



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 literature in translation and the art of translating, and to enjoy readings of new works in translation.

We’ve moved our [43rd annual conference](#), “In Between,” online in light of the COVID-19 pandemic. Our decision was a difficult one, but we also know that a virtual platform will allow for new possibilities, including reaching more attendees around the world. Our conference will kick off on International Translation Day, **September 30**, and we’ll share programming throughout the subsequent two weeks, building toward a final weekend full of live sessions and networking opportunities on **October 17-18**.

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 & in digital program book brochure	✓	✓	✓	✓	✓
Shout-out on ALTA’s social media channels		✓	✓	✓	✓
Name/logo in our attendee communication emails leading up to the conference			✓	✓	✓
Name/logo on graphics for our virtual conference platform				✓	✓
Name/organization announced as a sponsor in our conference welcome video					✓

The deadline for all leveled sponsorships is August 28, 2020.

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 August 5, 2020. Full specs: <http://literarytranslators.org/sponsorship>

FEATURED SPONSORSHIPS

SPONSORED VIRTUAL SESSION (\$500): These sponsorships will give you dedicated audience exposure during a synchronous virtual conference session. We create space in the conference schedule for your 45- or 60-minute session and use our virtual platform to share your branding. Plus, a button below the presenter screen during the session will direct attendees to the website of your choice (button text customizable). Comes with two regular-price registration waivers (worth \$200). The deadline for a sponsored session is **July 6, 2020**.

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