logo on AWP's website, sponsor logo in up to three issues of The Writer's Chronicle, sponsor logo in the digital conference program, sponsor logo on conference tote, sponsor listing in the e-newsletter/social media marketing, and sponsorship of Registration or Bookfair.</td>
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<tr>
<th>PATRON: $5,000</th>
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<tbody>
<tr>
<td>Twenty registration waivers, half-page digital conference program ad, bookfair table, option to host an evening VIP reception onsite, sponsor listing on AWP's website, sponsor listing in up to three issues of The Writer's Chronicle, and digital conference program.</td>
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<tr>
<th>SUSTAINER: $2,500</th>
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<tbody>
<tr>
<td>Ten registration waivers, option to host an evening VIP reception onsite, sponsor listing on AWP's website, sponsor listing in up to three issues of The Writer's Chronicle, and digital conference program, option to add-on a bookfair space in sponsor section.</td>
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<tr>
<th>MAJOR SPONSOR: $15,000</th>
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<tr>
<td>5 available</td>
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<tr>
<td>Forty registration waivers, one-page digital conference program ad, bookfair booth, option to host an evening VIP reception onsite, sponsor logo on AWP's website, sponsor logo in up to three issues of The Writer's Chronicle, sponsor logo in the digital conference program, sponsor listing on conference tote, and sponsor listing in the e-newsletter/social media marketing.</td>
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<tr>
<th>CONTRIBUTOR: $1,250</th>
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<tbody>
<tr>
<td>Two registration waivers, sponsor listing on AWP's website, sponsor listing in up to three issues of The Writer's Chronicle, and digital conference program, option to add-on a bookfair space in sponsor section.</td>
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<tr>
<th>HBCU FELLOWS PROGRAM LECTURE SPONSOR: $7,500</th>
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<tbody>
<tr>
<td>1 available</td>
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<tr>
<td>Credit as HBCU Fellows Program Lecture Sponsor on AWP's website, sponsor listing in up to three issues of The Writer's Chronicle, and digital conference program, option to add-on a book fair space in the sponsor section, sponsor credit as sponsor on HBCU Fellows Program Lecture.</td>
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<tr>
<th>HBCU FELLOWS PROGRAM RECEPTION SPONSOR: $5,000</th>
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<tr>
<td>1 available</td>
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<tr>
<td>Credit as HBCU Fellows Program Reception Sponsor on AWP's website, sponsor listing in up to three issues of The Writer's Chronicle, and digital conference program, option to add-on a bookfair space in the sponsor section, sponsor credit as sponsor on HBCU Fellows Program Reception.</td>
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<tr>
<th>HIGH SCHOOL DAY SPONSOR: $3,500</th>
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<tr>
<td>Credit as High School Day Sponsor on AWP's website, sponsor listing in up to three issues of The Writer’s Chronicle, and digital conference program, option to add-on a bookfair space in sponsor section.</td>
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<tr>
<th>ADD-ON STUDENT WAIVERS: $1,250</th>
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<tr>
<td>Sponsors are eligible to purchase bulk student registrations in quantities of twenty-five at the most discounted early-bird rate.</td>
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Fifty scholarship for regional LGBTQIA+ writers to attend the conference free of charge. Sponsor listing on AWP’s website, sponsor listing on up to three issues of The Writer's Chronicle and digital conference program, option to add-on book fair space in the sponsor section, sponsor listing on conference tote.

The option to host an evening VIP reception onsite is a great opportunity to attract new students to your program or contributors to your publication, and to celebrate your faculty, alumni, or wider community! While AWP provides sponsors with complimentary space onsite and discounted food & beverage menu options, sponsors are required to spend a minimum of $500 on food & beverage to redeem this opportunity.

Purchase your sponsorship online at awpwriter.org/store/sponsorship.

Questions about sponsorship? Reach out to sponsorship@awpwriter.org.
## ACCESSIBILITY SPONSORSHIP

AWP is committed to providing the most accessible experience possible for conference attendees. Your sponsorship of these essential accessibility services will have impact and visibility at the conference. AWP’s 2023 Accessibility Services sponsor received recognition in Publisher’s Weekly’s conference wrap-up this past year.

<table>
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<tr>
<th>Sponsor Category</th>
<th>Sponsorship Level</th>
<th>Availability</th>
<th>Benefits</th>
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<tbody>
<tr>
<td>American Sign Language Sponsor: $15,000</td>
<td>2 available</td>
<td></td>
<td>Credit as ASL Sponsor on AWP’s website, sponsor listing in up to three issues of The Writer’s Chronicle, and digital conference program, option to add-on a bookfair space in sponsor section, sponsor listing on conference tote, credit as sponsor on Accessibility Services Desk and at livestreamed featured events.</td>
</tr>
<tr>
<td>Captioning Sponsor: $15,000</td>
<td>2 available</td>
<td></td>
<td>Credit as Captioning Sponsor on AWP’s website, sponsor listing in up to three issues of The Writer’s Chronicle, and digital conference program, option to add-on a bookfair space in sponsor section, sponsor listing on conference tote, credit as sponsor on Accessibility Services Desk and at livestreamed featured events.</td>
</tr>
<tr>
<td>Scooter &amp; Wheelchair Sponsor: $7,500</td>
<td>1 available</td>
<td></td>
<td>Credit as Scooter &amp; Wheelchair Sponsor on AWP’s website, sponsor listing in up to three issues of The Writer’s Chronicle, and digital conference program, option to add-on a bookfair space in sponsor section, sponsor listing on conference tote, credit as sponsor on Accessibility Services Desk.</td>
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AWP is a precious opportunity to gather as a literary community — to learn and listen and connect and celebrate together — and to be reminded of the scale, scope, and impact of our sector.

—Ruth Dickey
AWP welcomes conference participation from writers, scholars, teachers, publishers, and community artists. The vast majority of conference events come to us through a competitive submission process judged by an independent conference committee of writers, scholars, and teachers. Proposals for #AWP24 are due June 1, 2023. Share your voice by submitting your event proposal to events@awpwriter.org.

AWP curates its featured events by working with our literary partners—exceptional literary arts organizations representing diverse and groundbreaking literary voices. AWP regularly attracts partners and presenters listed below.

**SELECT LITERARY PARTNERS**

- Academy of American Poets
- Alice James Books
- American Literary Translators Association
- Blue Flower Arts
- CantoMundo
- Cave Canem
- Center for Fiction
- Community of Literary Magazines and Presses
- Copper Canyon Press
- Gemini Ink
- Graywolf Press
- Grove Atlantic
- Jack Jones Literary Arts
- Kundiman
- Macondo
- Milkweed Editions
- National Book Critics Circle
- PEN America
- Penguin Random House
- Speakers Bureau
- Red Hen Press
- Seattle Arts and Lectures
- Split This Rock
- Write On, Door County
- Writers in the Schools
- Zoeglossia

**SELECT FEATURED PRESENTERS**

- Chimamanda Ngozi Adichie
- Margaret Atwood
- Sarah M. Broom
- Jenny Browne
- Anne Carson
- Michael Chabon
- Sandra Cisneros
- Allison Adelle Hedge Coke
- Eileen Cronin
- Edwidge Danticat
- Don DeLillo
- Natalie Diaz
- Rita Dove
- Jennifer Egan
- Louise Erdrich
- Carolyn Forché
- Roxane Gay
- Nikki Giovanni
- Cecil Giscombe
- Joy Harjo
- Terrance Hayes
- Juan Felipe Herrera
- Seamus Heaney
- John Irving
- Mira Jacob
- Ha Jin
- Ilya Kaminsky
- Erik Larson
- Jonathan Lethem
- Barry Lopez
- Jhumpa Lahiri
- Chang-rae Lee
- Ada Limón
- Alice McDermott
- Nathaniel Mackey
- Joyce Carol Oates
- Sharon Olds
- Naomi Ortiz
- Robert Pinsky
- Annie Proulx
- Claudia Rankine
- Marilynne Robinson
- Karen Russell
- Richard Russo
- George Saunders
- Jake Skeets
- Cheryl Strayed
- Diane Suess
- Amy Tan
- Natasha Trethewey
- Monique Truong
- Helena María Viramontes
- Derek Walcott
- Colson Whitehead
- Jeanette Winterson
- Jacqueline Woodson
- Tobias Wolff
EXHIBIT AT THE BOOKFAIR

Join the largest independent literary marketplace in North America. Market your program or publications, promote your services, and put your books in front of a self-selected audience of passionate readers and writers at the must-attend literary event of the year.

BOOKFAIR LOCATION & SERVICES

Kansas City Convention Center, MO. Services include free Wi-Fi, concession areas, and multiple reading stages.

<table>
<thead>
<tr>
<th>Booths: $975</th>
<th>Tables: $675</th>
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<tbody>
<tr>
<td>One booth includes</td>
<td></td>
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<tr>
<td>• 10’x10’ space (100 sq. ft. with 8’ high back drape)</td>
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<tr>
<td>• two 6’x24” drapped tables, two chairs, one wastebasket, and one ID sign</td>
<td></td>
</tr>
<tr>
<td>• two exhibitor all-access badges covering full conference registration</td>
<td></td>
</tr>
<tr>
<td>• listing in AWP Conference planner and on website</td>
<td></td>
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<tr>
<td>One table includes</td>
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<tr>
<td>• 4’x7’ space (28 sq. ft. with 3’ high back drape)</td>
<td></td>
</tr>
<tr>
<td>• one 6’x24” drapped table, two chairs, one wastebasket, and one ID sign</td>
<td></td>
</tr>
<tr>
<td>• two exhibitor all-access badges covering full conference registration</td>
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Sponsors are eligible to purchase exhibit space at the early bird rate, pricing listed above. The early bird exhibit rate ends November 20, 2023. The preregistration rates for exhibit space are $800 for a table package and $1100 for a booth package.


Questions about the bookfair? Reach out to the AWP Bookfair Manager at bookfairservices@awpwriter.org

ADVERTISING

AWP offers cost-effective advertising packages across a range of conference platforms, social media platforms, and websites.

**Digital Conference Ads**

- **Conference Emails**
  - Email banner ad for the following audiences (600px w x 160px h):
  - General Attendees: $699
  - Presenters or exhibitors: $499

- **Web**
  - Premium-tier conference schedule (our most-viewed webpage): starting at $1,299/month
  - Featured Presenters page: starting at $549/month
  - List of exhibitors and floor plan: starting at $349/month

#AWP24 Mobile App

- **Splash screen** (1 available, 150px wide by 2732px tall PNG): $3,855
- **Banner Ads** (6 available, 600px wide by 110px tall PNG): $1,325
- **Push notifications** (3 available, 1,024 character limit): $2,000

**Digital Conference Program Ads**

- **Digital Program**
  - First 10 Pages Full Page: $3,759
  - Two-page spread: $2,419
  - Full page: $1,259
  - Half page: $799
  - Quarter page: $625

You can purchase your ad online at http://bit.ly/AWPadvertising or reserve your ad today by emailing sponsorship@awpwriter.org.

Questions about advertising at AWP? Reach out to advertising@awpwriter.org.
OUR MISSION
AWP amplifies the voices of writers and the academic programs and organizations that serve them while championing diversity and excellence in creative writing.

IN SOLIDARITY
We recognize the transformative power of literature, and we strive to be an ally in making the world a more equitable, compassionate, and inclusive place. We condemn discrimination in any form, whether it be race, ethnicity, gender identity and orientation, national origin, age, or disability.

ASSOCIATION OF WRITERS & WRITING PROGRAMS