AWP’s Fourth Tweet Chat: AWP Bookfair
June 3 from 3:00-4:00 p.m. ET

The #AWP15 bookfair was a success! We'll share photos of it and other past bookfairs today from 3-4 p.m. ET. #AWPBF

In half an hour, join us here on Twitter for our tweet chat about the #AWP16 bookfair! #AWPBF
Welcome to AWP's fourth tweet chat! Today we'll be discussing the #AWP16 bookfair. #AWPBFR

With us today is Cynthia Sherman (@eshermanva), Associate Director of Conferences and manager of the bookfair. #AWPBFR

To ask a question at any time during the chat, please use the hashtag #AWPBFR.

Hi, #AWPBFR tweet chatters! We're excited to be at LA for #AWP16 for our journal's 3rd #AWP. What's new at the bookfair this year?

@CheatRiver Hey Cheat River Review! There will be lounges throughout the BF to encourage people to stay a little longer #AWPBFR
@CheatRiver And, maybe a program for screenwriters on the AWP Stage! #AWPBF

@ChristianTeresi We received the most event proposals in our history, which is one indication #AWP16 bookfair crowds should be robust #AWPBF

AWP @awpwriter 1h1 hour ago

Question: other than price, what's the difference between a booth and a table? #AWPBF

@awpwriter Booths include a logo and expanded listing online. See an example https://www.awpwriter.org/awp_conference/bookfair_exhibitors_list ... just hover over a booth #AWP15

@awpwriter @cshermanva - I'm curious what steps #AWP16 is taking to address the amount of racism labeled as provocative Art? #AWPBF

@awpwriter @cshermanva does the Book Fair have any policies in place re: works that perpetuate this violence etc #AWPBF #AWP16
@sarahxerta Please see the attendee terms & conditions, paragraph 3, last two sentences. https://www.awpwriter.org/store/attendee_terms_conditions ...

@awpwriter @eshermanva

Hi @sarahxerta The goal is to make the BF welcoming and respectful of everyone. @awpwriter #AWPBF #AWP16

@sarahxerta @eshermanva The #AWP16 bookfair is a reflection of all of America's literatures. We expect over 800 exhibitors in LA. #AWPBF

Question: Will exhibitors be able to choose their own exhibit space locations again this year? #AWPBF

@awpwriter Yes! The process is explained in greater detail at https://www.awpwriter.org/awp_conference/bookfair_overview ... #AWPBF #AWP16
@awpwriter what is the most interesting thing you've seen exhibited/handed out? #AWPBF #AWP16

AWP @awpwriter 52 minutes ago

@DonaldGarrett In #AWP07 (Atlanta) 2 exhibitors gave out flyswatters with their journal names on them (don't remember any flies) #AWPBF

Cynthia Sherman @cshermanva 1 hour ago

@DonaldGarrett @awpwriter Some like to play air hockey
DonaldGarrett: The literary fortune cookies are always a good time as well #AWPBF

Cristina: I'm sorry that I missed the fortune cookies!

DonaldGarrett: There seem to be some every year from various exhibitors! #AWPBF
@DonaldGarrett @awpwriter Some dress like wildlife #AWPBF #AWP16

@awpwriter @DonaldGarrett I recall @onestorymag having a rubber duck pond prize giveaway one year, which was very cool. #AWPBF
Some gather other writer's thoughts #AWPBF #AWP16

what tips would you share with exhibitors to make sure that their booths get lots of visitors? #AWPBF #AWP16

It's never too early to start reaching out to potential #AWP16 attendees through social media. #AWPBF
@CynthiaSherman @cshermanva 35m35 minutes ago

@CristinaEstell1 @awpwriter Attendees love unique giveaways & serendipitous meetings. Use social media before, during, after! #AWPBF #AWP16

AWP @awpwriter 35m35 minutes ago

@CristinaEstell1 Don't be afraid to get creative! #AWPBF
@CristinaEstell1 @awpwriter Placement is a key factor in traffic. Purchase early for best location. #AWPBF #AWP16

@awpwriter 28m28 minutes ago

@CristinaEstell1 And never underestimate a good eye-catching visual aid #AWPBF
At BEA soft carpet underfoot keeps people lingering.

Good point!

Give-aways. Booze. Candy. Catchy buttons or pens. Every year there is an "IT" button. Be the booth that has it.

Excellent ideas! I wonder if a liquor license is needed for the booze.

I am not sure (since you are not "selling" it) Twice I have been next to BUSY booths offering shots of booze.

Alcohol regulations depend on the city & the convention center. The LACC has vendor guidelines #AWPBF
Hi @TopangaHippie. I don't know of a convention center where it is legal for an exhibitor to do it themselves. @CristinaEstell1
@awpwriter

@TopangaHippie Many convention centers would ask for their exhibit space to be shut down. It's too much of a liability. @awpwriter

@TheStoneslide @TheStoneslide We don't have questions right now, but we want to thank you for doing this. It's already been helpful. #AWPBF #AWP16

@TheStoneslide @awpwriter We are happy you dropped in and welcome tweets anytime! #AWPBF #AWP16

Question: Cynthia, what can you tell us about hosting Bookfair Stage events? #AWPBF

@awpwriter Great venues for book/magazine launch readings/performance/slam events/celebrations/tributes
https://www.awpwriter.org/awp_conference/bookfair_stage … #AWPBF
Thanks for tweeting with us today about the #AWPBF! Send any follow-up questions to bookfair@awpwriter.org

We hope you've enjoyed today's #AWPBF tweet chat. Join us for our next chat about the Writer to Writer #AWPMentorship program on July 7!