ABOUT ASTC

The Association of Science-Technology Centers (ASTC) is an international association of 600 institutional members in 44 countries around the world, which reach nearly 90 million visitors each year and offer programs to inspire youth, train educators, and build public awareness about science’s vital role in identifying and solving the crucial problems facing our global society.

The spirit of innovation and creativity necessary for success in today’s world is often ignited and nurtured at a science center. Science centers are rich, spontaneous learning environments that reach millions of students, including many from underserved communities, as well as families and senior citizens. They offer stimulating, productive use of out-of-school hours, empowering people to become “hands-on explorers,” experimenting with notions about science from the traditional to the cutting-edge.

As the only association representing science museums globally, we provide advocacy on behalf of these vital institutions, domestically and abroad, while working to raise global awareness of some of our biggest challenges, such as sustainability, and what science centers are doing to educate the public on these issues. We conduct necessary research to tackle critical field-wide questions, such as how can science centers be even more relevant to their constituencies?

ASTC offers many programs to help promote your message to our wide-reaching membership. The two primary vehicles are the ASTC Annual Conference (through sponsorships, exhibits, and advertising) and our media outlets (Dimensions and INFORMER).

The ASTC Annual Conference attracts nearly 1,500 attendees from the world’s cutting edge science museums, nature centers, aquariums, planetariums, zoos, botanical gardens, natural history and children’s museums. It is the premier professional development opportunity for the science center field. Science center executives, educators, exhibitors, and development staff, among many others, attend the conference to network, learn, and be inspired. Through these processes, current science knowledge and best practices are not lost; rather, their lessons and relevance are magnified, ultimately serving the public through improved exhibits, better prepared science center staff, and engaging programming.
WHAT WE CAN DO FOR YOU

ASTC’s goal is to provide you with the tools you need to meet your company or institution’s mission, engage your audience, serve your community, and be recognized for your many accomplishments. This year, the ASTC Action Plan specifically focuses on strengthening professional development opportunities and expanding our alliances and partnerships with other organizations that help serve our members and support our field.

To reflect this approach we now offer a wider range of opportunities for you to be involved in, and visible year-round marketing throughout the association and science center community. You can now build your ideal sponsorship:

- Cross Marketing Package: Choose your desired visibility level at ASTC’s Annual Conference, purchase an ad package in *Dimensions* magazine, and support a community of practice
- Conference Package: Focus on the premier gathering and preferred professional development choice of science museum professionals worldwide; purchase a booth, program advertising, and a sponsorship

Whether you choose one platform or many, we will help you form a customized program to reach your targeted audience so you can achieve the greatest return on investment.
MEMBERSHIP

Looking to position your company or science center for greater success? ASTC membership is the best investment you can make.

As an ASTC member, you can:

• Strengthen your staff’s professional capacity with discounts on registration to the ASTC Annual Conference and other professional development programs;
• Receive print or electronic copies of the bimonthly Dimensions magazine, offering practical solutions as well as insights into trends and crucial issues affecting the field;
• Take advantage of discounts on Exhibit Hall booths, advertisements in Dimensions, conference registrations, job bank postings, and publications;
• Harness the collective knowledge of the global science center community by participating in the ASTC email list serve;
• Benefit from ASTC’s advocacy on behalf of the science center field before U.S. Congress, federal agencies, and international organizations; and
• Enhance your science center’s membership through free participation in the Passport Program, our reciprocal free admission program with more than 300 participating science centers and museums.

TYPES OF MEMBERSHIPS:

ASTC Sustaining Members include companies that offer products and services to the science center community and nonprofit organizations that have an interest in science education.

ASTC Science Center and Museum Members include not only nonprofit science centers and museums, but also nature centers, aquariums, planetariums, zoos, botanical gardens, space theaters, and natural history and children’s museums that share an interest in inquiry-based learning and participatory science education.

Don’t miss out--join today! Contact Diane Frendak at (202) 783-7200 x112 or dfrendak@astc.org for more information or snap the QR code to download an application.
ASTC COMMUNITIES OF PRACTICE

ASTC is committed to a Communities of Practice approach to growing the field of informal science education, with the goal of supporting sustained and impactful professional development that has field-wide impact.

What are Communities of Practice?
Communities of Practice (CoPs) are groups of people who share a concern or a passion for something they do and learn how to do it better as they interact regularly. Three essential components of CoPs are:

- A group identity formed by a shared domain of interest, and therefore, a shared competence
- Use of interaction as the primary mechanism for learning
- Identification of a particular shared practice (the portfolio of experiences, stories, tools, ways of addressing recurring problems) that the CoP seeks to improve

Examples of some of the current CoPs are:
- Exhibit Design
- Youth Programs
- Teacher Education
- Innovation in Science Center Practice

Each CoP is responsible for a legacy product for sharing CoP output with the field (e.g., white paper, presentation archives, conference session, *Dimensions* article, astc.org blog post, etc.).

Standard Benefits of CoP Sponsorship:

- You are welcome to join as a member and participate in the CoP
- A live company logo will be displayed on the CoP website
- Recognition on legacy product
- Invitation to any related events
- Three e-blasts from ASTC will be sent on your behalf to the members of the CoP

Sponsor Levels

- $5,000 (for benefits listed above)
- $7,500 for standard benefits plus hosting one CoP networking event

A listing of current communities can be found at www.astc.org/profdev/communities.
SPONSORSHIPS

BENEFITS OF SPONSORING:

Each sponsorship comes with specific opportunities, such as (where applicable) the opportunity to speak with or greet attendees, distribute information or gifts, drink tickets, signage, etc.

- Many sponsorships include complimentary full conference registrations so you can ensure vital face to face time at the annual conference.
- Some include discounts on exhibit booths so you can showcase your latest product.
- You’ll also be able to take advantage of many other valuable benefits. See the benefits chart for more information on what opportunities await you.

We welcome your suggestions and ideas on how to make all sponsorship opportunities more effective in meeting your goals.

PARTNER • $25,000
(All programs are exclusive sponsorships unless otherwise noted)

- Saturday Opening Session & Meet and Greet
- SHIFT, an Innovation Showcase (non-exclusive)
- Friday night VIP Leadership Reception
- Saturday night Opening Party

GOLD SPONSOR • $10,000
(All programs are exclusive sponsorships unless otherwise noted)

- CEO/Trustee Luncheon
- Email Station and Attendee Wifi – provided throughout the conference with your logo on the computer screens
- Big Screen Day

SILVER SPONSOR • $7,500
(All programs are exclusive sponsorships unless otherwise noted)

- Conference Registration Area
- Sunday night Governing Members Reception
- Conference Tote Bags
- Planetarium Day (non-exclusive)
- Conference Signage
- Environmentally Friendly Water Bottles for attendees with your logo

JADE SPONSOR • $5,000

- Industry Related Networking Receptions
  (One of four: Advocates for Diversity, Development/Marketing and Membership, Exhibition Developers, or Museum Educators)
- ASTC Leading Edge Awards presented at Opening Session of Annual Conference
- Diversity and Leadership Development Fellow Program (non-exclusive)
- Conference Lanyards with your logo
- Conference Registration Badges with your logo
- Exhibit Hall Seated Massage Station
- Water Stations with your logo
- Development Luncheon

BRONZE SPONSOR • $3,500

- Pens for attendees with your logo
- First-Time Attendees Orientation

For a customized plan that will meet your marketing goals, contact Kate Goodall, Director for Institutional Advancement.
For a customized plan that will meet your marketing goals, contact Kate Goodall, Director for Institutional Advancement.

### SPONSORSHIPS BY CATEGORIES:

#### Thought Leadership Sponsorships
- ASTC Leading Edge Awards presented at Opening Session of Annual Conference
- SHIFT
- Saturday Opening Session & Meet and Greet Networking

#### Attendee Experiences
- Email Station and Attendee Wifi – provided throughout the conference with your logo on the screens
- Conference Registration Area
- Conference Lanyards with your logo
- Conference Registration Badges with your logo
- Exhibit Hall Seated Massage Station
- Water Stations with your logo
- Environmentally Friendly Water Bottles for attendees with your logo
- Pens for attendees with your logo

<table>
<thead>
<tr>
<th>Benefits</th>
<th>$25,000 Partner</th>
<th>$10,000 Gold Sponsor</th>
<th>$7,500 Silver Sponsor</th>
<th>$5,000 Jade Sponsor</th>
<th>$3,500 Bronze Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo and listing as ASTC Corporate Partner – year-round brand alignment in Dimensions magazine, INFORMER, ASTC website, annual conference and other events</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to address crowd at Opening Session</td>
<td>2 minute speech or video clip</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on Conference Homepage</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special mention at Opening Session</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in Dimensions (1 issue)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary copy of conference pre- or post-registration list in EXCEL format</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibit Booth</td>
<td>Complimentary 10’ x 20’</td>
<td>Complimentary 10’ x 10’</td>
<td>50% discount</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary one hour Product Demo at Annual Conference</td>
<td>X</td>
<td>X</td>
<td>50% discount</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary Conference Registrations</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>(includes complimentary booth registrations if applicable)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad in Annual Conference Programs</td>
<td>Complimentary Full Page in Preliminary and Final</td>
<td>Complimentary Full Page in Final</td>
<td>Complimentary Half Page in Final</td>
<td>50% Discount on Full Page in Final</td>
<td></td>
</tr>
<tr>
<td>Logo projection at Opening Session</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Live logo on the ASTC conference sponsor web page</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo recognition and company description in the final program</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Announcement in Preliminary Program (if contracted by April 15)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Signage at conference on-site registration</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>
For a customized plan that will meet your marketing goals, contact Kate Goodall, Director for Institutional Advancement.
ASTC CORPORATE PARTNERSHIP

$25,000 and above (includes all, but not limited to) the following benefits. ASTC works hand-in-hand with our corporate partners to customize an ideal marketing plan that may include elements that do not appear below.

Year-Round Brand Alignment:

- Logo placement, acknowledgement, and link on ASTC’s website as a Corporate Partner – reserved for a select few corporate sponsors and donors
- Logo placement and acknowledgement in ASTC’s bi-weekly electronic newsletter, INFORMER – circulation 1,400
- Logo placement and acknowledgement in Dimensions, ASTC’s bimonthly magazine – circulation 6,500 (readership 15,000)
- Invitations to regional special events
- Alignment with a community of practice
- Sustaining membership benefits listed here: www.astc.org/about/sustaining_members.htm

Promotion related to ASTC’s Annual Conference:

- Logo projection, acknowledgement at the general session, and a two (2) minute opportunity to address the audience live or via video clip.
- Six (6) complimentary registrations
- Exhibit booth
- Prominently placed 4-color, full page advertisement in the preliminary and final programs — circulation 10,000 and 2,000 respectively
- Logo recognition on conference website

And much more. See page 7 for details.

2011 ASTC Partners:

Contact Kate Goodall, Director for Institutional Advancement, at (202) 783-7200 x116 or kgoodall@astc.org.
EXHIBITS

ASTC Annual Conference
October 13-16, 2012
Greater Columbus Convention Center
Hosted by the Center of Science and Industry (COSI)
Columbus, Ohio, USA

The ASTC Annual Conference and Exhibit Hall provides your company with an outstanding opportunity to display your products and services to the largest gathering of museum professionals from across the globe. 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.

The nearly 1,500 attendees – your best prospects – come to network, attend over 100 sessions, and learn about your product or service.

ASTC cares about maximizing your return on investment, and is working hard to make a fresh, dynamic exhibit hall that you won’t find anywhere else, to include: SHIFT, an innovation showcase; the very popular demonstration shows; the ASTC Resource Center; refreshment breaks; and opening and closing receptions.

Exhibit space is limited and the show will sell out – don’t delay!

BENEFITS OF EXHIBITING:

- For every 10’ x 10’ exhibit booth you purchase, you will receive two complimentary full conference registrations.
- Seven hours of non-competitive exhibit hall time between the two days the exhibit hall is open.
- ASTC Members receive a $200 discount on exhibit booths!
- ASTC hosts two breaks and two receptions in the exhibit hall, along with ensuring concession stands are open in the hall for lunch both days.

Group Exhibit Booth Discount
For every 10’ x 20’ exhibit booth purchased, each additional booth is 20% off.

First-time Exhibit Booth Discount
A $100 discount is available to organizations that have not exhibited with ASTC within the past five years or have never exhibited.
Exhibit Hall Rates (All fees payable in U.S. currency.)

<table>
<thead>
<tr>
<th>Per 10’ x 10’</th>
<th>On-Site Exhibit Sales Must be exhibiting at the 2011 conference (October 15-16)</th>
<th>Early Bird Rate Make the Preliminary Program Listing of Exhibitors! (October 17 – April 15)</th>
<th>Advance Rate Make the Final Program Listing of Exhibitors! (April 16 – August 1)</th>
<th>Regular Rate August 2-on</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASTC Member (Dues must be paid in full for 2012)</td>
<td>$1,850</td>
<td>$2,050</td>
<td>$2,250</td>
<td>$2,550</td>
</tr>
<tr>
<td>Non-Member</td>
<td>$2,150</td>
<td>$2,350</td>
<td>$2,550</td>
<td>$2,750</td>
</tr>
</tbody>
</table>

What’s Included with Your Booth:
- Company listing in the preliminary program if contract and copy are received by April 15.
- Company listing and 25-word description in the final program if contract and copy are received by August 1.
- Standard 10’x10’ exhibit space, including 8’ high back-wall, pipe and drape, 3’ high side-rail pipe and drape
- Two complimentary full registrations per 10’x10’ booth
- Complimentary attendee pre-registration list in PDF format
- Advertising discounts

Exhibit Booth Height and Configuration
Exhibit displays must not be higher than 8 feet in the back and 4 feet on each side, unless written approval is granted by ASTC. The back 5 feet may be occupied up to a height of 8 feet. No exhibit display or other obstructions should interfere with the view of another exhibitor. Two or more booths cannot be set up horizontally due to the back drape creating a line of sight issue. All booths are set up vertically, with the 8’ backdrape on the side of the booth, not at the top or bottom unless there is nothing in front or behind the desired booth location. (More details are listed under the Exhibit Hall Terms and Conditions.)

**Booth Furnishings**
Booth carpet, tables, chairs, wastebaskets, electricity, internet access, computer and A/V equipment, and other booth furnishings or services will be available for rent at the exhibitor’s expense.

**Venue**
Columbus, OH
Greater Columbus Convention Center: Hall C
Headquarters Hotel: Hyatt Regency Columbus Hotel
EXHIBIT HALL SCHEDULE
(subject to change)

Friday, October 12
Exhibitor move in/set-up: 8:00 a.m.–6:00 p.m.

Saturday, October 13
Exhibit Hall open: 10:30 a.m.–5:30 p.m.
Welcome Ribbon Cutting: 10:30 a.m.
Lunch at concessions in the hall: 10:30 a.m.–12:30 p.m.
Poster Showcase Presentations: 3:30 p.m.–4:30 p.m.
Refreshment Break/Prize Drawing: 3:30 p.m.–4:30 p.m.
Exhibit Hall Welcoming Reception/Prize Drawing:
4:30 p.m.–5:30 p.m.

Sunday, October 14
Exhibit Hall open: 10:30 a.m.–5:30 p.m.
Lunch at concessions in the hall: 10:30 a.m.–12:30 p.m.
Poster Showcase Presentations: 3:30 p.m.–4:30 p.m.
Refreshment Break/Prize Drawing: 3:30 p.m.–4:30 p.m.
Exhibit Hall Welcoming Reception/Prize Drawing:
4:30 p.m.–5:30 p.m.
Exhibitor move-out/tear-down: 5:30 p.m.–10:00 p.m.

Monday, October 15
Exhibitor move-out: 8:00 a.m.–10:00 a.m.

Visit conference.astc.org for more information.

NEW THIS YEAR
Product Demonstrations at the Annual Conference
You can showcase your goods and services at the Annual Conference during an advertised one-hour period.
Exhibitors: $500
Non-Exhibitors: $1,500 (does not include registration)
For more information on exhibits contact:
ASTC Conference Department
202/783-7200, fax 202/783-7207
E-mail: conference@astc.org
Or visit conference.astc.org and follow the instructions for reserving a booth.
Past Exhibitors

Action Moving Services
American Association of Museums
American Museum of Natural History
ARC Science Simulations
Arkansas Discovery Network
Astronomical Society of the Pacific
Audubon Nature Institute
Bene’s, Inc.
Betty Brinn Children’s Museum
Billings Productions Inc.
Blackbaud, Inc.
Blue Telescope
Bone Clones, Inc.
Boss Display Corporation
Bowen Technovation
Brad Larson Media, Inc.
Budd Wentz Productions (Wentzscope Microscopes)
California Science Center
Catawba Science Center
Center for Advancement of Informal Science Education (CAISE)
Chedd-Angier-Lewis Production Company
Chicago Scenic Studios Inc.
Children’s Discovery Museum of San Jose
The Children’s Museum of Indianapolis
CineMuse Network/Canadian Museum of Nature
Communicating Climate Change Project
Cornell Lab of Ornithology
Cortina Productions, Inc.
COSI
Creative Discovery Museum
Cyber-Anatomy Inc.
D3D Cinema
Da Vinci Discovery Center of Science and Technology
Darklight: Precision Lighting System
David Heil & Associates, Inc.
DC Connect Inc
De Pinxi
Design Rhythmics Sonification Research Lab
Detroit Science Center
Digital View, Inc.
Digitalis Education Solutions, Inc.
Dino Don, Inc. and Exhibits Rex
Dinosaurs Unearthed
Don Harrington Discovery Center
Dragonfly TV/Twin Cities
The Elumenati, LLC
Engineered Arts Limited
ENTA Ticketing Solutions
Entech Creative Industries Corporation
Entertainment Technology Corporation
ESRI
Evans & Sutherland Computer Corporation
EVER WONDER WHY INTERACTIVES
Evergreen Exhibitions
EwingCole
Exhibit Consortium, LLC
Exhibit Engineering
Exploratorium
EyeTech Digital Systems
The Field Museum of Natural History
Fort Worth Museum of Science and History
The Franklin Institute
Full Dimensional Entertainment
Funnel Design Group
Gateway Ticketing Systems, Inc.
Global Imagination
Global Immersion Limited
Grande Exhibitions
Guide By Cell
The Health Museum
Hoffman Design Works, Inc.
Imagine Exhibitions, Inc.
institute for Plastination/Gunther Von Hagens’ BODY WORLDS
Institute of Museum and Library Services
Interstellar Studios
iGlobe
IZone
Jack Rouse Associates, Inc.
Jan Spoerri & Co.
Jet Propulsion Laboratory
John Nurminen Events B.V.
Jonathan Engineering, Ltd.
K’NEX
Kaller’s America Gallery
Karen Carr Studio
KCET TV
KEVA Planks Museum Exhibits
Konica Minolta Planetarium
Audio Visual Imagineering
Kraemer Design & Production, Inc.
Kubik Maltbie, Inc.
Kusser Fountain Works
Lee H. Skolnick Architecture + Design Partnership
LEGO Education
Lexington Design + Fabrication
Liberty Science Center
Lifeformations
Louisiana Art and Science Museum
MediaMation Inc.
Midwest Studios
Mine-Control
Minotaur Mazes
Moraes, Inc.
MTE Studios
Museum of Mathematics
Museum of Science and Industry
NASA Aeronautics Research
NASA Goddard Space Flight Center
The Nasaal Company
National Center for Interactive Learning
The National Geographic Museum
National Institutes of Health, Office of Science Education
The Natural History Museum
NISE Net/ Science Museum of Minnesota
National Oceanic and Atmospheric Administration (NOAA)
NOAA Climate Services
NOAA Pacific Services Center
NovelQuest Enterprises Inc.
NRGI Exhibits, LLC
nWave Pictures Distribution
ONE DROP Foundation
Ontario Science Centre
OptiMusic LaserHarps
Oregon Museum of Science and Industry
Pacific Studio, Inc.
Palmer Creative Group
Premier Exhibitions Inc.
Prismatic Magic Laser Programs
Probotics America
Quatrefoil Associates, Inc.
Rice Space Institute
Richard Lewis Media Group
Roto Group LLC dba Roto Schafer Corporation
Science Museum of Minnesota
Science North
Sciencenter
SCISS - UNIVIEW
SciWorks / Museum Productions LLC
SCVNGR Exhibit
Seiler Instrument / Carl Zeiss AG
Siriusware, Inc.
Sky-Skan, Inc.
Snibbe Interactive
Space Science Institute
Space Telescope Science Institute
Sparks
Spitz, Inc.
Staab Studios Inc.
Stepping Stones Museum for Children
STEPS Project
Stratasys 3D Printers & Production Systems
Studio 2 Promotions, Inc.
Superconductivity Group, Tel-Aviv University
TechnoFrolics
Tessitura Network
Unified Field, Inc.
Universal Services Associates, Inc.
Virginia Commonwealth University
Life Sciences
West Office Exhibition Design, Inc.
Whitaker Center for Science and the Arts
WonderWox
Zarbeco, Inc.
For a customized plan that will meet your marketing goals, contact Kate Goodall, Director for Institutional Advancement.
ADVERTISING

Dimensions Magazine

Enhance your visibility year-round in this “must read” for all science center staff. The association’s bimonthly news magazine, Dimensions is the source of valuable insights into trends, practices, and crucial issues affecting the science center and museum field, as well as practical solutions shared among institutions.

Audience Profile: CEOs, directors, curators, educators, consultants, exhibition personnel, registrars, and many others who purchase products and services for science centers and museums.

Distribution 6,000
Readership 15,000

Dimensions Ad Sizes

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>WIDTH</th>
<th>HEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page bleed</td>
<td>8.5&quot;</td>
<td>11.125&quot;</td>
</tr>
<tr>
<td>Full page trim size</td>
<td>8.25&quot;</td>
<td>10.875&quot;</td>
</tr>
<tr>
<td>Full page live area*</td>
<td>7.25&quot;</td>
<td>9.875&quot;</td>
</tr>
<tr>
<td>2/3 Vertical (applies to cover 4 also)</td>
<td>4.75&quot;</td>
<td>9.875&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7.25&quot;</td>
<td>4.75&quot;</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2.25&quot;</td>
<td>9.875&quot;</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>4.75&quot;</td>
<td>4.75&quot;</td>
</tr>
</tbody>
</table>

*Please keep vital copy within the live area.

Editorial Calendar

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>TOPIC</th>
<th>AD SPACE</th>
<th>AD ARTWORK</th>
</tr>
</thead>
<tbody>
<tr>
<td>May/Jun 2012</td>
<td>Media</td>
<td>Mar. 5, 2012</td>
<td>Apr. 6, 2012</td>
</tr>
<tr>
<td>Sep/Oct 2012**</td>
<td>Scope of the Field</td>
<td>July 9, 2012</td>
<td>Aug. 3, 2012</td>
</tr>
</tbody>
</table>

* Annual conference promotional issue
** Distributed at annual conference

Dimensions Advertising Rates

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$1,500</td>
<td>$1,300</td>
<td>$1,000</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>$1,000</td>
<td>$800</td>
<td>$650</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>$800</td>
<td>$700</td>
<td>$550</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>$700</td>
<td>$600</td>
<td>$500</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>$700</td>
<td>$600</td>
<td>$500</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$1,950</td>
<td>$1,700</td>
<td>$1,500</td>
</tr>
<tr>
<td>Cover 2 or 3</td>
<td>$1,950</td>
<td>$1,700</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

ASTC members deduct 10% from above fees. Membership status must be current at time of receipt of contract for all insertions. ASTC does not adjust rates if membership status changes during contract.

astc.org/pubs/dimensions.htm
ASTC Annual Conference Publications

Preliminary program – an advance look at the highlights of the conference, this guide goes out to the broadest possible universe of potential registrants – emailed to 10,000 people and available on the conference website!

Final program – referenced by thousands of attendees, this high-quality guide becomes a take-home piece, extending your message long after the conference is over.

50% discount on final program advertising for all preliminary program advertisers!

Conference Program Rates

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>WIDTH</th>
<th>HEIGHT</th>
<th>MEMBER EXHIBITOR</th>
<th>NON-MEMBER EXHIBITOR</th>
<th>NON-EXHIBITOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 4</td>
<td></td>
<td></td>
<td>$3,800</td>
<td>$4,000</td>
<td>$4,200</td>
</tr>
<tr>
<td>Cover 2 &amp; 3</td>
<td></td>
<td></td>
<td>$2,800</td>
<td>$3,000</td>
<td>$4,200</td>
</tr>
<tr>
<td>Full Page Four Color</td>
<td></td>
<td></td>
<td>$2,300</td>
<td>$2,500</td>
<td>$2,700</td>
</tr>
<tr>
<td>Tabs</td>
<td></td>
<td></td>
<td>$2,550</td>
<td>$2,750</td>
<td>$2,950</td>
</tr>
<tr>
<td>Half-Page Four Color</td>
<td></td>
<td></td>
<td>$1,800</td>
<td>$2,000</td>
<td>$2,200</td>
</tr>
</tbody>
</table>

Contract and art due March 30, 2012 for preliminary program, and July 30, 2012 for final program.

Conference Preliminary Program Ad Sizes

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>WIDTH</th>
<th>HEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Bleed</td>
<td>6.25&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td>Full Page Trim Size</td>
<td>6&quot;</td>
<td>10.5&quot;</td>
</tr>
<tr>
<td>Full Page Live Area</td>
<td>5&quot;</td>
<td>9.5&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>5.5&quot;</td>
<td>4.875&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>5.5&quot;</td>
<td>4.875&quot;</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2.25&quot;</td>
<td>9.875&quot;</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>4.75&quot;</td>
<td>4.75&quot;</td>
</tr>
</tbody>
</table>

*Please keep vital copy within the live area.

Conference Final Program Ad Sizes

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>WIDTH</th>
<th>HEIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Bleed</td>
<td>8.75&quot;</td>
<td>11.25&quot;</td>
</tr>
<tr>
<td>Full Page Trim Size</td>
<td>8.5&quot;</td>
<td>11&quot;</td>
</tr>
<tr>
<td>Full Page Live Area</td>
<td>7.5&quot;</td>
<td>10.5&quot;</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>4.75&quot;</td>
<td>9.875&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7.25&quot;</td>
<td>4.75&quot;</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2.25&quot;</td>
<td>9.875&quot;</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>4.75&quot;</td>
<td>4.75&quot;</td>
</tr>
</tbody>
</table>

*Please keep vital copy within the live area.

Final conference program ad sizes are the same size as Dimensions magazine in order to make it easier for you to advertise in both!
ASTC ADVERTISING POLICIES

TERMS AND CONDITIONS
Association of Science-Technology Centers (hereinafter called ASTC) publications are published for and on behalf of the Association’s membership and to advance informal science education. ASTC therefore reserves the right to reject, omit, or cancel advertising that it feels is not in the best interest of the membership or the profession.

Ad Submission Details:
- Insertion orders must be confirmed in writing by the space closing date listed on the rate card. Orders received after space reservation deadline will not be published for that issue. Verbal or electronic mail orders, without contracts, are not acceptable.
- Artwork must arrive by specified art closing dates. Any alterations after the closing date will incur fees.
- Previous artwork will be repeated if new artwork is not received by the closing date.
- Artwork should be high resolution (300 dpi) PDF.
- Artwork must be submitted to ASTC’s FTP site. Place the artwork in the folder relevant to the program that you want the ad to run in.
- ASTC cannot guarantee accurate color reproduction if a SWOP standard proof is not supplied.
- ASTC, or their contracted printers, will not edit, design, or alter any advertiser-submitted ad. Ads must be resubmitted if advertisers wish to have an ad altered in any manner.
- The word “advertisement” will be placed with copy which, in the publisher’s opinion, resembles editorial matter. Publisher reserves the right to determine ad placement, although every effort will be made to fulfill ad placement requests. Those advertisers who prefer specific positions will be charged an additional 15% for preferred placement.
- No conditions, printed or otherwise, appearing on the space order, billing instructions, or copy instructions that conflict with the publisher’s stated policy will be binding on the publisher.
- Advertisers and agencies assume liability for content of advertisements and assume responsibility for any claims therefore made against the publisher.

Payment/Billing
- Rates quoted are per insertion. Rates are net.
- Advertisers under contract will be rate-protected as per the terms of the contract and rate card.
- ASTC requests advertisers to prepay with insertion order, and confirmations with copy of issue will be sent to advertising agency or advertiser immediately after publication.
- Invoices will be generated for each ad per contract frequency.
- Payment must be received 30 days after the invoice date.
- The publisher reserves the right to require full payment in advance for organizations with a poor credit history.
- ASTC provides one issue per each insertion to contract contact. ASTC does not provide tear-sheets.
- A 15% agency discount, per ad and per advertising organization, is applicable only when given agency submits two (2) or more insertion contracts from nonaffiliated advertising organizations, per rate card.
- Agency discounts are not applicable to agencies representing a single organization, or to in-house agencies.
- Agencies do not qualify for a double discount on final programs, or with other advertising promotions in other ASTC publications. Thus, when agency discount is applied, no other discount will be applicable above and beyond initial agency discount.

Cancellations
- No advertisement cancellations or changes in insertion orders will be accepted after the space reservation closing dates.
- Cancellations must be received in writing prior to the space closing date.
- Any advertiser canceling advertisements after the closing date must pay the full space charge.
- Advertisers who fail to comply with frequency contracts will be responsible for full fee at shorter rate and adjusted invoice generated for previous ads when relevant.
- Advertisers receiving discounted rate for ad placement in both advance and final programs and who cancel their final program ad after the advance program has gone to print will be responsible for full fee for advance program ad and adjusted invoice generated when relevant.
- Advertisers represented by agencies who receive agency discount will be responsible for non-discount rate if agency representation is less than two (2) per rate card. When relevant an adjusted invoice will be generated for previous ads when one, or more, agency represented advertising organization cancels, resulting in agency representation being less than two (2) non-affiliated organizations.

Delinquent Accounts
- Those accounts that are outstanding for 60 days or more by the closing date of the current issue will be restricted from advertising until full payment is received. Accounts more than 90 days past-due will be referred to our collection agency.
TERM AND CONDITIONS

“ASTC” as used herein refers to the Association of Science-Technology Centers Incorporated, a Maryland nonprofit corporation. The word “Exhibitor” refers to the exhibiting organization indicated on this contract.

General Conduct of Exhibitors
Exhibitors must confine all materials and activities to their contracted booth space. All of the following practices are expressly prohibited: promotion of products or services other than those manufactured or regularly distributed by Exhibitor; use of strolling entertainment or activities outside of contracted booth space; distribution of samples or advertising materials in any area outside of contracted booth space; excessive noise that interferes with other exhibitors; storage or use of flammable or explosive materials or any substance prohibited by local laws or insurance carriers; use of materials with strong odors; solicitation of business by anyone other than representatives of Exhibitor; and promotion of any activities that draw ASTC registrants away from the Exhibit Hall during exhibit hours.

Service Contractor
The official Exhibit Hall services contractor is GES Exposition Services Company. If an Exhibitor-Appointed Contractor is employed, the Exhibitor must notify ASTC and GES Exposition Services no later than 45 days prior to the conference with the approximate number of regular and/or supervisory employees working the exhibit area during installation and dismantling. The exhibitor shall provide evidence that the Exhibitor-Appointed Contractor has a proper certificate of insurance with a minimum of $1,000,000 of liability coverage, including property damage to show management and GES Exposition Services. The Exhibitor-Appointed Contractor to be used must submit a certificate of insurance with at least the following limits:

- Comprehensive General Liability not less than $2,000,000 with respect to injury to any one person in an occurrence.
- $2,000,000 with respect to injury to more than one person in an occurrence.
- Workers’ Compensation Insurance including employee liability coverage, in a minimum amount not less than $1,000,000 of individual and/or aggregate coverage and/or statutory limitation.
- GES Exposition Services and show management must be named as additional insured.

Exhibit Booth Height and Configuration
Exhibits must be no higher than 8 feet in the back and 4 feet on each side, unless written approval is granted by ASTC. The back 5 feet may be occupied up to a height of 8 feet. The ceiling height of Exhibit Hall is at least 16 feet. No walls, partitions, decorations, or other obstructions may be erected that in any way interfere with the view of another exhibitor. Exhibitors requesting permission for additional booth height, for any type of covering over any portion of the top of their booth, or for the use of any nonstandard booth display materials must submit a detailed sketch or layout (showing the booth in both plan and elevation views, including all dimensions) to ASTC at least 90 days prior to the ASTC Annual Conference. Inline booths requesting additional booth height will be assigned space along the perimeter area of the Exhibit Hall.

Booth Construction/Covered Booths/Decorations

- All decorative and construction materials must be noncombustible, flame-resistant, or treated with a flame retardant solution.
- All curtains, drapes, carpets, and decorative materials must be made with noncombustible or flame-resistive materials
- All booths that are completely enclosed must have within the enclosed area a smoke detector that can be heard outside of the enclosed area.
- Additional policies may apply. See 2012 rules and regulations available in early 2012.

Display Vehicles

- Vehicles may be allowed in the building for display purposes provided they meet the following requirements:
  - Fueling or fuel removal is PROHIBITED.
  - Vehicles are prohibited from being moved during an event without prior approval.
  - Natural gas powered vehicles must have the tank purged before entering the building.
  - Exhibitors demonstrating or exhibiting a mechanized or motorized part powered by either propellant or electrical system must have prior written approval of the City Fire Department’s Public Assembly Officer. Approval must be secured through the event Account Executive not less than 30 days prior to decorator move-in.
  - Exhibitors requesting demonstration of, or exhibiting a moving vehicle, must provide the event Account Executive with full written details of the proposed demonstration not less than 30 days prior to decorator
move-in. After review by Center management, the request will be forwarded to the City Fire Department’s Public Assembly Officer for review and approval. The event Account Executive will provide the exhibitor with the decision of Center management and the City Fire Department’s Public Assembly Officer.

- Gasoline powered vehicles on display must have fuel maintained at 1/4 tank or 5 gallons, whichever is less. Fuel tank caps must be locked or taped shut. Battery cables must be disconnected, and the connecting leads wrapped with electrical tape. Gasoline and diesel fueled material handling equipment may not be stored overnight in exhibit halls.

Access By Minors
- Children under the age of eighteen (18) are not permitted on the exhibit floor during installation, dismantle, or show hours (unless show management has given permission for minors to be present during show hours; e.g., Part of an exhibit or focus group). Please ensure that all hired contractors and others servicing the event comply with this guideline.

Free Item “Giveaways”
- Exhibitors may give away free items to event attendees, with the exception of firearms and other weapons, helium filled balloons, stickers, or decals. Food and beverage sample items are restricted as follows: a. Exhibitors may provide “bite size” food samples of their individual brand-name products. Approved sample sizes are three (3) ounces or less. b. The serving of generic products (i.e., frozen yogurt, ice cream, popcorn, cookies, coffee, bottled water, etc.) by exhibitors for the purpose of drawing attention to their booth is permitted. c. Food and beverage sample items are restricted as follows: a. Approved sample sizes are three (3) ounces or less. b. The serving of generic products (i.e., frozen yogurt, ice cream, popcorn, cookies, coffee, bottled water, etc.) by exhibitors for the purpose of drawing attention to their booth is permitted. c. Beverage sample items are restricted as follows: a. Approved sample sizes are three (3) ounces or less. b. The serving of generic products (i.e., frozen yogurt, ice cream, popcorn, cookies, coffee, bottled water, etc.) by exhibitors for the purpose of drawing attention to their booth is permitted. d. Food and beverage sample items may be limited to the money paid by Exhibitor as exhibit booth rental, less a proportionate share of all expenses incurred by ASTC as related to the Exhibit Hall.

Installation/Dismantling
- Exhibit booth installation and dismantling must be performed within the applicable union guidelines in effect at the Convention Center. Exhibitors will have access to the Exhibit Hall for set-up from 8:00 a.m. to 6:00 p.m. on Friday, October 12, 2012; all exhibits must be set up and ready for show by 6:00 p.m. ASTC reserves the right to reassign any space not installed at that time and to do so without obligation to refund exhibit fees or provide other exhibit space. No booth or display may be dismantled before show closing on Sunday, October 14, 2012. All exhibits must be completely dismantled by noon on Monday, October 15, 2012.

Electric
- All electrical outlets will be installed on the floor at the draped back wall of in-line and peninsula booths. All island booths require labor unless all electrical outlets are installed at one location at our discretion. Distribution and connection of outlets are chargeable on a time and material basis. To determine if you need electrical labor, please refer to the following list of services: All under-carpet distribution of electrical wiring. All facility overhead distribution of electrical wiring, including coaxial cable, fiber optics, twisted pair, etc., and the distribution of same from product to booth and from booth to booth. All motor and equipment hook-ups requiring hard wiring connections. Installation and/or repair of electrical fixtures. Installation of electrical motors and electrical apparatus to be energized.

Union
- GES Exposition Services will provide Display union personnel to provide labor for the installation and dismantling of your exhibit. Full-time, bona fide, employees of the exhibiting companies are allowed to set their own exhibits without assistance from this union. Any labor services that may be required beyond what your regular full-time employees can provide must be rendered by union labor. Labor can be ordered in advance by returning the labor form included in the Exhibitor Service Manual, or on show site.

For a customized plan that will meet your marketing goals, contact Kate Goodall, Director for Institutional Advancement.
Exclusion

- ASTC reserves the right to refuse any applicant for exhibit space and the right to restrict or evict any exhibitor that, in the opinion of ASTC, detracts from the general character of the Exhibit Hall. This reservation applies to displays, printed matter, promotional materials, noise, personal conduct, and method of operation. In the event of such restrictions or eviction, ASTC will not be liable for any refunds or other exhibit expenses. ASTC Members or Vendors who sell products and services to the science center and museum community are not allowed to conduct or solicit business in the Convention Center or any ASTC conference hotels unless they have purchased exhibit booth space or sponsored an official event at the ASTC Annual Conference. Violation of this policy may result in ASTC’s refusal to accept any and all registrations and future registrations.

Subletting of Space

Exhibitor shall not assign, sublet, or apportion the whole or any part of the space allotted without the prior written consent of ASTC.

Hospitality Suites, Private Parties, Meeting Room Requests

New policy to come by early 2012.
2012 INTEGRATED MARKETING PROSPECTUS CONTRACT

ORGANIZATION NAME (TO APPEAR ONLINE AND IN PRINT)

ADDRESS

CITY STATE

COUNTRY ZIP/POSTAL CODE

WEBSITE

NAME OF PRIMARY CONTACT PERSON

TITLE

DAYTIME PHONE EMAIL

NAME OF SECONDARY CONTACT PERSON

TITLE

DAYTIME PHONE EMAIL

ASTC MEMBERSHIP

Please see page 4 for details

YES, I would like to become a member of the Association of Science-Technology Centers

Sustaining Member Pro-rated Dues:

- January-March $800
- April-June $600
- July-September $400

For Science Center and Museum Membership, please contact Diane Frendak at (202) 783-7200 x112 or dfrendak@astc.org.

EXHIBIT BOOTH RENTAL: (Please see page 10-11 for details)

- Per 10 x 10
- On-Site Exhibit Sales
  Must be exhibiting at the 2011 conference. (October 15-16)
- Early Bird Rate
  Make the Preliminary Program Listing of Exhibitors! (October 17 – April 15)
- Advance Rate
  Make the Final Program Listing of Exhibitors! (April 16 – August 1)
- Regular Rate
  August 2-on

<table>
<thead>
<tr>
<th></th>
<th>ASTC Member (dues must be paid in full for 2012)</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per 10 x 10</td>
<td>$1,850</td>
<td>$2,150</td>
</tr>
<tr>
<td>On-Site Exhibit Sales</td>
<td>$2,050</td>
<td>$2,350</td>
</tr>
<tr>
<td>Early Bird Rate</td>
<td>$2,250</td>
<td>$2,550</td>
</tr>
<tr>
<td>Advance Rate</td>
<td></td>
<td>$2,550</td>
</tr>
<tr>
<td>Regular Rate</td>
<td></td>
<td>$2,750</td>
</tr>
</tbody>
</table>

Booth Location: Please choose four choices. View the floor plan at www.showmanagement.us/astc/.

1) ____________________________________________ 3) ____________________________________________
2) ____________________________________________ 4) ____________________________________________

Companies you do not wish to be near:

1) ____________________________________________
2) ____________________________________________
3) ____________________________________________

For a customized plan that will meet your marketing goals, contact Kate Goodall, Director for Institutional Advancement.
For a customized plan that will meet your marketing goals, contact Kate Goodall, Director for Institutional Advancement.

### PRINT RATES: (Please see pages 15-16 for details)

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Advertising Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad size</td>
<td>1x</td>
</tr>
<tr>
<td></td>
<td>3x</td>
</tr>
<tr>
<td></td>
<td>6x</td>
</tr>
<tr>
<td>Full page</td>
<td>$1,500</td>
</tr>
<tr>
<td></td>
<td>$1,300</td>
</tr>
<tr>
<td></td>
<td>$1,000</td>
</tr>
<tr>
<td>2/3 Vertical</td>
<td>$1,000</td>
</tr>
<tr>
<td></td>
<td>$800</td>
</tr>
<tr>
<td></td>
<td>$650</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>$800</td>
</tr>
<tr>
<td></td>
<td>$700</td>
</tr>
<tr>
<td></td>
<td>$550</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>$700</td>
</tr>
<tr>
<td></td>
<td>$600</td>
</tr>
<tr>
<td></td>
<td>$500</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>$700</td>
</tr>
<tr>
<td></td>
<td>$600</td>
</tr>
<tr>
<td></td>
<td>$500</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$1,950</td>
</tr>
<tr>
<td></td>
<td>$1,700</td>
</tr>
<tr>
<td></td>
<td>$1,500</td>
</tr>
<tr>
<td>Cover 2 or 3</td>
<td>$1,950</td>
</tr>
<tr>
<td></td>
<td>$1,700</td>
</tr>
<tr>
<td></td>
<td>$1,500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Preliminary and Final Conference Program Rates</th>
<th>Member Exhibitor</th>
<th>Non-Member Exhibitor</th>
<th>Non-Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover 4-Color (Final program only)</td>
<td>$3,800</td>
<td>$4,000</td>
<td>$4,200</td>
</tr>
<tr>
<td>Inside Front or Back Cover 4-Color</td>
<td>$2,800</td>
<td>$3,000</td>
<td>$4,200</td>
</tr>
<tr>
<td>Full Page 4-Color</td>
<td>$2,300</td>
<td>$2,500</td>
<td>$2,700</td>
</tr>
<tr>
<td>Half-Page 4-Color</td>
<td>$1,800</td>
<td>$2,000</td>
<td>$2,200</td>
</tr>
</tbody>
</table>

**Dimensions Total Cost:** $__________

**Preliminary Program:** $__________

**Final Program:** $__________

(50% off if purchasing with Preliminary Program)

**TOTAL PRINT COST:** $__________

### SPONSORSHIPS: (Please see page 6 for details.)

- Partner $25,000
- Jade $5,000
- Gold $10,000
- Bronze $3,500
- Silver $7,500
- Item ____________

### COMMUNITIES OF PRACTICE: (Please see page 5 for details.)

- $5,000
- $7,500
- Community of Practice: ____________

### PAYMENT

Total includes: Booth Cost, Print Cost (Dimensions, Preliminary and Final Programs), Sponsorships, and Communities of Practice.

**TOTAL AMOUNT DUE:** $__________

**DEPOSIT:** $__________

(Exhibit booths and sponsorships: 50% due at signing of contract. Final payment due June 1. Membership dues and advertisements: Payment is due in full at the time of submitting the contract.)

**CREDIT CARD**

**EXPIRATION DATE**

**NAME ON CARD**

**SIGNATURE OF CARD HOLDER**

Applications will not be accepted without proper payment and signature. By completing this application, we/I have read and agree to abide by the terms of this Application and the ASTC Policies. Acceptance of this application constitutes a contract.

**SIGNATURE**

**DATE**

- I have read the ASTC policies and Exhibitor Rules and Regulations, and I hereby agree to the terms and conditions.

---

Number of 10’ x 10’ booths reserved: ______

Purchase two 10’ x 10’ exhibit booths and each additional booth is 20% off

- First Time Exhibitor Discount
  ($100 off if haven’t exhibited in the last 5 years or never exhibited)

**Added Items:**

- Pre-registration list (available two weeks after the early bird deadline in EXCEL format with email and phone numbers) $250

- Post-registration list (available two weeks after the conference in EXCEL format with email and phone numbers) $250

**Product Demo:**

- Exhibitor: $500
- Non-Exhibitor: $1,500

(Does not include registration, minimum extra $550)

**Dome booth:** Is your booth a dome?

- Yes
- No

**TOTAL EXHIBIT BOOTH COST** $__________

(50% deposit is due with contract; balance due June 1, 2012.)