



Association of Writers
& Writing Programs

#AWP25 Conference & Bookfair

#AWP25 Guide to Sponsoring, Exhibiting & Advertising

March 26–29, 2025



Maximize Your Impact at #AWP25!



The AWP Conference & Bookfair is the nation's premier literary event, drawing 8,000–10,000 authors, writing educators and students, editors, and publishers, who report high rates of satisfaction after attending the conference. At the largest literary conference in North America, 87% of 2024 exhibitors surveyed would recommend the experience to other organizations, and 93% of attendees surveyed would recommend attending the conference to a friend or colleague.

Join us March 26–29, 2025, in Los Angeles, California, for four days of panels, readings, essential literary conversation, networking, and a bookfair of more than 600 exhibitors. Increase your organization's conference and bookfair visibility and overall experience with sponsorship!

How Does Sponsorship Benefit Your Organization?

Empower Professional Development through Experiential Opportunities

Forge pathways to professional advancement and networking for your students, faculty, and staff at the AWP Conference & Bookfair. From insightful panels to the bustling bookfair, participants gain valuable insights, industry connections, and hands-on experience to propel their writing careers forward.

Maximize Visibility with Strategic Presence

Elevate your program's visibility and reach by securing a prominent spot in the AWP Bookfair, putting your organization at the center of literary industry leaders and peers. As a sponsor, enjoy prime visibility and foot traffic and leverage your high-visibility bookfair space to market to potential students, authors, contributors, customers, and other highly engaged literary attendees.

Strategic Advertising for Lasting Impact

Amplify your program's reach through targeted advertising across AWP's platforms, including our newsletter, website, social media, the *Writer's Chronicle*, and on-site signage. Explore additional opportunities for enhanced exposure and engagement throughout the conference.

Exclusive Access to Premium Benefits

Unlock exclusive opportunities, such as early access to hotel and travel information and discounts, exclusive invitations to the Keynote Reception, reserved space at the headquarters hotel for your sponsor reception, and prime positioning at the AWP Bookfair.

Immerse in Celebration and Connection

Immerse yourself with passionate writers and educators to energize your career and meet new people. From serendipitous encounters at the AWP Bookfair to exclusive moments with literary luminaries at the Keynote Reception, the AWP Conference & Bookfair promises boundless opportunities for inspiration, discovery, and professional growth. Sponsorship not only celebrates your organization's commitment to the literary community, but also offers unique experiences for your staff, faculty, and students.



At every level of sponsorship, gain access to a host of benefits designed to maximize your presence and impact:

- **Host your on-site reception with ease.** Enjoy the privilege of hosting an on-site reception during the AWP Conference & Bookfair at the headquarters hotel. Typically, reserving a reception space in a hotel costs hundreds of dollars, not to mention the time and effort of arranging all the details and the high costs of hotel catering. Through sponsorship, AWP takes care of the logistics, including waiving the costs of reserving a meeting room, arranging discounted food and beverage menus, and having everything ready for you when you arrive at your scheduled time. Explore menus and secure reservations starting October 1, 2024.
- **Customize your experience with add-on benefits.** Tailor your sponsorship package to meet the specific goals you have in mind. Enhance your presence with options such as expanding your AWP Bookfair footprint, securing additional in-person or virtual registrations, and elevating your advertising reach to your target audience.
- **Enjoy prime placement in the heart of the bookfair.** Elevate your program with strategic placement and unparalleled visibility in the most heavily trafficked section of the bookfair.
- **Empower your community.** Extend the benefits of sponsorship to your students, faculty, and guests with included registration waivers at each level of sponsorship. Each waiver provides in-person and virtual access, ensuring all members of your community can engage in AWP's offerings. Are some of your guests not able to make it to the conference? Sponsors can purchase additional quantities of virtual-only registrations for guests to tune in remotely.

Submit your pledge form as soon as possible to receive the maximum benefits throughout the conference cycle. The deadline to submit your pledge is November 8, 2024. The deadline to submit your full payment is January 24, 2025.

#AWP25 Sponsorship Levels

Premier Sponsor: \$25,000

One available

- fifty registration waivers
- 20' x 20' custom island bookfair space near bookfair entry
- sponsor credit for #AWP25 Keynote Address and opportunity for program director or faculty member to introduce the keynote speaker; (recent keynote speakers include Jericho Brown, Min Jin Lee, Toi Derricotte, Colson Whitehead, and George Saunders)
- a digital full-page ad placed in front inside cover of the conference program
- one seventy-five-minute information session scheduled during the conference to promote programs, products, or services (basic A/V package included)
- sponsor logo in the *Writer's Chronicle*
- sponsor logo on conference tote
- sponsor logo and spotlights in AWP's newsletter, social media platforms, website, and emails during the days of the conference
- sponsor logo included prior to the keynote and featured event live streams
- thirty-second on-site bookfair video spotlight, shared to the virtual conference platform and social media
- twenty-five VIP Keynote Reception invitations
- custom logo marker placed at your bookfair space

Presenting Sponsor: \$20,000

Two available

- forty registration waivers
- a 10' x 20' bookfair space made up of two corner booths
- sponsorship of registration area or bookfair in the program and on-site signage
- a digital full-page ad placed in the first three pages of the conference program
- one seventy-five-minute information session scheduled during the conference to promote programs, products, or services (basic A/V package included)
- sponsor logo in the *Writer's Chronicle*
- sponsor logo on conference tote
- sponsor logo and spotlights in AWP's newsletter, social media platforms, website, and preconference emails
- sponsor logo included prior to the keynote and featured event live streams
- thirty-second on-site bookfair video spotlight, shared to the virtual conference platform and social media channels
- twenty VIP Keynote Reception invitations
- custom logo marker placed at your bookfair space

Major Sponsor: \$15,000

Five available

- thirty-five registration waivers
- a 10' x 10' corner booth on Bookfair Boulevard
- a digital full-page ad in the digital conference program
- sponsor logo in the *Writer's Chronicle*
- sponsor logo on conference tote
- sponsor logo and spotlights in AWP's newsletter, social media platforms, and website
- sponsor logo included prior to the keynote and featured event live streams
- fifteen VIP Keynote Reception invitations



Benefactor Sponsor: \$10,000

- twenty-five registration waivers
- a 10' x 10' booth in sponsor section (corner placement on a first-come, first-served basis)
- half-page digital conference program ad
- sponsor listing in the *Writer's Chronicle*
- sponsor listing on conference tote
- sponsor listings and spotlights in AWP's newsletter, social media platforms, and website
- ten VIP Keynote Reception invitations

Patron Sponsor: \$5,500

- twenty registration waivers
- a quarter-page digital conference program ad
- one bookfair table in the sponsor section
- sponsor listing in the *Writer's Chronicle*
- sponsor listings and spotlights in AWP's newsletter, social media platforms, and website
- four VIP Keynote Reception invitations

Sustainer Sponsor: \$2,500

- ten registration waivers
- sponsor listing in the *Writer's Chronicle*
- sponsor listings and spotlights in AWP's newsletter, social media platforms, and website
- one VIP Keynote Reception invitation

Sponsors at any level can also upgrade or add on the following benefits:

- add one bookfair booth (\$975)
- add one bookfair table (\$675)
- upgrade table to a booth (\$300)
- upgrade quarter-page ad to half-page ad (\$170)
- upgrade half-page ad to full-page ad (\$435)
- add ten in-person registration waivers (\$2,500)
- add twenty in-person registration waivers (\$5,000)
- add ten virtual-only waivers (\$500)
- add twenty virtual-only waivers (\$1,000)

Additional sponsorship opportunities are available. Help AWP give back while increasing visibility for your organization!

Sponsorship opportunities include direct support of the following programs and initiatives. We are happy to discuss the particulars of these sponsorship packages and work with your goals and budget.

AWP HBCU Fellowship Program (two available): Through the [AWP HBCU Fellowship Program](#), we seek to uplift the work HBCU faculty are doing to support and establish creative writing programs at their institutions, as well as to provide HBCU students the opportunity to connect with peers from across the country. The AWP HBCU Fellowship Program is seeking sponsorship of its annual reception and annual lecture, given by this year's creative advisor, Tayari Jones.

AWP Conference Community Scholarship: The [AWP Conference Community Scholarship](#) aims to increase access to the annual conference and bookfair for those who identify as people of color, disabled, LGBTQIA+, and/or low income in the region local to the conference host city. Sponsorship will help AWP send a number of underserved writers in the Los Angeles area to the conference free of charge.

Conference accessibility initiatives: AWP is committed to making all reasonable arrangements that will allow conference attendees to participate in conference events. AWP complies with the Americans with Disabilities Act (ADA), and we work to make the conference comfortable and accessible for all participants. [Accessibility initiatives](#) seeking sponsor support are (1) complimentary wheelchairs and scooters for attendee use, (2) ASL interpretation, and (3) live-captioning services.

Virtual conference programming (one available): AWP is committed to providing opportunities to presenters and attendees who cannot attend the in-person conference. Each year, AWP produces approximately twenty-five prerecorded panel discussions and readings for in-person and virtual-only attendees to access and enjoy. AWP also live streams all its featured events to this virtual platform. The sponsorship of this platform is perfect for a sponsor committed to accessibility and technology, and who may or may not be attending the in-person conference.

AWP Award Series Reading & Celebration: Since 1975, AWP has held its annual Award Series to honor book-length works of literary excellence. Recent judges have included Percival Everett, Kelly Link, Natasha Trethewey, Paul Harding, Claudia Rankine, and Rebecca Makkai, to name a few, and the list of winners boasts authors like Paisley Rekdal, Charles Baxter, Diane Ackerman, Christine Sneed, David Vann, Lia Purpura, Bonnie Jo Campbell, and A. Manette Ansay, among others. Winners receive cash prizes, publication by AWP's partner presses, and a reading and celebration at the annual AWP Conference & Bookfair. This event brings together the winning authors and their presses from the prior year for a reading, reception, and book signing.

For more information on how you can support these opportunities and receive conference sponsor benefits, please email sponsorship@awpwriter.org.



Not seeing what you're looking for? Let us know! Custom sponsorships are also available. Please contact sponsorship@awpwriter.org if you are interested in creating a custom package with your budget and goals in mind. We also recommend increasing your impact by partnering with other departments within your university, program, or organization (e.g., marketing, admissions, publications) to share the costs and promote your organization.

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

Los Angeles Convention Center, California. Services include free public Wi-Fi, concession areas, and a Bookfair Stage.

Booths: \$975

One booth includes

- 10' x 10' space (100 sq. ft. with 8' high back drape)
- two 6' x 2' draped tables, two chairs, one wastebasket, and one printed Bookfair ID sign
- two exhibitor all-access badges covering full conference registration
- listing in the conference program and on website

Tables: \$675

One table includes

- 4' x 7' space (28 sq. ft. with 3' high back drape)
- one 6' x 2' draped table, two chairs, one wastebasket, and one printed Bookfair ID sign
- two exhibitor all-access badges covering full conference registration
- listing in the conference program 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 25, 2024. The preregistration rates for exhibit space are \$800 for a table package and \$1,100 for a booth package beginning on November 26, 2024.

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 (600px w x 160px h) for the following audiences:

General attendees	\$699
Other conference email advertising available upon request	

#AWP25 Mobile App

Splash screen (one available, 150px w x 2,732px h PNG)	\$3,855
Banner ads (six available, 600px w x 110px h PNG)	\$1,325
Push notifications (three available, 1,024 character limit)	\$2,000

Website

Web advertising rates available upon request.


Digital Conference Program Ads

Digital Program

First ten 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>.

Questions about advertising at AWP? Reach out to advertising@awpwriter.org.



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



Association of Writers & Writing Programs

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.

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