

The logo for the ASTC 2015 Annual Conference. The letters 'ASTC' are in a purple-to-green gradient, and '2015' is in a solid green. Below the logo, the text 'Annual Conference' is written in a dark green, sans-serif font.

# ASTC 2015

Annual Conference

## THE ASTC ANNUAL CONFERENCE

### Sponsor/Exhibit/Advertise

If you're looking to reach the decision makers in the global science center and museum field, there's no better place to do so than at ASTC's Annual Conference.

Each year, nearly 2,000 attendees from the world's cutting edge science, natural history, and children's museums, as well as nature centers, aquariums, planetariums, zoos, and botanical gardens, gather for the premier professional development opportunity for the field. Science center executives, as well as museum staff with responsibilities as varied as education, exhibits, visitor services, development, marketing/communications, and theater/planetariums, attend ASTC's Annual Conference to network, learn, forge new collaborations, be inspired, and, most of all, find new strategies, ideas, and products to implement upon their return home.

**More than 80 percent of conference attendees are decision makers.** Can you really afford to miss out on this valuable opportunity to reach this key constituency? Target your message through sponsorship, exhibiting, and/or advertising.

# SPONSORSHIPS

## SPONSORSHIPS BY LEVEL

Partner .....	\$25,000+
Gold.....	\$10,000+
Silver .....	\$7,500+
Jade .....	\$5,000+
Bronze.....	\$3,500+

## SPONSORSHIPS BASED ON YOUR GOALS

What is your goal in being a sponsor of the ASTC Annual Conference? Who do you want to interact with? What kind of exposure do you want and when do you want it? What best suits your needs in order to maximize your investment in being a sponsor?

ASTC offers three different groupings of sponsorship options that will help you define and reach your particular goals. As always, we will work with you to make sure your brand, product, or service stands out in a unique way, showcasing who you are and why our audience would be interested in what you have to offer.

Here are the three different approaches you can consider in determining which direction to take as you select a sponsorship option:

### For Widest Overall Exposure:

Do you want to have a strong presence everywhere at the annual conference, with repetitive and constant visibility of your brand? If so, you might want to consider sponsoring:

Lanyards .....	Silver
Conference Bags .....	Silver
Conference Signage .....	Silver
Conference Notepads w/Pens.....	Silver
Phone Charging Station.....	Silver
Environmentally Friendly Water .....	Silver (bottles and signage at coolers)

### Media Packages

Final Program, <i>Dimensions</i> , and <i>INFORMER</i> Conference Ads Package.....	Jade
Badge Holders .....	Jade
Pens .....	Bronze
Attendee Bag Insert.....	Bronze

### For a Targeted Impact:

This level gives you broad exposure, but in a way that is more targeted. This is an excellent opportunity to point the spotlight on a new project, such as a new traveling exhibition, a new product launch, etc.

Keynote Sessions (two).....	Gold
Museum Cinema Day .....	Gold
General Session Stage .....	Gold
Registration Counter .....	Silver
Networking Luncheons .....	Silver (not exclusive)
Leading Edge Awards .....	Silver (not exclusive)
Planetarium Demo .....	Silver (not exclusive)
Keynote Session Refreshments.....	Jade

### For a High Profile with a Specific Group:

ASTC understands the importance of your being able to engage the right group within the science museum field. Only at our annual conference will you be able to focus on targeted audiences such as exhibit designers, educators, development professionals, and, of course, CEOs. If you want to hone in on a specific group, you might want to consider sponsoring:

Leadership Reception.....	Gold (not exclusive)
CEO Luncheon.....	Gold
Governing Members Reception .....	Silver
Development Luncheon.....	Jade
Networking Reception.....	Jade (not exclusive)

### Session Tracks—ASTC can customize a package to include a session or a series of sessions focused on:

- Management (CEO level)
- Exhibit Design/Development
- Marketing
- Development
- Education



Guide	\$25,000 Partner	\$10,000 Gold Sponsor	\$7,500 Silver Sponsor	\$5,000 Jade Sponsor	\$3,500 Bronze Sponsor
Logo and listing as ASTC Partner—year-round brand alignment in <i>Dimensions</i> magazine, <i>INFORMER</i> , ASTC website, annual conference and other events	X				
Opportunity to address crowd during a Keynote Session	2 minute speech or video clip				
Logo on Conference Website Homepage	X	X			
Special mention at Opening Session	X	X			
Complimentary one-hour Product Demo at Annual Conference	X	X			
Recognition in <i>Dimensions</i> (1 issue)	X	X	X		
Complimentary copy of conference pre- or post-registration list in EXCEL format	X	X	X		
Exhibit Booth	Complimentary 10' x 20'	Complimentary 10' x 10'	Complimentary 10' x 10'		
Ad in Annual Conference Programs	Complimentary Full Page in Preliminary and Final	Complimentary Full Page in Final	Complimentary Half Page in Final		
Logo projection at Opening Session	X	X	X	X	X
Complimentary Conference Registrations (includes complimentary booth registrations if applicable)	6	4	3	2	1
Live logo on the ASTC conference sponsor web page	X	X	X	X	X
Logo recognition and company description in the Final Program	X	X	X	X	X
Logo in Preliminary Program (if contracted by April 15)	X	X	X	X	X
Signage at conference on-site registration	X	X	X	X	X

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