



ALTA CONFERENCE ADVERTISING AND SPONSORSHIPS

ALTA fosters cultural and literary exchange between countries and languages through the art of literary translation, and provides support and community to emerging and established translators alike. ALTA's conferences draw around 400-650 people from all over the world to participate in sessions on literature in translation and the art of translating, and to enjoy readings of new works in translation.

Our 47th annual conference, "Voices in Translation," will take place in person in Milwaukee, Wisconsin from October 25-28, 2024, offering sponsors exposure to an international audience.

Advertising in the digital and print program book, ensuring your name or logo is visible to both potential and registered attendees, or becoming a sponsor are great ways to promote your press, magazine, university program, organization, or service to translators, authors, editors, publishers, teachers, students, and others working in literary translation and international literature.

To secure any of the following sponsorships, please write to Program Director Kelsi Vanada at kelsi@literarytranslators.org.

Please note that all advertisements and sponsorships are non-refundable. For a list of past sponsored events, please contact Program Director Kelsi Vanada at kelsi@literarytranslators.org.

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PROMOTIONAL LEVELS

| | Level 1 (\$100) | Level 2 (\$150) | Level 3 (\$250) | Level 4 (\$500) | Level 5 (\$750) | Level 6 (\$1000) | Level 7 (\$1500) |
|---|--------------------|--------------------|--------------------|--------------------|--------------------|---------------------|---------------------|
| Acknowledgement on ALTA47 website and in the digital and print program book | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Shout-out on ALTA’s social media channels | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Name/logo in our emails to attendees | | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Name/logo featured on signage at the conference | | | | ✓ | ✓ | ✓ | ✓ |
| Send fliers or swag to be placed in conference tote bags | | | | | ✓ | ✓ | ✓ |
| Name on the ALTA47 tote bags | | | | | | ✓ | ✓ |
| Logo on the ALTA47 tote bags | | | | | | | ✓ |

The deadline for promotional level sponsorships is August 12, 2024.

PROGRAM BOOK ADS

1/4 page - \$150

1/2 page - \$250

Full page - \$400

Back cover inside - \$500

Back cover outside - \$600

Front cover inside - \$750

Your ad will appear in our digital and print program book. Your digital ad will be hyperlinked directly to the website of your choice, driving immediate attendee engagement with your offerings, and the program book will be printed for conference attendees in Milwaukee. Note that advertisement availability may be limited—contact us now to reserve your ad space!

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

The deadline for final ad copy is August 22, 2024.

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FEATURED SPONSORSHIPS

ALTA conferences offer a variety of featured programming. These special events draw the largest concentrations of conference-goers together, providing the best way to get lots of focused exposure to our audience. These collaborations are determined on an individual basis, and start at \$1,500. Featured sponsorships provide you with visibility at events such as our evening receptions, twice-daily coffee breaks, themed trivia night, cocktail receptions, and more. Your name/organization will be listed as the sponsor on all publicity materials promoting the featured event, as well as on signage during the event, and in a shout-out on social media. Sample opportunities are listed below.

Panel & Coffee Break (\$6,000): This sponsorship gives you dedicated audience exposure during a conference session, plus a chance to display your books or materials during a coffee break—and most importantly, a dedicated networking opportunity focused on your group. Comes with up to four full-price registration waivers for your panelists (a \$1,400 value), a half-page ad in the program book (a \$250 value), the benefits of Promotional Level 4 (a \$500 value), complimentary A/V, and organizational support from ALTA. For an additional \$1,000, ALTA staff will design and program your panel based on your vision (working with you to select a topic, identifying and inviting speakers, etc.).

Sponsored Panel (\$3,500): This sponsorship gives you dedicated audience exposure during a conference session. Comes with up to four full-price registration waivers for your panelists (a \$1,400 value), complimentary A/V, the benefits of Promotional Level 4 (a \$500 value), and organizational support from ALTA.

Coffee Break (\$2,500): 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. This sponsorship gives you a chance to display your books or materials during a coffee break—and most importantly, a dedicated networking opportunity focused on your group, with lots of caffeinated goodwill from conference attendees. Comes with the benefits of Promotional Level 4 (a \$500 value).

Reception (starting at \$1,500): The ALTA conference always features evening receptions after the day's panels are over. By sponsoring this event, you can include limited programming organized or directed by your organization. This is a great way to spotlight a publication, organization, or celebratory mile marker. Comes with the benefits of Promotional Level 4 (a \$500 value). Actual cost may vary depending on the sponsor's desired location, food service, and whether drink tickets will be provided. (For instance, drink tickets for 100 people costs an additional ~\$1150, A/V for a reading in the hotel costs an additional ~\$750, etc.)

The deadline for sponsored special events is July 1, 2024.

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