



SCIENCE CENTERS AS WAYFINDERS TO NEW HORIZONS

Association of Science-Technology Centers

## Invitation to Exhibit

Ho'okele—To Navigate: Science Centers  
as Wayfinders to New Horizons

2010 ASTC Annual Conference

Conference Dates: October 2-5

Exhibit Hall Dates: October 2-3

**Hawaii Convention Center, Honolulu, Hawaii**  
**Hosted by the Bishop Museum, Honolulu**

**Exhibitor  
Prospectus**

Visit us at  
[www.astc.org/conference](http://www.astc.org/conference)  
to reserve  
your booth  
today!

ASTC • 2010 Honolulu, Hawai'i

# Aloha!

The Association of Science-Technology Centers (ASTC) is an organization of science centers and museums dedicated to furthering public engagement with science among increasingly diverse audiences. Through strategic alliances and global partnerships, ASTC supports science centers and museums in proactively addressing critical societal issues, locally and globally, where understanding of and engagement with science are essential.

Each year, the ASTC Annual Conference and Exhibit Hall welcomes over 1,500 science center professionals from across the globe (40 countries represented) to exchange ideas and discuss the field's leading issues. Our attendees are the leaders and decision makers from the world's cutting-edge science centers and museums, nature centers, aquariums, planetariums, zoos, botanical gardens, and natural history and children's museums, as well as companies, consultants, and other organizations that share an interest in informal science education. For them, the ASTC conference is the event of the year, and they are eager to visit with exhibitors to learn how they can enhance the value of their centers in their communities.

The conference program consistently draws the right people to the ASTC Exhibit Hall and puts them in the right frame of mind for exploring innovative solutions. There's a great lineup of dynamic events, field-relevant exhibits, thought-provoking sessions on timely issues and challenges, networking opportunities with colleagues and vendors, and much, much more. It could very well be the event of the year for your company, too.

We would like to invite you to be part of this exciting event, held October 2-5, 2010 at the Hawaii Convention Center, Honolulu, Hawaii, by becoming an exhibitor. There's no other event in 2010 that will bring such a diverse, qualified audience, with a keen interest in the products and services you offer to one location.

Attached is an exhibitor prospectus with detailed information for your review. For more information on ASTC, please visit our web site at [www.astc.org](http://www.astc.org) or contact Sheryl Thorpe at 202/783-7200 x120 or [sthorpe@astc.org](mailto:sthorpe@astc.org).

Mahalo,

Sheryl Thorpe

Manager, Conference and Exhibit Hall



## Three Reasons Why Hawaii Is the Place to Be This October

### 1. Attendance Soars

Hawaii's appeal to travelers worldwide is a natural attendance builder. Exceptional year-round climate, averaging 77 degrees; an exotic locale with all the ease of doing business in the United States, with no language or currency barriers; unique cultural programs and activities; and outstanding facilities, accommodations, and value make Hawaii an attractive destination for a uniquely qualified audience.

### 2. Doing Business at the Crossroads of the Pacific

With a strategic mid-Pacific location that enables people to conduct business with New York and Singapore in the same day, a century of experience in foreign trade and investment, and a skilled multi-cultural workforce that draws strength from East and West, Hawaii is unique as a center of commerce with global appeal. This year's ASTC Annual Conference promises to be the most international ever—and one that can help your organization reap global benefits.

### 3. Extraordinary Educational Program

Each year, the ASTC Annual Conference and Exhibit Hall provides science center professionals from across the globe with an intimate forum to exchange ideas and discuss the industry's leading issues. More than 100 conference sessions will challenge participants to explore ways of making science centers more valuable in our communities, and attendees will be looking for exhibitors who can help them implement new ideas and technologies. There's an exciting, high-energy atmosphere at the annual conference and a great lineup of dynamic events that put attendees in the right frame of mind for doing business. It's the event of the year and you don't want to miss it.

- Meet face-to-face with hundreds of professionals from science centers and museum across the globe that are dedicated to furthering the public understanding of science among increasingly diverse audiences.
- Educate museum decision makers on how your products and services can help advance their common goals.
- Build visibility for your company in a competitive marketplace.

# "Always a lot of connections in the Exhibit Hall"

## 2009 ASTC Exhibit Hall

### Who Should Exhibit

If your product or services fit into one of these popular key areas, you can't afford to miss ASTC 2010!

Acoustics/sound systems	Insurance
Animation	Interactive
Architecture	Large-format films
Association	Marketing research
Audio tours	Multimedia
Audio/visual	Museum store merchandise
Computer software	Photo labs/services
Consultants	Planetarium
Digital equipment/services	Publications/books
Display cases	Robotics
Educational programs	Shipping/transportation
Electronic/multimedia products	Signage/wayfinding
Exhibit design	Simulations/simulator equipment
Exhibit display systems	Space theater
Exhibitions for rent/purchase	Ticketing systems/solutions
Fabricators	Travel programs
Film/video	Virtual reality
Fund-raising	Visitor research/services
Graphic design	Web design
Installation/dismantling	



Exhibitor



Resource Center



Exhibit Hall Winner



Green Booth Winner

### Testimonials

- "Exhibit Hall offered a networking experience unlike others."
- "The best part of the conference is the Exhibit Hall"

### Traffic Builders

**Exhibit Hall Opening Reception**—welcomes attendees to the ASTC Exhibit Hall (light refreshments served)

**Exhibit Hall Closing Reception**—closes out the show with more potential clients (light refreshments served)

**ASTC Resource Center**—showcases ASTC publications, traveling exhibitions, RAP programs, membership opportunities, and more

**Refreshment Breaks**—offered at stations throughout the Exhibit Hall on Saturday and Sunday

**Interactive Exhibit Hall Floor Plan on the ASTC web site**—allows attendees to plan in advance to visit your booth and have access to your contact information

**Cash Prizes**—attracts attendees to drawings in the Exhibit Hall

**Complimentary Preregistration List**—helps you invite attendees to visit your booth

**2010 Conference Program**—listing highlights your organization's name, location, web site, and product description

### Valuable Exhibitor Benefits and Opportunities

Exhibitors Appreciation Breakfast

"Move-in day" afternoon refreshments break

Opportunity to attend educational sessions

\$100 off booth rental to first-time exhibitors

Discount on advertisements in the 2010 ASTC Annual Conference Program

ASTC-member discount

ASTC Conference USB Flash Drive listing your company information, with the opportunity to add sales and marketing material for a nominal fee. (Add a PDF file and save on shipping brochures.)

An electronic sales lead retrieval system will be available for exhibitors. Information will be available in the Exhibitor Service Manual.

# IMPORTANT EXHIBITOR INFORMATION

## Exhibit Hall Dates

Saturday, October 2, and Sunday, October 3

## Location

(Note: Do not use this address to ship materials. Shipping labels will be included in the Exhibitor Service Manual)

Hawaii Convention Center  
1801 Kalakaua Avenue  
Honolulu, Hawaii 96815

## Show Decorator

GES Exposition Services Company  
[www.ges.com](http://www.ges.com)

## Schedule

### Move-In/Set-up

Friday, October 1, 8:00am–6:00pm

### Exhibit Hall Open

Saturday, October 2, 10:30am–5:30pm

Sunday, October 3, 10:30am–5:30pm

### Move Out/Tear-down

Sunday, October 3, 5:30pm–midnight

Monday, October 4, 8:00am–noon

## How To Exhibit

Visit our web site at [www.astc.org/conference/exhibit.htm](http://www.astc.org/conference/exhibit.htm) and follow the instructions for reserving a booth.

## Booth Rental Includes

- Two (2) complimentary full registrations per 10'x10' booth
- Standard 10'x10' exhibit space, includes 8' high back-wall, pipe and drape, 3' high side-rail pipe and drape
- ASTC Conference USB Flash Drive listing your basic company information, with the opportunity to add sales and marketing material for a nominal fee.
- Complimentary attendee preregistration list in PDF format (electronic version for sale)
- Complimentary listing in the

preliminary and final conference programs, provided copy is received by deadline dates

- Exhibitor Appreciation breakfast
- Discounts for ASTC members, first-time exhibitors, and final conference program advertisers

Booth carpet, tables, chairs, wastebaskets, electricity, computer and A/V equipment, Internet access, and other booth furnishings or services will be available for rent through the Exhibitor Service Manual (see below).

## Exhibitor Service Manual

The Exhibitor Service Manual will be e-mailed in June 2010 to each exhibiting firm. It will contain order forms for booth furniture, carpeting, equipment rental, electricity, freight handling, labor, and other related services, as well as a listing of ASTC and Hawaii Convention Center terms, conditions, rules, and regulations for exhibiting firms.

## Exhibit Booth Rental Rates (All fees payable in U.S. Currency). Member Discount

Visit the ASTC website at [www.astc.org/about/join.htm](http://www.astc.org/about/join.htm) for member benefits and information on membership (Membership must be current at the time of submitting the exhibit contract/application to qualify for the member rate.)

## First-Time Exhibitor Discount

A \$100 discount is available to organizations that have not exhibited with ASTC within the past five years.

## Rates Per 10'X10' booth

ASTC Member (Dues must be paid in full for 2010)	\$1,849
Nonmember	\$2,099

## Payment Information

All reservation contracts must be accompanied by a 50% nonrefundable deposit. Payment must be in U.S. currency, with credit card or checks payable to ASTC. The remaining balance must be paid by July 30, 2010. Reservations made after July 30 must be received with full payment.

## Cancellation Policy

Cancellation fee is equal to:

- 75% of the total booth cost, if written cancellation is received between June 2 and July 30.
- 100% of the total booth cost, if written cancellation is received on or after July 31.

All cancellations must be requested in writing. Send an e-mail to [conference@astc.org](mailto:conference@astc.org)

## Important 2010 Deadlines

March 31–25-word product description due for free listing in 2010 Preliminary Program

July 12– 25-word product description due for free listing in 2010 Final Conference Program

July 30–Advertising reservation contract and payment due, with final camera-ready copy

July 30–Balance due on exhibit booth

August 20–Exhibitor booth staff registration forms due

## For more information, contact:

ASTC Conference Department  
202/783-7200, fax 202/783-7207  
E-mail: [conference@astc.org](mailto:conference@astc.org)

## Exposure! Exposure!

Significantly increase your booth traffic and visibility by advertising in the ASTC Final Conference Program given to each attendee. Attendees use this valuable tool long after the conference is over. Visit [www.astc.org/conference/exhibit.htm](http://www.astc.org/conference/exhibit.htm) to download the Advertising Contract [ADD? and details on specifications].

## Final Conference Program Advertising Rates

### Advertising Rates

Rates:	Member Exhibitor	Nonmember Exhibitor	Non-Exhibitor
Outside Back Cover-Four Color	\$4,000	\$4,200	\$4,400
Inside Front/Back Cover Four-Color	\$3,000	\$3,200	\$3,400
Inside Four-Color	\$2,500	\$2,700	\$2,900
Tabs	\$2,750	\$2,950	\$3,150
Half-page Four-Color	\$2,000	\$2,200	\$2,400
Full Page Black and White	\$750	\$950	\$1150
Half-page Black and White	\$525	\$725	\$925

# Past Exhibitors

Action Moving Services, Inc.  
Adirondack Studios  
Adler Planetarium & Astronomy Museum  
Advanced Animations  
Alcorn McBride Inc.  
American Association of Museums  
American Exhibitions, Inc.  
American Museum of Natural History  
aMuze Interactive Inc.  
Ansel Associates, Inc.  
ARC Science Simulations  
Argyle Design Inc.  
Arkansas Discovery Network/Museum of Discovery  
Art Guild Inc.  
Audubon Institute  
benee's Inc.  
Betty Brinn Children's Museum  
Billings Productions, Inc.  
Bishop Museum  
Black Hills Institute of Geological Research  
Blackbaud  
Blue Telescope  
BODY WORLDS  
Bone Clones  
Boss Display Corporation  
Brad Larson Media  
Budd Wentz Productions  
C3 Project (Communicating Climate Change)  
California Science Center  
Canadian Museum of Nature  
Catawba Science Center  
Chedd-Angier-Lewis Production Company  
Chick Russell Communications  
Children's Discovery Museum of San Jose  
The Children's Museum of Houston  
The Children's Museum of Indianapolis  
Cincinnati Museum Center  
ClicknPrint Tickets by Extremetix  
Cornell Lab of Ornithology  
Cortina Productions  
COSI Columbus  
Cyber-Anatomy  
Dakota Audio Inc.  
Design Rhythmics Sonification Research Lab  
Detroit Science Center  
Digitalis Education Solutions  
Dinosaurs Unearthed  
Discovery Science Center  
DNA Depot  
Don Harrington Discovery Center  
eduweb  
Engineered Arts Ltd.  
Enta Ticketing Solution  
Entech Creative Industries  
Entertainment Technology  
Eureka Exhibits, LLC—Be the Dinosaur  
Evans & Sutherland and Spitz  
Ever Wonder Why Interactives  
Evergreen Exhibitions  
Exhibit Consortium  
Exhibit Engineering  
Exploratorium  
The Field Museum  
Fort Worth Museum of Science History  
The Franklin Institute  
Full Dimensional Entertainment  
Funnel Design Group  
Gateway Ticketing Systems  
Genghis Khan Great Wall of China  
GestureTek  
Giantmicrobes  
Global Imagination  
Global Immersion  
Great Explorations Children's Museum  
GSM Interactive  
Guide by Cell  
Hands On!  
Hawaii Convention Center  
The Health Museum  
Heartland Scenic Studio  
Heureka Overseas Productions  
Historic Space Systems  
Imagine Exhibitions  
Institute of Museum and Library Services  
iZone  
Jack Rouse Associates  
Jacobson Consulting Applications  
Jet Propulsion Laboratory  
Jonathan Engineering Ltd.  
K&K Insurance Group  
Kaller's Americas Gallery  
Karen Carr Studio  
KEVA Planks Museum Exhibits  
K'NEX Brands  
Konica Minolta  
Kraemer Design & Production  
Krent/Paffett/Carney Design  
Kusser FountainWorks  
Lee H. Skolnick Architecture + Design  
Partnership  
LEGO Education  
Lexington  
Liberty Science Center  
Lynch Exhibits  
MacNeil-Lehrer Productions  
Mad Systems  
Magian Design Studio  
Maltbie  
Manask & Associates  
Math Midway  
MediaMation  
MediaMerge  
Miami Science Museum  
Midwest Studios  
Mine-Control  
Minotaur Maze  
Morae  
Museum of Nature and Science  
Museum of New Zealand Te Papa Touring  
MuseumWorx  
NASA (National Aeronautics and Space Administration)  
NASA Johnson Space Center  
National Center for Research Resources/NCRR/NIH  
National Geographic Museum  
National Science Teachers Association  
Natural History Magazine  
The Natural History Museum of London  
Night Kitchen Interactive  
NOAA  
NRG! Exhibits  
nWave Pictures Distribution  
ONE DROP Foundation  
Ontario Science Centre  
OptiMusic LaserHarps  
Oregon Museum of Science and Industry  
Orpheo USA  
Paul Orselli Workshop (POW)  
PCS Edventures  
Penn Museum  
Premier Exhibitions, Inc.  
Prime Play by Whitewater  
Prismatic Magic Laser Programs  
Probotics America  
Quatrefoil Associates  
RCSB Protein Data Bank  
Redmon Group Inc.  
Rice Space Institute  
Roto Studio  
Science First Starlab  
Science Museum of Minnesota  
Science North  
The Science Of...  
Sciencenter  
SCISS AB  
SCVNGR Exhibit  
Seiler Instrument/Zeiss  
Self-Reliance Foundation  
Silver Oaks Communications  
Siriusware  
Sky-Skan  
Snibbe Interactive  
Space Science Institute  
Space Telescope Science Institute  
Sparks  
Staab Studios  
Stepping Stones Museum for Children  
STEPS Project/Space Science  
Studio 2 Promotion  
Superior Exhibits & Design  
TechnoFrolics  
Tessitura Software  
Ticketmaster  
Tom Egan, Artist with Water  
Trautman and Associates  
Turning Edge Solutions  
Twin Cities Public Television  
Universal Services Associates  
VEE Corporation  
Visual Sports Systems  
West Office Exhibition Design  
Whitaker Center for Science and the Arts  
WonderWorx  
Woods Hole Oceanographic Institution  
XpanD  
Zarbeco

*ASTC will not be liable for any omissions or errors in this listing.*