**#AWP21 Exhibitor Guide**

Exhibitor Timeline

**Early January:** Make sure you check your Exhibitor Management page on awpwriter.org. All information entered into this page will be transferred over to our virtual conference platform.

**January 19, 2021:** As our official bookseller, Bookshop.org offers all of #AWP21 Exhibitors an additional 5% commission on all sales from your affiliate page from January 19 to March 7, 2021. If you haven’t set up your Bookshop.org affiliate account, you can do so at https://bookshop.org/affiliates/profile/introduction.

**Late-January:** The main administrator attached to your virtual exhibit space will receive an email from conference@awpwriter.org. That email will contain a unique link for you to redeem your account on our virtual conference platform.

**February 12, 2021:** If you or one of your bookfair staff have any accessibility needs or requests, please check out our Accessibility Services webpage. The deadline to request accessibility services is February 12, 2021, though we will do our best to honor requests that come after this date.

**March 3:** #AWP21 Begins!

**March 4:** Dedicated Exhibitor Hours: 2:30 p.m. to 4:00 p.m. CT

**March 5:** Dedicated Exhibitor Hours: 2:30 p.m. to 4:00 p.m. CT

**March 6:** Dedicated Exhibitor Hours 2:30 p.m. to 5:00 p.m. CT

**Components of Your Virtual Exhibit Space**

**Your virtual exhibit space is made up of the following components:**

* Header Banner
* Organization Name
* Logo
* Description
* Exhibitor Website
* Bookshop.org Link
* Additional Links
* Organization Type
* Organization Genre
* Polls
* Discussions
* Team Members
* Files
* Showcases
* Author Meet and Greets
* Virtual Space Leads (Page Visits and Contact Information Leads)

**Organization Name:** Should be imported from awpwriter.org

**Logo:** 300x300px, JPG or PNG file

**Header Banner:** 1170x145px, JPG or PNG file

**Description:** Tell us about your organization, press, or institution.

**Exhibitor Website:** Add your organization’s URL.

**Bookshop.org affiliate page:** Add a link to your Bookshop.org affiliate page. If you do not have an affiliate page, leave this field blank.

**Links:** Any links you would like to direct your attendees to. Video links will automatically embed. If you upload a video, please make sure the content is captioned.

**Type:** Your exhibitor type will be pulled from your organization details. Make sure to update this page on awpwriter.org so we can include your types appropriately.

**Want to Meet:** Attendees can add you to their Want to Meet lists. Exhibitors are not notified when they are added to these lists and they are private to the attendee.

**Contact Us:** Allows attendees to send a direct message on the platform.

**Enter a Virtual Tradeshow Booth:** When attendees click this button, they will access your exhibit space’s Zoom room where they can chat with your staff & representatives. Please take a look at our tips for making Zoom as accessible as possible.

**Discussion:** Exhibitors and attendees can post discussion questions in

this space.

**Staff:** Add your staff to personalize your exhibit space! Please be aware that each user is only allowed to be added to a single exhibit space and every staff member added must already have a registration.

**Showcases or Author Meet & Greets:** If you choose to host an Author Meet & Greet, they will show up here. Author Meet & Greets must be added in your Exhibit Management page of your AWP user account and will be transferred to Pathable by AWP staff. 4 Meet & Greets are included with your exhibit space. Additional Meet & Greets can be purchased if needed.

**Leads:** This page will show you a list of attendees who have specifically requested information about your exhibit.

**Visits:** This page lets you know of all visitors to your space and how many times they’ve visited.

**Polls:** Engage your attendees by asking a question!

**Files:** This is a page where you can upload documents for your attendees to download. Consider uploading a PDF version of a back-issue of your publication, exclusive downloadable content like a branded bookmark or bookplate, or marketing material from your institution. Make sure to review this content’s accessibility and provide a plain-text version, if necessary.

**Accessibility Guidelines for #AWP21 Bookfair Exhibitors**

As part of your virtual bookfair space, you will have the opportunity to add images, branding, links, files, and host Author Meet & Greets over the days of the conference. While we are excited for you to be creative in this space, there are a few accessibility guidelines to keep in mind as you are setting up your space.

**Images & GIFS**

Exhibitors have the option of adding a banner image at the top of their space and a logo, which will appear both in the main Bookfair page and in the space itself. Both the bookfair space header and logo images can be uploaded as still images and as gifs. If you plan to use a gif, please consider if it will be accessible, meaning it is no longer than a 5 second loop and do not contain blinking or flashing. For some photosensitive or epileptic users, blinking or flashing may cause seizures. To test if your gif is appropriate, you can do so at this Photosensitive Epilepsy Analysis Tool.

**Files**

If your materials have a lot of graphics or includes low contrast or small text, please create a plaint-text version for download as well. Plaint-text documents should be at least 14-point font, with black text on a white page.

**Video**

Video is a great option for you to add to your bookfair space, whether it’s a pre-recorded informational session about your program or press, an author interview, or promotional video. In order to be accessible, all video content must be captioned. If your content is hosted through YouTube, they do provide automated captions for videos under 60 minutes in length. Please make sure to check and correct captions as YouTube captions often will include errors. It is also recommended that you download your captions as a transcript to have on hand in case anyone would request that.

**Zoom Meetings in Your Virtual Bookfair Space**

In your bookfair space, attendees will have the chance to interact with you and your staff over Zoom. Help us make Zoom more accessible for attendees with disabilities by using these guidelines. A full Zoom guide will be released in the coming weeks for all attendees. Add pronouns at the end of your name when you enter a Zoom meeting. Pay attention to other attendee’s pronouns and use them as the attendee specifies. Example: John Smith (he/him)

Introduce yourself and offer a description of yourself before you start speaking. Someone with low-vision may not be able to read your name in your Zoom profile. Example: My name is John Smith. My pronouns are he/him and I am wearing a green shirt and have dark hair. There may be attendees in your meeting who choose not to be on video. Please respect this choice as it may be due to a disability. A list of keyboard shortcuts to using Zoom will be included in AWP’s Accessibility Services webpage (https://www.awpwriter.org/awp\_conference/accessibility\_overview).

If anyone asks for keyboard shortcuts, please direct them to this link: https://support.zoom.us/hc/en-us/articles/205683899-Hot-Keys-and-Keyboard-for-Zoom

Please be aware that your fellow attendees and those joining your meeting may have an invisible disability. Please do not assume someone does or does not have a disability. As a meeting or conversation progresses, monitor what’s being written in the chat. Zoom does not allow for users with low-vision to increase the size of that text, and so cannot utilize that chat function. At intervals, please verbally summarize what’s happening in the chat. Any links shared in the chat should also be shared in an alternate way, such as in the “links” included in your exhibit space. For any images or visual components of your meeting, please make sure to verbally describe what you are showing. Some users who are d/Deaf may be using auto-captions in Zoom. Please speak clearly and at a reasonable pace so that captions can keep up. Limit the use of or do not use the polling feature in Zoom. This feature cannot be accessed by some users with disabilities.

**Community Guidelines for Discussion Rooms & Interaction at #AWP21**

This conference brings together people from around the world, from different backgrounds, situations, and identities. We ask that everyone attending #AWP21 come to this conference with an open and curious mind and to engage respectfully with your fellow attendees.

Be open. Be curious. Be respectful.

For more information, please read our Anti-Harassment Policy.