



2010

ANNUAL CONFERENCE

SPONSORSHIP OPPORTUNITIES

October 2-5, 2010

Hawaii Convention Center
Honolulu, Hawaii

ASTC invites you to get involved with one of our many exciting conference sponsorship opportunities, created to help you build recognition and make an impact with your target audience. The ASTC Annual Conference attracts participants from across the science center/museum field, including CEOs and other museum decision makers; exhibit developers and designers; education specialists and coordinators; and many, many more.

ASTC 2010, in Honolulu, Hawaii, will bring together more than 1,500 science center professionals from the world's science and technology museums. Sponsoring at the conference offers a unique opportunity to make a name for your organization among this select group of professionals.

ASTC sponsorship comes in all shapes and sizes and can be tailored to fit your needs. Opportunities include target-audience receptions, Exhibit Hall events, and gift giveaways— all providing generous benefits and high visibility.

Don't just sit there while your competitor gets all the attention. Show ASTC members and attendees that you support museums and science centers, and gain high visibility by selecting one or more sponsorships that are right for you.

Take the lead and make a name for yourself at ASTC 2010!

IN THE SPOTLIGHT

\$25,000* SATURDAY OPENING SESSION AND MEET-AND-GREET BREAKFAST

The official opening event formally welcomes attendees, VIPs, and session leaders and sets the tone for the conference.

Sponsor benefits: Gold Partner benefits, plus signage at event, VIP seating at session, opportunity to introduce speaker, signage on screens flanking the stage, and the opportunity to place corporate gift/centerpiece on tables.

\$20,000* DIVERSITY AND LEADERSHIP DEVELOPMENT FELLOW PROGRAM

The centerpiece of the ASTC Equity & Diversity Initiative. Sponsorship includes support of 2010 Diversity & Leadership Development Fellows program, and Friday evening welcome party for all conference attendees.

Sponsor benefits: Gold Partner benefits, plus opportunity to greet attendees, signage at Friday evening event, option to place materials on tables, 20 complimentary drink tickets, full-page sponsorship announcement on inside back cover of preliminary conference program, recognition in publicity materials, and recognition from the podium.

\$15,000* FRIDAY NIGHT BOARD OF DIRECTORS RECEPTION

This elegant opening night event for ASTC board members, host museum staff, and other VIPs offers a great opportunity for sponsors to meet ASTC movers and shakers.

Sponsor benefits: Silver Partner benefits, plus four reception invitations and recognition from the podium.



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IN THE SPOTLIGHT *(continued)*

\$15,000 EXHIBIT HALL OPENING DAY
This is the kick-off event for the Exhibit Hall. Sponsorship includes hosting of the opening ceremony and two refreshment breaks.

Sponsor benefits: Silver Partner benefits, plus signage at the event, opportunity to place materials on service tables, 20 complimentary drink tickets, opportunity to participate in opening ceremony, and logo placement on napkins and cups.

\$8,000 EXHIBIT HALL CLOSING DAY
Sponsorship includes hosting of an afternoon refreshment and the closing event.

Sponsor benefits: Jade Sponsor benefits, plus opportunity to place materials on tables and 20 complimentary drink tickets.

RECEPTIONS AND LUNCHEONS

\$7,500 CEO/TRUSTEE LUNCHEON
This reception and luncheon is designed to offer museum CEOs and trustees the opportunity to get acquainted, network, and address issues of mutual interest.

Sponsor benefits: Jade Sponsor benefits, plus signage at the front of the room, four VIP tickets to the luncheon, and the opportunity to welcome attendees.

\$3,500 FIRST-TIME ATTENDEES ORIENTATION
Sponsorship will provide hospitality for this event designed to help new attendees learn more about the conference and meet other first-timers.

Sponsor benefits: Standard benefits, plus opportunity to greet guests, signage at the reception, and option to distribute materials.

\$3,500 GOVERNING-MEMBER DIRECTORS APPRECIATION RECEPTION
Sponsor this elegant reception in honor of ASTC's Governing Members.

Sponsor benefits: Standard benefits, plus opportunity to greet attendees, signage at reception, and option to distribute materials.



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RECEPTIONS AND LUNCHEONS *(continued)*

\$3,500 NETWORKING RECEPTIONS

- Advocates for Diversity
- Development, Marketing, & Membership
- Exhibit Developers
- Museum Educators

Networking events at the ASTC Annual Conference are among the best attended of the meeting.

Sponsor benefits: Standard benefits, plus opportunity to greet attendees, signage at reception, option to distribute materials, and 20 complimentary drink tickets.

\$3,500 CLIMATE CHANGE NETWORKING RECEPTION

This specialized networking reception will bring together attendees working to explain the science of climate change to the public.

Sponsor benefits: Standard benefits, plus opportunity to greet attendees, signage at the event, and option to distribute materials.

EXHIBIT HALL

\$7,500 SEATED MASSAGE

Sponsor upper-body massage given by professionals. Complimentary coupons will be available in the sponsor's booth.

Sponsor benefits: Jade Sponsor benefits, plus signage and corporate materials in the massage booth and corporate logo on coupons.

\$5,000 REFRESH AND RELAX IN THE RESOURCE CENTER

The comfortable chairs and sofas of the ASTC Resource Center are a popular gathering place for attendees. Make light beverages available during specific times at one of ASTC's central networking hubs. For higher impact, add a special flair by putting your logo on coffee cups and/or mints.

Sponsor benefits: Jade Sponsor benefits, plus signage and the option to distribute materials in resource center.



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REGISTRATION

\$15,000 ONLINE REGISTRATION

A great opportunity to build brand identity in front of ASTC attendees. Sponsor online registration, and your hotlinked logo will appear on the ASTC 2010 registration page of the ASTC web site.

Sponsor benefits: Silver Partner benefits, plus company name on registration confirmations, e-mail blasts, and registration reminders.

\$3,500 CONFERENCE REGISTRATION AREA

Sponsor ASTC's conference registration area and see your company's banner hung above the registration desk.

Sponsor benefits: Standard benefits, plus option to distribute materials in the registration area.

TAKE-AWAYS

\$15,000 NONPLASTIC WATER BOTTLES

Support an eco-friendly conference by providing attendees with reusable water bottles made from corn resin instead of plastic (materials degrade in 80 days in commercial compost). Included is the Better Water Filter, a carbon-based filter that removes chlorine and organic contaminants from regular municipal tap water—perfect for ASTC attendees! Labels with your logo and message provided at no additional charge.

Sponsor benefits: Silver Partner benefits, plus corporate logo on water bottles, recognition in Environmentally Responsible Practices pages of the conference program.

\$12,000 DIGITAL TOTE BAG

Help ASTC “go green” with the way-cool Digital Tote Bag. Along with their final conference program, attendees will receive this USB flashdrive, which they can insert into an Internet-ready computer to gain access to everything they will need for the conference, including exhibitor list, sponsor information, handouts, attendee list, and the schedule-at-a-glance.

Sponsor benefits: Silver Partner benefits, plus logo on conference USB flashdrive.

\$5,000 GREEN LANYARDS

Provide green lanyards for conference badges and place your name and corporate logo on every attendee.

Sponsor benefits: Jade Sponsor benefits, plus corporate logo on lanyard and recognition in Environmentally Responsible Practices pages of the final conference program.



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MISCELLANEOUS

\$10,000 BLACKBERRIES, IPHONES, TWEETERS—OH, MY!

Sponsor the wireless network that includes public areas and meeting rooms of the Hawaii Convention Center (Exhibit Hall not included). Users can be directed to your sponsor page.

Sponsor benefits: Silver Partner benefits, plus signage in public areas.

\$3,500 WATER STATIONS

Sponsor water stations for thirsty session attendees throughout the convention center, and watch the appreciation!

Sponsor benefits: Standard benefits, plus signage at water stations.

TBA HAND SANITIZERS IN THE CONVENTION HALL

Help keep the conference healthy by sponsoring free-standing hand sanitizer stations in the registration and Exhibit Hall areas of the Hawaii Convention Center.

Sponsor benefits: Jade Sponsor benefits, plus signage at sanitizer stations.

\$3,500 INTERNATIONAL HOSPITALITY LOUNGE

The opportunity to interact with an international audience of key decision makers. Light refreshments served.

Sponsor benefits: Standard benefits plus signage.

**Partial sponsorships available*



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SPONSOR BENEFITS CHART ASTC 2010

BENEFITS	\$50,000 Platinum Partner	\$25,000 Gold Partner	\$10,000 Silver Partner	\$5,000 Jade Sponsor
Press Release	★			
Complimentary Booth	★			
VIP Plenary Session Greeting (3-4 minutes)	★			
Ad in Preliminary Program (B&W)	★			
Complimentary ASTC Membership	★			
Logo in ASTC MarketPlace (Online)	★	★		
Logo in ASTC INFORMS (1 year)	★	★		
Live Logo Link from ASTC Homepage	★	★		
Upgrade of Digital Tote Bag (Conference USB Flashdrive) Listing	★	★		
Complimentary Conference Registrations	2	1		
Ad in Final Program	50% off Color Full Page	100% off B&W Full Page	100% off B&W Half Page	
Booth Discount	100%	20%	10%	
Logo on Conference Homepage	★	★	★	
Recognition in ASTC Dimensions (1 issue)	★	★	★	★
Friday Night VIP Invitations	4	3	2	1
Priority Booth (Choose by July 1, 2010--first come, first served)	★	★	★	★

STANDARD BENEFITS

All sponsorships include the following benefits:

- Listing in ASTC conference "Digital Tote Bag" (USB flash drive)
- Complimentary copy of conference preregistration list in EXCEL format
- Logo recognition and company description in the final program
- Signage at conference on-site registration
- Hotlink logo on the ASTC conference sponsor web page

For more information about ASTC conference sponsorships, contact the Conference Department at 202/783-7200 or conferene@astc.org.