

AWP's Tenth Tweet Chat: #AWP16BFPrep

Janury 7 from 3:00-4:00 p.m. ET



[AWP @awpwriter](#)

Whether you've read through your exhibitor kit yet or not, join us today at 3 p.m. ET for a live [#AWP16BFPrep](#) chat!



#AWP16BFPrep

Answers and advice for
bookfair exhibitors

January 7, 2016 from 3:00 - 4:00 pm ET



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Welcome to our [#AWP16BFPrep](#) chat! For the next hour, we'll share tips & answer questions about exhibiting at the bookfair.



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With us today is [@cshermanva](#), Director of Exhibits. [#AWP16BFPrep](#)





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If you have a question about the bookfair, ask it using [#AWP16BFPrep](#).



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If you are a returning exhibitor and have advice to share with fellow exhibitors, jump in any time using [#AWP16BFPrep](#).



[cshermava @cshermava](#)

Thank you for taking the time to learn new tips and information for success at [#AWP16](#)
[#AWP16BFPrep](#)



[Cynthia Sherman @cshermanva](#)

Start with a Pre-show Planning Checklist, you will save \$\$\$ by coming up with a detailed budget
[#AWP16BFPrep](#)



[Editions du Cygne @EditionsDuCygne](#)

[#AWP16BFPrep](#) Do you have some foreign exhibitors?



[Cynthia Sherman @cshermanva](#)

[@EditionsDuCygne](#) We do, and in a few minutes I will list a few of them for you!
[#AWP16BFPrep](#)



[cshermava @cshermava](#)

[@EditionsDuCygne](#) Great question! There are 11 orgs from Canada, 1 from Ireland, and 4 from the UK [#AWP16BFPrep](#)



[cshermava @cshermava](#)

[@EditionsDuCygne](#) Many of our publishers do publish works by international authors [#AWP16BFPrep](#)



[cshermava @cshermava](#)

[@EditionsDuCygne](#) We also have the American Literary Translators Association in attendance [#AWP16BFPrep](#)



[Ashley Strosnider @bravenewlady](#)

[@awpwriter](#) [@cshermanva](#) Any good advice on booth/display designs? How to make best use of space, plan areas to foster engagement w attendees?



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[@bravenewlady](#) [@cshermanva](#) Good booths are eye-catching! Give-aways, sales, games, contests, & friendly staff go a long way [#AWP16BFPrep](#)



[cshermava](#) [@cshermava](#)

[@bravenewlady](#) [@awpwriter](#) Hi Ashley! First look at traffic flow, your message and branding, and ease of access [#AWP16BFPrep](#)



[cshermava](#) [@cshermava](#)

[@bravenewlady](#) [@awpwriter](#) Open engagement areas, mix of low and high tech, and methods of capturing data [#AWP16BFPrep](#)



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Some eye-catching bookfair spaces [#AWP16BFPrep](#)







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Don't forget to engage & interact with attendees! [#AWP16BFPrep](#)







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Exhibitors, have you entered your twitter name on your bookfair management page? AWP will use those to create a Twitter list. [#AWP16BFPrep](#)



[AWP @awpwriter](#)

Creative costumes would fit right in in LA! [#AWP16BFPrep](#)





[cshermava @cshermava](#)

- The budget includes transportation, hotel, registration, exhibit décor, shipping, & material handling [#AWP16BFPrep](#)



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Create an exhibit that speaks to your brand and message [#AWP16BFPrep](#)





JT @passtheapot

#AWP16BFPrep I have a line of perfumes called Dead Writers all based on, famous writers Kerouac, Poe etc. Do you accept this sort of booth?



cshermava @cshermava

@passtheapot Hi JT, sounds like a good fit! Here are the specifics on exhibiting <https://www.awpwriter.org/application/public/pdf/conference/2016/2016ExhibitorProspectus.pdf> ... **#AWP16BFPrep**



JT @passtheapot

@cshermava Ok, I'm excited to vend at AWP! I went to the bookfair when it was in Seattle and love the atmosphere and people. Thanks again!



[cshermava @cshermava](#)

[@passtheteapot](#) Please let me know if you have any questions by phone or email at bookfair(at)<http://awpwriter.org> [#AWPBFPrep](#)



[JT @passtheteapot](#)

[@cshermava](#) Thank you! I'll check it out and hopefully secure a space :)



[cshermava @cshermava](#)

[@passtheteapot](#) That's great! I love the bookfair, too and look forward to meeting you and checking out your fragrances! [#AWP16BFPrep](#)



[davidbishop @davidbishop](#)

[@passtheteapot @awpwriter](#) hmm Whiff of Whitman



[JT @passtheteapot](#)

[@davidbishop @awpwriter](#) That's a good one! My latest is called Death in the Afternoon ;)



[cshermava @cshermava](#)

Post-show Follow up on your leads ASAP. Have a plan in place before you go to the show on how you will follow-up. [#AWP16BFPrep](#)



[cshermava @cshermava](#)

If you are following up via email, personalize it to the conversation you had at the show [#AWP16BFPrep](#)



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It's time for your friendly tax reminder!

[https://www.awpwriter.org/awp_conference/bookfair_tax_info ...](https://www.awpwriter.org/awp_conference/bookfair_tax_info...) [#AWP16BFPrep](#)



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Let attendees meet your authors and/or faculty. [#AWP16BFPrep](#)





[@awpwriter](https://twitter.com/awpwriter)

Promote your sales/signings via social media during [#AWP16](https://twitter.com/awpwriter) and you might show up on our Twitter Wall at the conference [#AWP16BFPrep](https://twitter.com/awpwriter)



[@cshermava](https://twitter.com/cshermava)

Exhibitor Service Kit will be available early next week. You will receive an email from Brede with online order code [#AWP16BFPrep](https://twitter.com/awpwriter)



[@cshermava](https://twitter.com/cshermava)

Assign EABs on your exhibit management page. EABs include full conference registration [https://www.awpwriter.org/awp_conference/faqs#BookfairFAQ ...](https://www.awpwriter.org/awp_conference/faqs#BookfairFAQ...) [#AWP16BFPrep](https://twitter.com/awpwriter)



[@cshermava](https://twitter.com/cshermava)

AWP is promoting awareness of the need for full access to the conference and bookfair for everyone [#AWP16BFPrep](https://twitter.com/awpwriter)



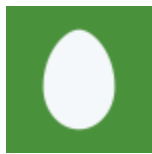
[cshermava @cshermava](#)

Bookfair updates and Spotlights are posted to the BF FB page [https://www.facebook.com/AWP-Bookfair-536254749775315/ ...](https://www.facebook.com/AWP-Bookfair-536254749775315/...) [#AWP16BFPrep](#)



[Evan Morgan Williams @EvMoWi](#)

[#SarabandeBooks](#) had exceptionally good books for sale and whiskey for free. [#AWP16BPrep](#)



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Got general bookfair questions? Check out the FAQs
[https://www.awpwriter.org/awp_conference/faqs#BookfairFAQ ...](https://www.awpwriter.org/awp_conference/faqs#BookfairFAQ...) [#AWP16BFPrep](#)



[cshermava @cshermava](#)

Thank you for taking the time to prep for the bookfair. I am only a tweet, call or email away if you have questions! [#AWP16BFPrep](#)



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We hope you will all have a good and successful [#AWP16](#) bookfair! See you in March in sunny LA! [#AWP16BFPrep](#)



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Thank you for joining us today for [#AWP16BFPrep](#). Our February chat will be about [#AWP16](#) registration, using [#AWP16Reg](#).