



ALTA CONFERENCE ADVERTISING AND SPONSORSHIPS

Founded in 1978, the American Literary Translators Association provides support, advocacy, resources, and community to over 900 members, and our annual conference—the only regular conference in the United States focused entirely on literary translation—is our signature event. ALTA’s in-person conferences bring nearly 500 people from all over the world to participate in sessions on the art of translating, and to enjoy readings of new works in translation—and our first virtual conference last year saw a rise to 650 registrants, many of whom were attending ALTA for the first time.

Our 44th annual conference, “Inflection Points,” will take place jointly online and in person in 2021, offering sponsors the chance to double their impact and exposure to two different audiences. Our virtual conference will take place from October 15-17, and our in-person conference will be from November 11-13 in Tucson, AZ.

Advertising in the digital conference program brochure, ensuring your name or logo is visible to both potential and registered attendees, or becoming a conference 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.

PROMOTIONAL LEVELS

	Level 1 (\$100)	Level 2 (\$150)	Level 3 (\$250)	Level 4 (\$500)	Level 5 (\$750)
Acknowledgement on conference website and in the digital program book	✓	✓	✓	✓	✓
Shout-out on ALTA’s social media channels		✓	✓	✓	✓
Name/logo in our attendee communication emails leading up to the conference			✓	✓	✓
Name/logo featured on graphics on our virtual conference platform				✓	✓
Name/logo printed on signage at our in-person conference					✓

The deadline for all leveled sponsorships is August 27, 2021.

Please contact ALTA Program Manager Kelsi Vanada (kelsi@literarytranslators.org) for more information.



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PROGRAM BOOK ADS

1/4 page - \$150

1/2 page - \$250

Full page - \$400

First page after title page - \$500

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

The deadline for final ad copy is September 7, 2021. Full specs:

<http://literarytranslators.org/sponsorship>

FEATURED SPONSORSHIPS

SPONSORED SPECIAL EVENT (\$1200): These sponsorships will give you dedicated audience exposure during one of our three special events: the ALTA Awards Ceremony, Travel Fellows Reading, or Mentorship Program Reading. These events consistently garner the highest attendance at ALTA conferences! We use our virtual platform to spotlight your branding before and after the event, and event emcees will also give a shoutout to your program or organization. Comes with two regular-price registration waivers (worth \$200). The deadline for a sponsored special event is **July 15, 2021**.