



**2008**

# **ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES**

**October 18–21, 2008**

Philadelphia, Pennsylvania

## **TOP TEN (SERIOUS) REASONS WHY COMPANIES SPONSOR:**

10. **Heighten Brand or Product Visibility**
9. **Create Good Will**
8. **Shape Customer Attitudes**
7. **Target a Niche Market**
6. **Influence ASTC Leaders**
5. **Demonstrate Commitment to ASTC goals**
4. **Showcase Product Attributes**
3. **Differentiate Product from Competitors**
2. **Drive Sales**
1. **Stand Out from the Crowd**

Sure, it's great to have a booth in 2008, but to make a lasting impression with ASTC's attendees, you need to get your name out there as a supporter of the association.

The ASTC Annual Conference in Philadelphia will bring together more than 2,000 science center professionals from around the world, so you need to be sure that the impression you make is a big one!

ASTC invites you to get involved with one of our many unique and effective sponsorship opportunities, created to help you build recognition and make an impact with your target audience. Impress ASTC members by sponsoring products and services to make the conference greener. Or provide a convenient area of wireless service in the Pennsylvania Convention Center and watch the appreciation roll in.

Don't just sit there while your competitor gets all the attention. Show everyone that you care about ASTC and its membership by selecting one or more sponsorships that are right for you.

In 2008, take the lead and make a name for yourself at the ASTC Annual Conference.



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## “YOUR NAME HERE” CEO SPONSORSHIPS

Let’s face it—the bigger they are, the more they’ll be impressed by your sponsorship of these special events.

**\$5,000/sponsor**  
(3 available)

### FRIDAY NIGHT BOARD OF DIRECTORS RECEPTION

This elegant opening night event for ASTC board members, host museum staff, and other VIPs kicks off the conference with style and offers a great opportunity for sponsors to meet ASTC movers and shakers. **Sponsor benefits:** Invitations for 4 sponsor staff members, recognition from the podium, plus basic benefits NOT EXCLUSIVE

**\$7,500**

### CEO/TRUSTEE LUNCHEON

This reception and luncheon is designed to offer attendees the opportunity to get acquainted, network, and address issues of mutual interest. **Sponsor benefits:** Signage at the front of the room, 4 tickets to luncheon, VIP seating at the luncheon, opportunity for corporate VIP to welcome attendees to luncheon, plus Turquoise Sponsor benefits.

**\$2,750**

### CEO TRACK (5 SESSIONS) AND “PROGRAM HIGHLIGHTS FOR SENIOR LEADERS” E-MAIL BROCHURE

Sponsor 5 conference sessions for CEOs and the “Program Highlights” brochure that is e-mailed to CEOs and VPs in advance of the conference. **Sponsor benefits:** Option to place marketing materials in the room; session leader will introduce corporate representative, if present; logo on “Program Highlights” e-mails at top and bottom, plus basic benefits.

**\$3,500**

### GOVERNING MEMBER DIRECTORS APPRECIATION RECEPTION

Sponsor this elegant reception in honor of ASTC’s governing members. **Sponsor benefits:** Opportunity to greet attendees, signage, option to put materials on table, plus basic benefits.

**\$2,500**

### “THE CEO IS IN”—EARLY-MORNING CEO NETWORKING SESSION

Sponsor this early-morning networking opportunity for CEOs and directors, where industry leaders explore current issues in the field and life in the hot seat. **Sponsor benefits:** Option to place materials in the room, two invitations to Friday night VIP reception, plus basic benefits.



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### “YOUR NAME IN LIGHTS” HIGH-IMPACT SPONSORSHIPS

**\$10,000**  
**\$10,000**

#### KEYNOTE SPEAKERS

OPENING SESSION — SATURDAY, OCTOBER 18

GENERAL SESSION — SUNDAY, OCTOBER 19

Sponsorship fees are subject to change depending on speakers. **Sponsor benefits:** Signage on stage during address, VIP seating at session, opportunity for corporate VIP to be recognized personally on stage, sponsor logo will appear on video screens, plus Jade Sponsor benefits.

**\$5,500**

#### MEET AND GREET BREAKFAST

This is the first official event of the conference before the opening keynote speech. ASTC formally welcomes attendees, acknowledges VIPs, and sets the tone for the conference. This is a great opportunity for design/fabrication firms to offer attendees a “taste” of their latest work as centerpieces. Design firms that are exhibiting have the option to place a display at the entrance to the ballroom. **Sponsor benefits:** Signage on stage, opportunity to place corporate gift or centerpiece on tables, recognition from podium during breakfast, opportunity to place materials, plus basic benefits.

**\$3,500**

#### CONFERENCE REGISTRATION

Sponsor ASTC's conference registration desk and have your corporate name and logo visible each day throughout the conference. **Sponsor benefits:** Banner-size recognition in the registration desk area with corporate logo, holders for corporate materials, plus basic benefits.

### “WOW, YOU'RE COOL” GREEN CONFERENCE SPONSORSHIPS

**\$15,000**

#### NON-PLASTIC WATER BOTTLES

Provide attendees with water bottles made of corn resin instead of plastic; bottles degrade in 80 days in commercial compost. Also includes the Better Water Filter, a carbon based filter that removes chlorine and organic contaminants from regular municipal tap water—perfect for ASTC attendees! Add labels with logo and message at no additional charge. **Sponsor benefits:** Corporate logo on water bottles, additional recognition in the “Environmentally Responsible Practices” pages of the final conference program, plus Emerald Partner benefits.

**\$12,000**

#### GREEN CONFERENCE TOTE BAGS

Each delegate receives an official conference tote bag with the sponsor's name prominently displayed, for use throughout and after the conference. This year's bag is made by a company that uses 100% recycled material: “It's our goal and corporate responsibility to promote both the reusability and recycling ability of all of our products.” Bag Makers, Inc. **Sponsor benefits:** Corporate logo on side of 2,000 conference delegates' tote bags with ASTC logo, additional recognition in the “Environmentally Responsible Practices” pages of the final conference program, plus Emerald Partner benefits.

**\$7,500**

#### GREEN BADGE HOLDERS/NECK WALLETS

Provide conference attendees with a neck wallet made of 50% recycled material. Features include adjustable neckstrap, three pockets, and 2” x 2” imprint area. **Sponsor benefits:** Corporate logo on neck wallet, additional recognition in the “Environmentally Responsible Practices” pages of the final conference program, plus Turquoise Sponsor benefits.

**\$5,000**

#### CONVENTION CENTER RECYCLING PROGRAM

Help us make ASTC 2008 a greener conference by sponsoring recycling bins throughout the convention center, plus the “up for grabs” bin for reuse of unwanted tote bags. Attendees really appreciate this. Please help us continue our efforts to make the ASTC Annual Conference greener each year. **Sponsor benefits:** Sponsor logo near recycling bin and “up for grabs” bin, additional recognition in the “Environmentally Responsible Practices” pages of the final conference program, plus Jade Sponsor benefits.



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## “LIFE OF THE PARTY” SPONSORSHIPS

Link your brand to these fun events for an impression that will last all conference long.

**\$5,000**

### EXHIBIT HALL OPENING RECEPTION

This is the kick-off event for the Exhibit Hall at the 2008 ASTC Annual Conference. **Sponsor benefits:** Signage at reception, opportunity to place materials on service tables, recognition in conference program, 20 complimentary drink tickets, plus Jade Sponsor benefits.

**\$3,500**

### EXHIBIT HALL CLOSING RECEPTION

Sponsor the Exhibit Hall closing event, which takes place immediately before the Conference Banquet. **Sponsor benefits:** Opportunity to place materials on service tables, 20 complimentary drink tickets, plus basic benefits.

**\$2,750**

(each)

### NETWORKING RECEPTIONS

- Advocates for Diversity Reception
- Development/Marketing/Membership Reception
- Exhibit Developers Reception
- Museum Educators Reception

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

**Sponsor benefits:** Opportunity for sponsor representative to greet guests, signage at reception, company materials at the reception, 20 complimentary drink tickets, plus basic benefits.

**\$2,250**

### TEN RECEPTION AND DINNER

Sponsor the annual Teacher Educators Network Reception and Dinner and spend the evening at one of ASTC's unique special events. **Sponsor benefits:** Opportunity for sponsor representative to greet guests, signage at reception, company materials at the reception, 20 complimentary drink tickets, plus basic benefits.

## “SCREEN AND BE SEEN” SPONSORSHIPS

### BIG SCREEN DAY PARTICIPANT

Big Screen Day is a festival of new large-format films for science centers with 15/70 theaters. Preview your latest film for science center CEOs and other decision-makers. **Sponsor benefits:** Opportunity to distribute materials at screening and introduce the film, plus basic benefits. Estimated schedule and rates: *(starting times may vary by 15 minutes)*

**\$1,650**

1:00pm – 2:00pm

**\$2,000**

2:00pm – 3:00pm

**\$2,000**

3:00pm – 4:00pm

**\$1,650**

4:00pm – 5:00pm

**\$1,650**

5:00pm – 6:00pm

For information about participating in the **FULLDOME VIDEO SHOWCASE**, **HIGH DEFINITION CINEMA SHOWCASES**, or **PLANETARIUM DAY**, please contact Betsy Blume *(see contact information below.)*



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## “THEY’RE GONNA LOVE YOU FOR THIS” SPONSORSHIPS

Turn a positive experience into a memorable impression.

- \$6,500**      **SEATED MASSAGE**  
Sponsor upper-body massage given by professionals of Body Works Massage. Free coupons will be available in the sponsor’s booth. *Sponsor benefits:* Signage in the Body Works Massage booth, corporate materials in Body Works Massage booth, corporate logo on coupons, plus Jade Sponsor benefits.
- \$5,000**  
(each)      **WIRELESS ACCESS LOUNGE (2 available)**  
Laptop users will really love you for this! Provide a lounge area with a high-speed Internet connection and comfortable chairs and they will never forget you. *Sponsor benefits:* Signage in the lounge, option to place marketing materials, plus basic benefits.
- \$2,200**      **WATER STATIONS**  
Sponsor water stations throughout the convention center for thirsty session attendees, and watch the appreciation! *Sponsor benefits:* Signage at water stations and option to place marketing materials on tables, plus basic benefits.

## “EXTRA CREDIT” SPONSORSHIPS

Take credit for these special services and unique perks.

- \$5,000**      **CONFERENCE PROGRAM-AT-A-GLANCE**  
The Conference Program-At-Glance sponsor receives logo placement on this popular and well-used reference piece placed in every printed conference program. *Sponsor benefits:* Logo on Program-At-A-Glance pullout, plus basic benefits.
- \$2,500**      **GRAFFITI WALL**  
ASTC’s traditional way to collect attendee responses to conference events, the Graffiti Wall remains in the registration area throughout the conference—great opportunity to display your logo on a service that ASTC members really appreciate. *Sponsor benefits:* Logo prominently displayed near Graffiti Wall, option to place materials, plus basic benefits.
- \$1,500**      **JOB BANK**  
Where employers and prospective employees go to exchange information and meet in person. *Sponsor benefits:* Logo signage in service area, plus basic benefits.
- \$1,250**      **INFORMATION/MESSAGE CENTER**  
Sponsor this conference service and put your logo way out in front of conference attendees. *Sponsor benefits:* Logo signage in service area, plus basic benefits.



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### “LOGO PALOOZA” SPONSORSHIPS

Conference attendees will retain these impressions long after the conference is over.

**\$3,500**  
(2 days)

#### HEADQUARTERS HOTEL DARK CHANNEL TV LOOP

Each time ASTC guests at Marriott Hotel Downtown turn on the television, they will see your logo and message first—a great way to get your name out there! (*Sponsor will provide graphics.*)

**Sponsor benefits:** Basic benefits.

**\$1,500**  
(plus cost)

#### TOTE-BAG ITEMS THAT ATTENDEES APPRECIATE

T-Shirts, Umbrellas, Posters, Coffee Mugs, Portfolios, Key Chains, Rubik's Cubes

**Sponsor benefits:** Take-home item with company logo and information in 2,000 conference delegates' tote bags, plus basic benefits.

### “FOOD FOR THOUGHT” SPONSORSHIPS

The best way to an attendee's heart is through the stomach.

Savor these appetizing ideas for serving up your logo as the main course!

**\$5,500**

#### GRAB AND GO LUNCH IN THE EXHIBIT HALL

Buffet lunch in the Exhibit Hall on the opening day of conference is very popular with attendees.

For a little bit more, provide a take-home logo item for the buffet tables. **Sponsor benefits:** Opportunity to place materials on service tables, plus Jade Partner benefits.

**\$2,750**

#### FIRST-TIME ATTENDEES ORIENTATION

This is an opportunity for new delegates to learn more about the conference and meet other first-time conference delegates. In 2007, over 200 first-timers participated. Sponsorship will provide hospitality for this popular event. **Sponsor benefits:** Opportunity to greet delegates and place materials, logo signage at event, plus basic benefits.

**\$2,750**  
(each)

#### TRAVELING EXHIBITIONS ROUNDTABLE (2 available)

This popular breakfast event showcasing the latest in traveling exhibitions for science centers is well-attended every year. Sponsorships provide coffee service and continental breakfast for everyone who attends. **Sponsor benefits:** Logo signage at event, opportunity to greet delegates and place materials, plus basic benefits.

**\$2,750**  
(each)

#### EXHIBIT HALL COFFEE & COOKIE BREAKS (2 available)

Breaks will be held between educational sessions during the conference. Sponsors are encouraged to greet attendees at the refreshment service area. **Sponsor benefits:** Signage at serving stations, materials at serving stations, recognition in conference program next to break listing, plus basic benefits.

**\$2,750**

#### DEVELOPMENT PROFESSIONALS LUNCHEON

A formal luncheon with a speaker, the Development Luncheon is THE place to find the ASTC fundraising community all in one room. **Sponsor benefits:** Opportunity to give greeting from the podium, place materials on table, plus basic benefits.



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## “AWARDS TO REWARD” SPONSORSHIPS

**\$3,500**

### **ASTC FELLOW AWARD FOR OUTSTANDING CONTRIBUTION**

The ASTC Fellow Award recognizes those individuals who have contributed most to the field of informal science. This award is presented at the Opening Session before an audience of 1,200 attendees or more. **Sponsor benefits:** Jade Sponsor benefits, plus opportunity to congratulate the winner on the podium.

### **ROY L. SHAFER LEADING EDGE AWARDS**

The Roy L. Shafer Leading Edge Awards are presented to ASTC-member institutions and/or their employees in recognition of extraordinary accomplishments in Visitor Experience, Business Practice, and Leadership in the Field. Two awards are possible in each category, honoring achievements that enhance the performance of the winners' own institutions and significantly advance the mission of science-technology centers. **Sponsor benefits:** Opportunity to recognize winner from podium; recognition in preliminary conference program (if purchased by April 1); permission to mention award and winner in sponsor's printed marketing materials for one year (wording approved in advance by ASTC), plus basic benefits.

**\$7,500**

**Visitor Experience** (*Large and Small Science Center*)

**\$5,000**

**Business Practice** (*Large and Small Science Center*)

**\$3,500**

**New Leadership** (*Recipient joined the field in 2005 or later*)

**\$5,000**

**Experienced Leadership** (*Recipient joined the field before 2005*)

**\$15,000**

**Leading Edge Awards Exclusive Sponsorship of All Awards**

## “THINK OUTSIDE THE CONFERENCE” SPONSORSHIPS

**\$10,000**

### **DIVERSITY AND LEADERSHIP DEVELOPMENT FELLOWS PROGRAM**

The Diversity and Leadership Development program makes the professional development opportunities and experiences of the ASTC Annual Conference available to museum professionals of color. **Sponsor benefits:** Full-page sponsorship announcement on inside back cover of preliminary conference program, recognition in publicity materials (printed and on the ASTC web site), plus Emerald Partner benefits.

**\$6,000**

### **ASTC INFORMS (JANUARY–JUNE ISSUES)**

Put your logo on every issue of ASTC's biweekly newsletter to member CEOs between January and June. This is a great way to get your corporate name out there in advance of the ASTC Annual Conference. **Sponsor benefits:** Turquoise Partner benefits.

**\$5,000**

### **ASTC RAPS PARTNER**

ASTC Roundtables for Advancing the Profession (RAPs) are professional development programs held at member science centers. The sponsorship will cover the 2009 RAPs (five or six workshops per year). **Sponsor benefits:** Logo recognition in ASTC conference materials, logo recognition on RAPs publicity materials (printed and on the ASTC web site), plus Jade Sponsor benefits.



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## BASIC SPONSORSHIP BENEFITS FOR ASTC 2008

BENEFITS	\$50,000 Gold Partner	\$25,000 Silver Partner	\$10,000 Emerald Partner	\$7,500 Turquoise Sponsor	\$5,000 Jade Sponsor	\$2,500 Contributing Sponsor	\$1,500 Sponsor
Press release	★						
Complimentary booth	★						
VIP greets plenary session	★						
Complimentary ASTC membership (1 year)	★	★					
Logo in ASTC MarketPlace online	★	★					
Online planner logo recognition	★	★					
Logo on ASTC <i>INFORMS</i> for 12 months	★	★					
Logo on ASTC <i>INFORMS</i> for 6 months	★	★	★				
Sponsorship announcement in preliminary program*	Full Page, Inside Back Cover, B/W	Full Page, Inside, B/W	Half Page, B/W				
Link logo to sponsor web page	★	★	★				
Upgrade to Exhibit Hall CD and online	★	★	★				
Ad in final conference program**	★	Full Page, Color	Half Page, Color or Full Page, B/W	Half Page, B/W			
Invitations to Friday Night VIP Reception	4	3	2	1			
20% discount on booth	★	★	★	★			
Conference registrations	4 Full	3 Full	2 Full	1 Full	1 Day or ½ Price Full		
Recognition in <i>ASTC Dimensions</i>	★	★	★	★	★		
Online planner text recognition (events only)	★	★	★	★	★		
Tote bag insert	★	★	★	★	★		
Logo on conference page of <a href="http://www.astc.org">www.astc.org</a>	★	★	★	★	★		
Listing in Exhibit Hall CD and online	★	★	★	★	★	★	
Conference preregistration list	★	★	★	★	★	★	
Priority booth site (until 4/1/08)	★	★	★	★	★	★	
20% discount on program ad	★	★	★	★	★	★	
Logo on plenary session signs	★	★	★	★	★	★	★
Logo recognition in final program**	★	★	★	★	★	★	★
Signage at conference registration	★	★	★	★	★	★	★
Recognition in preliminary program*	★	★	★	★	★	★	★
Company description in conference program**	★	★	★	★	★	★	★

\* Preliminary Conference Program deadline for text and graphics: April 14, 2008

\*\* Final Conference Program deadline for text and graphics: July 15, 2008

Interested? Questions?

Contact Betsy Blume, Director of Development, ASTC, 202/783-7200, x116; [bblume@astc.org](mailto:bblume@astc.org)

March 2008