



Your Guide to: Exhibiting, Sponsorship, & Advertising

AWP
— ★ —
Austin, Texas

Writers' Conference & Bookfair • March 8–11, 2006

Join Us at the AWP Conference

for the Big Literary Conversation

In March of 2005, over sixty university writing programs, literary organizations, and small presses partnered with AWP to sponsor our Annual Conference in Vancouver. The 2005 Conference and Bookfair brought together thousands of students, writers, educators, editors, publishers, and patrons of the literary arts under one roof, making AWP's Conference the largest annual literary gathering in North America.

In the past few years, AWP's Annual Conference has become an integral component of our country's national literary conversation, and has featured lectures and readings by such writers as Michael Ondaatje, Alistair MacLeod, W.S. Merwin, Dana Gioia, Sandra Cisneros, Howard Norman, Stuart Dybek, Jane Hamilton, Phillip Lopate, Robert Boswell, Lorrie Moore, and many other prominent figures in modern literature. Thanks to our sponsors in 2005, more than 1,000 students had their registration fees waived or reduced, and they were able to participate in that conversation.

In 2006, AWP is pleased to bring its Annual Conference to Austin, Texas, a lively and popular university town, well known for its music, culture, and nightlife. We expect it will be the most raucous, well-attended conference in the organization's history. We'd like to invite you to be part of it by becoming a sponsor of the Austin Conference. Sponsorship is a great, low-cost way to promote your program, support your students, and encourage the national literary discussion.

We look forward to seeing you in Austin. This package should answer many questions about the 2006 conference, but please feel free to contact AWP by phone or e-mail with any questions you might have.

See you in Austin!

Felicia Olivera
Conference Committee Chair

March 8–11, 2006



AWP in Austin, Texas

Exhibit at the Bookfair.....

Reach Teachers and Opinion-Makers

Founded in 1967, AWP is an association of 25,000 writers, teachers, and students; 400 writing programs (in the U.S., Canada, and the U.K.); and 60 writers' conferences. Each year, AWP holds its Annual Conference and Bookfair in a different region of North America.

Approximately 4,000 attendees come to the conference for the Bookfair, for readings by their favorite authors, and for panel discussions on contemporary literature and the art of writing. 250 exhibitors participated in AWP's 2005 Bookfair. A great way to meet authors, critics, and your peers, the Bookfair and advertising in the Conference program also provide you with excellent opportunities to promote your new titles and your backlist.

Exhibits

Table	\$275
Booth	\$750

Conference Program Advertising

Full Page	\$395
Half Page	\$250
Quarter Page	\$150



Why Exhibit Your Books at AWP?

- Reach 4,000 avid readers and book buyers
- Impress professors and teachers who assign contemporary literature to their classes
- Meet emerging talents, reviewers, critics, and opinion-makers
- Network with your peers
- Attend excellent readings and panel discussions

Register for the Bookfair Today at:
www.awpwriter.org

Where Will the Bookfair Be?

The Bookfair will be held in the Austin Convention Center, 500 East Chavez Street. It promises to be the biggest and best AWP Bookfair ever, as we will have 81,800 square feet to accommodate our exhibitors' needs. We offer larger booth sizes this year, and AWP will stage special events and receptions inside the Bookfair to ensure good foot traffic to your exhibit. The Austin Convention Center is directly across the street from the Austin Hilton Hotel, where many of the Conference presentations will be held. In surveys of our attendees, the Bookfair ranks among the most highly appreciated components of our conference.

What's in a Table?

Each AWP Bookfair Table is 30" x 6' (76 cm x 183 cm). Your table will be skirted and draped, and it comes with an ID sign and two chairs. Your Bookfair registration includes one complimentary Conference pass.

What's in a Booth?

Each AWP Bookfair Booth is 10' x 10' (304 cm x 304 cm), with drapery backing and side walls. Your booth comes with one skirted and draped table, an ID sign, and two chairs. Your Bookfair registration includes two complimentary Conference passes.

Each year, Corporate Sponsors, Institutional Members, and Literary Partners contribute to the success of AWP's Annual Conference. Besides supporting one of the most important literary gatherings in North America, sponsors of the conference enjoy various benefits and a substantial number of marketing impressions. AWP acknowledges its sponsors on its Web site, in its flagship publication, the *Writer's Chronicle*, in the Conference program, on tote bags, and on banners at the conference.

Supporting the conference is a great, low-cost way to promote your program, press, or literary institution. Academic institutions qualify for registration waivers—one student waiver per \$100 contributed, and one faculty waiver per \$1,000 contributed.



Rewards of Sponsorship

Sponsorship Level	\$500	\$1,000	\$2,500	\$5,000
Impressions				
<i>Chronicle</i> Impressions	75,000	100,000	100,000	100,000
Conference Program Impressions	4,000	4,000	8,000	12,000
Web Site Impressions (Unique Visitors)	30,000	60,000	60,000	60,000
Promotional Direct-Mail Brochure			30,000	30,000
On-Site Signs			4,000	4,000
On-Site Banners			4,000	4,000
On-Site Display for Brochures			1,000	1,000
On-Site Tote Bags				4,000
Recognition at Keynote Address				2,000
<i>Total Impressions</i>	109,000	164,000	207,000	217,500
Waivers/Advertising				
Free Student Waivers	5	10	25	50
Free Faculty Waivers	0	1	2	5
Size of Conference Ad	N/A	N/A	1/2 Page	Full Page
Networking Opportunities				
Invitations to Special Receptions	0	1	2	5
Opportunity to Host Receptions	No	Yes	Yes	Yes

Questions about Sponsorship? Contact:
Matt Burriesci, Associate Director, at (703) 993-4540

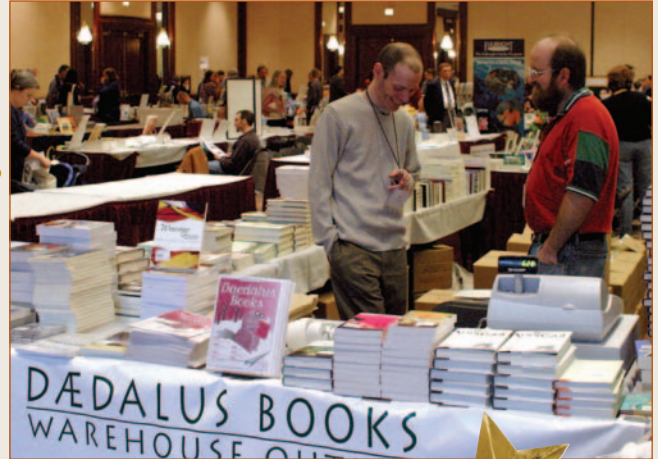
Conference Site Hotel



We pride ourselves on securing the best hotel rates for our Conference attendees. This year, all our hotels offer one great rate—\$135 for single or double occupancy rooms.

Our official Conference site hotel is:

Hilton Austin
500 East Fourth Street
Austin, TX 78701
(515) 482-8000



Other satellite hotels will be announced soon on our Web site. If you wish to stay at the Hilton Austin, make your reservation soon to avoid disappointment.

To receive the special Conference rate, contact one of the official Conference hotels and identify yourself as an AWP Conference attendee. You must make your reservations no later than Tuesday, February 7, 2006. All reservations must be guaranteed with a refundable one-night deposit (applicable towards your hotel bill) and a major credit card. To make reservations, or to obtain more information, please contact the hotel directly.

AWP

Helping
Writers
Since
1967

Annual Conference in Austin, Texas
March 8–11, 2006
Hilton Hotel Austin
The Association of Writers & Writing Programs
Phone (703) 993-4301
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