

#AWP24 CONFERENCE & BOOKFAIR

February 7–10

Guide to Sponsoring, Exhibiting & Advertising

KANSAS CITY



Association of Writers
& Writing Programs

PC: JONATHAN TASLER

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

PREMIER SPONSOR: \$25,000

1 available

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.

PRESENTING SPONSOR: \$20,000

2 available

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.

MAJOR SPONSOR: \$15,000

5 available

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.

BENEFACTOR: \$10,000

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.

PATRON: \$5,000

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.

SUSTAINER: \$2,500

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.

CONTRIBUTOR: \$1,250

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.

LGBTQIA+ CONFERENCE SCHOLARSHIP SPONSOR: \$10,000

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.

HBCU FELLOWS PROGRAM LECTURE SPONSOR: \$7,500

1 available

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 listing on conference tote, credit as sponsor on HBCU Fellows Program Lecture.

HBCU FELLOWS PROGRAM RECEPTION SPONSOR: \$5,000

1 available

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.

HIGH SCHOOL DAY SPONSOR: \$3,500

Credit as High School Day Sponsor 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, option to add-on a bookfair space in sponsor section.

ADD-ON STUDENT WAIVERS: \$1,250

Sponsors are eligible to purchase bulk student registrations in quantities of twenty-five at the most discounted early-bird rate.

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.

AMERICAN SIGN LANGUAGE SPONSOR: \$15,000

2 available

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.

CAPTIONING SPONSOR: \$15,000

2 available

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.

SCOOTER & WHEELCHAIR SPONSOR: \$7,500

1 available

Credit as Scooter & 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.

“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

SHARE YOUR VOICE

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

SELECT FEATURED PRESENTERS

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

Booths: \$975

One booth includes

- 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: \$675

One table includes

- 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

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.

Register for the bookfair at <http://bit.ly/AWPbookfair>.

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.

awpwriter.org | #AWP24

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