

ALTA40 CONFERENCE ADVERTISING AND SPONSORSHIPS

Founded in 1978, the American Literary Translators Association provides support, advocacy, resources, and community to nearly 800 members, and the annual conference is our signature event. The ALTA conference is an intimate, intense, three-day conversation, which includes panels, workshops, roundtables, and bilingual readings. The only regular conference focused entirely on literary translation, ALTA brings nearly 400 people from all over the world to participate in sessions on literature in translation and the art of translating, and enjoy readings of new works in translation. Advertising in the conference program, or becoming a conference sponsor is a great way to promote your press, magazine, organization, or service to translators, authors, editors, publishers, teachers, students and others working in literary translation and international literature.

FEATURED SPONSORSHIP

Featured Sponsors are featured during the event they are sponsoring, which includes mention in the conference schedule, ad space in the program book, on signage, and branding and display materials during the event. Additionally, the sponsors are featured on our conference website, in conference emails, and in all publicity materials for the conference. This is the best way to get lots of focused exposure to our audience.

SPECIAL EVENTS

Keynote Sponsor

\$2,500 Sponsorship – 2 available

\$1,500 Co-Sponsorship – 3 available

We're delighted that **Lydia Davis** and **Tim Parks** will be joining us as the ALTA40 Keynote Speakers. Lydia will speak on Friday evening and Tim will give a talk on Saturday evening. Your organization will be listed as the sponsor on all publicity materials promoting the event, as well as during the event.

Awards Reception Sponsor

\$3,000 Co-Sponsorship – 5 available

In 2017, the ALTA Awards Reception, already the premiere event of the conference, will feature additional special programming to celebrate ALTA's 40th Anniversary! On this special night, conference attendees gather for drinks, hors d'oeuvres, and the announcement of the winners of the National Translation Awards, the Stryk Prize for Asian Translation, the Italian Prose in Translation Award, and the Cliff Becker Book Prize in Translation.

PROGRAMMING SPONSORSHIPS

By sponsoring these events, you can include limited programming organized or directed by your organization.

Opening Reception

\$2,500 Sponsorship – 0 available

\$1,500 Co-Sponsorship – 0 available

Closing Reception

\$2,500 Sponsorship – 1 available

\$1,500 Co-Sponsorship – 2 available

DISPLAY OPPORTUNITIES

Level 1 (\$50) Send flyers for shared display table.

Level 2 (\$100) Send flyers for shared display table and be acknowledged on the conference website.

Level 3 (\$150) Send flyer insert for inclusion in the registration tote bag and be acknowledged on the conference website.

Level 4 (\$200) Send flyer insert for inclusion in the registration tote bag and be acknowledged on the conference website and in the program book.

MERCHANDISE AND SIGNAGE

Coffee Break Sponsor

\$5,000 Sponsorship – 0 available

\$2,000 Co-Sponsorship – 2 available

Coffee Breaks are the primary networking event during the conference day. All conference attendees gather in this area, where there is coffee and tea provided during a dedicated 30 minute break twice during the conference day. These co-sponsorships give you two audience exposures and lots of goodwill from conference attendees.

Closing Breakfast Sponsor

\$3,000 Sponsorship – 1 available

\$1,700 Co-Sponsorship – 2 available

The morning of the last day of the conference attendees gather for a continental breakfast, networking, and conversation before the general membership meeting and the last day of panel sessions.

Tote Bag Sponsor

\$2,500 – 0 available

In addition to having your logo on the tote bag, we'll thank you in the program book (and online program) getting you in the hands of every single registered attendee, and anyone checking out the schedule online.

PROGRAM AD RATES

1/4 page - \$150

1/2 page - \$250

Full page - \$400

Back cover inside - \$500

Back cover outside - \$600

Inside front cover - \$700

Full specs at <http://literarytranslators.org/sponsorship>

Please contact ALTA Managing Director Elisabeth Jaquette (elisabeth@literarytranslators.org) for more information.