

# 2019

## ASTC ANNUAL CONFERENCE

### MARKETING OPPORTUNITIES

Exhibit  
Sponsor  
Advertise



ASSOCIATION OF  
SCIENCE-TECHNOLOGY  
CENTERS



## ABOUT ASTC

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, learning environments that reach millions of children, youth, adults, and families, many from underresourced communities. They offer stimulating, productive settings where learners are empowered to become "hands-on explorers," experimenting with notions about science from the traditional to the cutting-edge.

The Association of Science-Technology Centers (ASTC) is a global organization providing collective voice, professional support, and programming opportunities for science centers, museums, and related institutions, whose innovative approaches to science learning inspire people of all ages about the wonders and meaning of science in their lives.

ASTC has more than 700 members in 50 countries around the world, reaching over 100 million visitors each year and offering 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.

ASTC welcomes science museums from across North America and around the world. We provide advocacy on behalf of these vital institutions, domestically and abroad. Science centers play a key role in stimulating interest in STEM (science, technology, engineering and math) subjects and often spark early curiosity in these fields that are so critical to the 21st century workforce. We work with our museum members to raise global awareness of society's pressing challenges 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.

# THE ASTC ANNUAL CONFERENCE

## Exhibit/Sponsor/Advertise

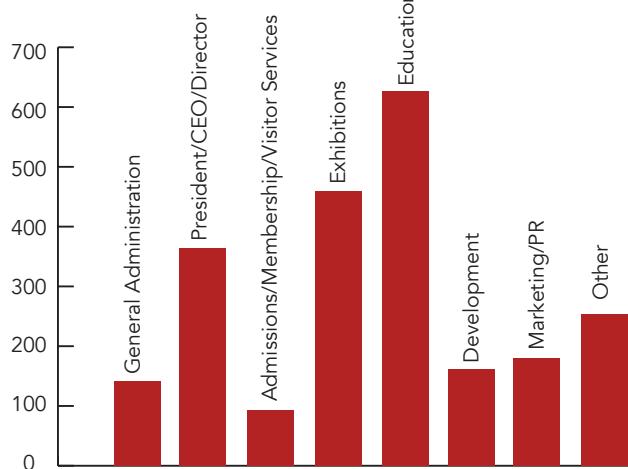
If you're looking to reach the decision makers in the global science center and museum field, there's no better place to do so than at ASTC's Annual Conference.

Each year, nearly 1,750 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.

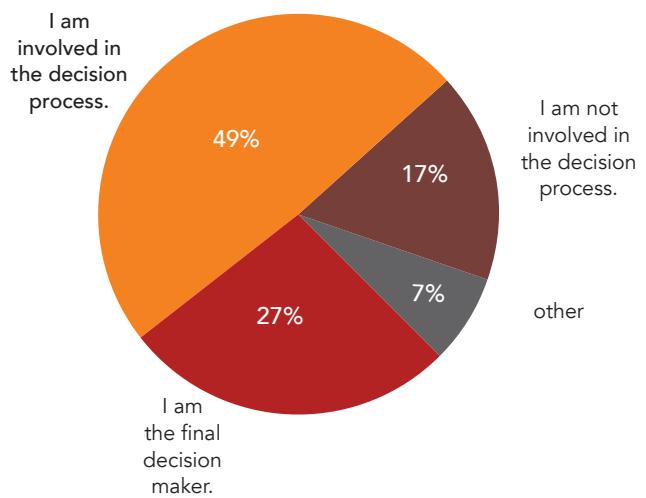
**More than 75 percent of conference attendees are involved in decision making or are decision makers.**

Can you really afford to miss out on this valuable opportunity to reach this key constituency? Target your message through sponsorship, exhibiting, and advertising.

**WHICH CATEGORY BEST DESCRIBES YOUR ROLE AT YOUR INSTITUTION/COMPANY?**



**WHAT IS YOUR ROLE IN YOUR INSTITUTION/COMPANY'S PURCHASING OF PRODUCTS?**



# EXHIBIT

## ASTC ANNUAL CONFERENCE

September 21–24, 2019

Metro Toronto Convention Centre

Toronto, Ontario, Canada

Hosted by the Ontario Science Centre

**Exhibit Hall Venue:** Hall E

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 science museum professionals from around the globe.

ASTC cares about maximizing your return on investment and works hard to make a fresh, dynamic Exhibit Hall each and every year that you won't find anywhere else.

Exhibit space is limited and the show will sell out—don't delay!

## BENEFITS OF EXHIBITING:

- **Seven hours of non-competitive Exhibit Hall time** over the two days the Exhibit Hall is open.
- **NEW in 2019 - Dedicated, non-competitive Exhibit Hall time on the morning of day two.**
- ASTC will host **four catering functions in the exhibit hall for all attendees**, including lunch on Saturday, a refreshment break on Saturday afternoon, breakfast on Sunday, and a networking reception on Sunday.
- ASTC members receive **a discount of at least \$300** on each booth you purchase.



## What's Included with Your Booth:

- Company listing and 25-word description in the final program, if contract and copy are received by **July 1**.
- Standard 10'x10' exhibit space, including 8'-high back-wall, pipe and drape, 3'-high side-rail pipe and drape.
- For every 10' x 10' exhibit booth you purchase, you receive **two complimentary full conference registrations**.

## 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 at the discretion of show management. (Contact [kellies@astc.org](mailto:kellies@astc.org) for more details.)

## 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. Exhibitor service kit will be available early Summer 2019.



## **EXHIBIT HALL SCHEDULE\***

(Tentative Schedule: See [conference.astc.org](http://conference.astc.org) for the most current schedule)

### **Friday, September 20**

8:00 a.m.–5:00 p.m.....Exhibitor Move-In

### **Saturday, September 21**

**10:30 a.m.–6:00 p.m.** .....Exhibit Hall Open

Non-Competitive Exhibit-Hall Times

**10:45–11:45 a.m.** .....Exhibit Hall Kick-Off

**1:00–2:00 p.m.** .....Networking Lunch in the Exhibit Hall

**3:30–4:30 p.m.** .....Exhibit Hall Refreshment Break

### **Sunday, September 22**

**9:30 a.m.–6:00 p.m.** .....Exhibit Hall Open

Non-Competitive Exhibit-Hall Times

**9:30–11:15 a.m.** .....NEW Brunch in the Exhibit Hall

**1:00–1:30 p.m.** .....Networking Break in the Exhibit Hall

**4:30–6:00 p.m.** ... Networking Reception in the Exhibit Hall

6:30–10:00 p.m.....Exhibitor Move-Out

### **Monday, September 23**

8:00 a.m.–12:00 p.m. .....Exhibitor Move-Out

### **Sponsorship and Exhibits Sales:**

Contact Kellie Shevlin

[kellies@astc.org](mailto:kellies@astc.org)

Phone: (202) 288–8898

**For more information on exhibits contact:**

ASTC Conference Department

(202) 783-7200, fax (202) 783-7207

E-mail: [conference@astc.org](mailto:conference@astc.org)

**If you need anything from us, staff are available to help you.**

**Registration:** contact Michelle Kenner

[mkenner@astc.org](mailto:mkenner@astc.org)

Phone: (202) 783-7200 x 139

**Conference Logistics:** contact Nina Humes

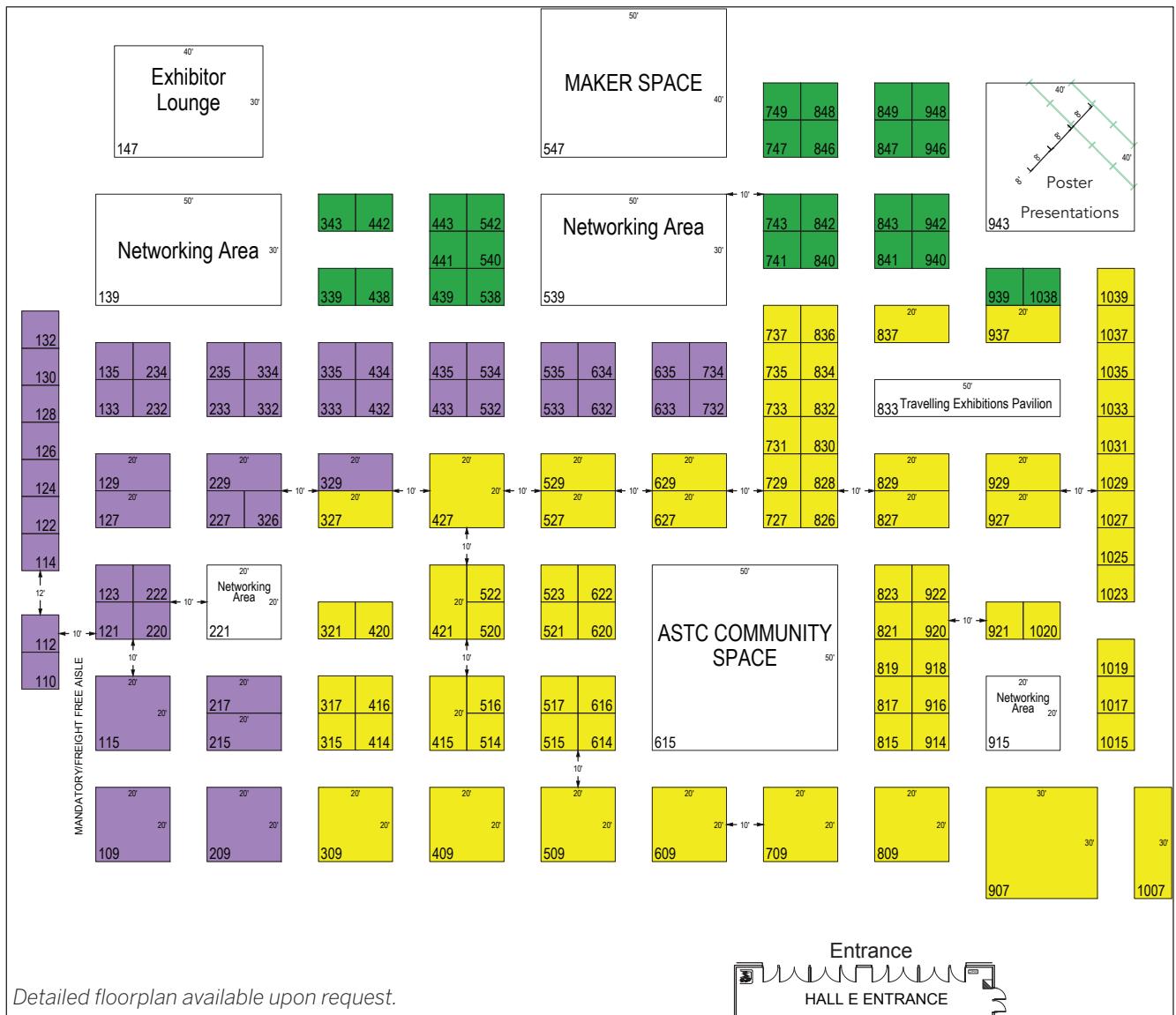
[nhumes@astc.org](mailto:nhumes@astc.org)

Phone: (202) 783-7200 x 133

\*As of February 2019. Subject to change.



## 2019 Exhibit Hall Floor Plan



Zone 1



Zone 2

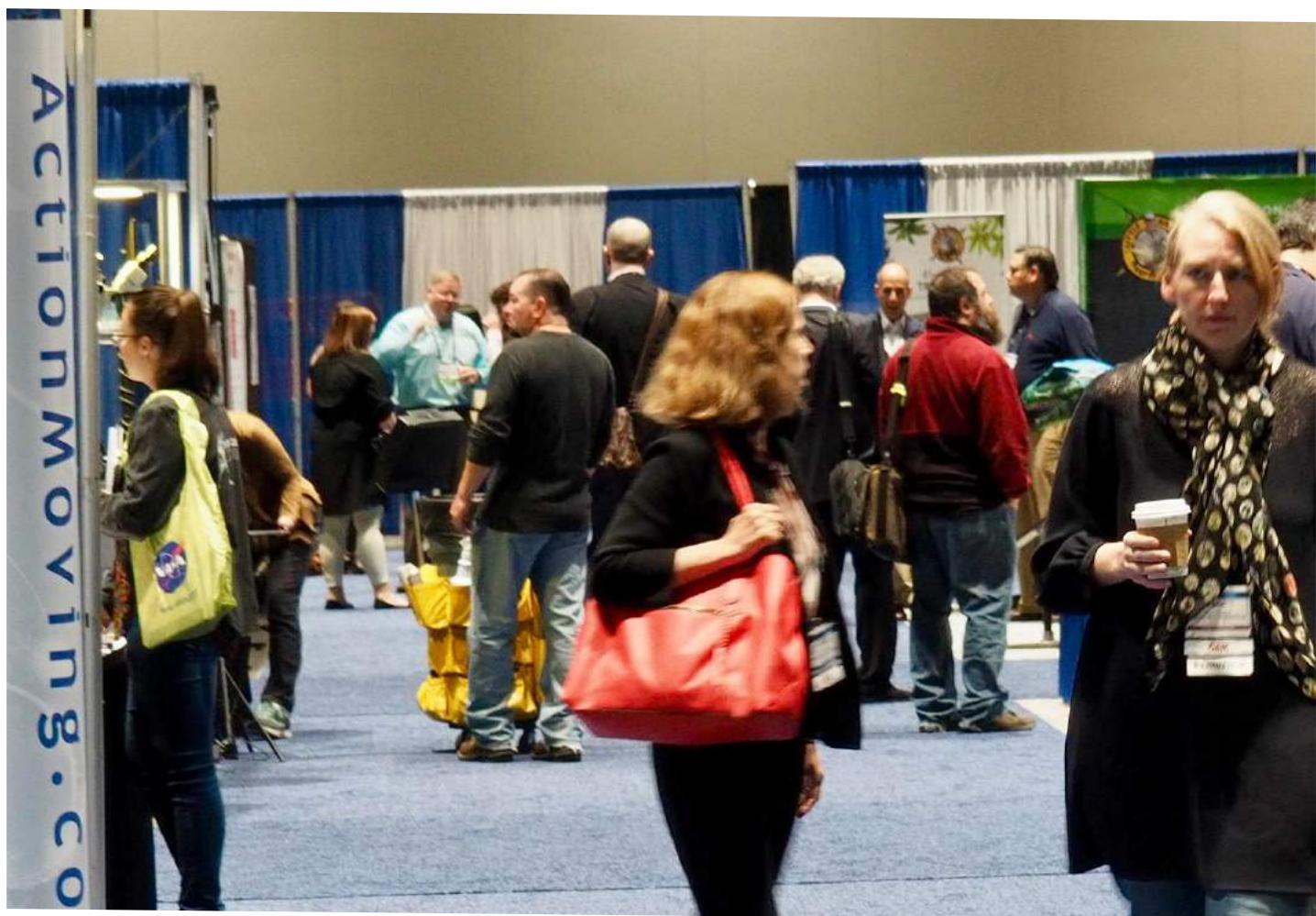


Zone 3

**Exhibit Hall Rates (All fees payable in U.S. currency.)**

Zone: Per 10' x 10' exhibit booth	Advance Rate (Now through August 9)	Regular Rate (After August 9)
Zone 1 ASTC members	\$2,450	\$2,600
Zone 1 Nonmember	\$2,750	\$3,000
Zone 2 ASTC member	\$2,250	\$2,450
Zone 2 Nonmember	\$2,550	\$2,750
Zone 3 ASTC member *	\$1,850	\$1,950
Zone 3 Nonmember	\$2,250	\$2,450

\* ASTC members can purchase a Zone 3 booth for less than \$2,000.



# PREMIER SPONSORSHIPS

ASTC is excited to offer a limited number of exclusive opportunities to sponsor high-level events and special areas at the 2019 conference in Toronto, Ontario. We've created innovative programs to position your organization within this vibrant and growing industry. Not only will these opportunities offer your organization access to over 1,750 conference attendees before, during, and after the event, you will also have year-round exposure to executives at our members and other influential decision makers. Whether your objective is increased recognition, thought leadership, or targeted attendee engagement, ASTC has a sponsorship opportunity to make your message visible in new and dynamic ways to our community of key decision makers.

## **ASTC PRESENTING CONFERENCE SPONSOR (EXCLUSIVE) \$100,000**

This prestigious package offers strong brand positioning across the entire event. Through the exclusive programs and awareness this package offers, your organization will be able to make meaningful connections with ASTC attendees and members. Introduce new products, establish your presence in the marketplace, reinforce relationships with existing clients and discover new clients from your target audience with this suite of opportunities including preconference promotion, extensive acknowledgment at the conference, and customized programs. This is the best way to position your company as a key thought-leader among our industry leadership.

- Co-branding with ASTC Conference logo to be used on onsite materials including print, signage, and digital.
- Opportunity to create content in a session to align your thought-leadership and expertise with ASTC programming.
- Opportunity to partner with ASTC on preconference and post-conference engagement with ASTC members.
- Recognition as presenting sponsor at general sessions.
- All sponsorship benefits in lower tiers



If you do not see a specific option that will work for your organization, we will also work with you to create a custom experience that fits your needs and budget. **Contact: Kellie Shevlin, Sales, at (202) 288-8898 or [kellies@astc.org](mailto:kellies@astc.org)**

## **PLENARY SESSION SPONSOR**

### **\$50,000 (2 AVAILABLE)**

Showcase your brand at the two most attended events at conference, the opening plenary on Saturday and the culminating plenary on Monday. You will be able to introduce a keynote speaker and feature your company to this vibrant audience. Sponsors are also recognized in all print, web, and video material related to the event.

- 1-2 minute introduction, to be presented by a senior executive of sponsor, subject to approval by ASTC
- Opportunity to propose a session speaker that fits with the conference theme and audience, subject to ASTC approval
- Organization's branding within the plenary session area
- Opportunity to have promotional item available during the sponsored event
- Opportunity to show a 90-second video to the audience prior to the start of the event
- All sponsorship benefits in lower tiers

## **BRANDED REGISTRATION AREA**

### **\$50,000 (EXCLUSIVE)**

Get prime visibility to our entire ASTC community. This sponsorship comes with extensive preconference and onsite exposure and allows you to get in front of attendees digitally by being included in every confirmation email as well as prominent onsite signage within the registration area at the show. This includes informal meeting and networking areas that will be utilized by members throughout the event to connect and collaborate in a relaxing environment.



## **CEO FORUM**

### **\$25,000 (2 AVAILABLE)**

Align your brand with this signature event targeting C-suite attendees. This event will allow two companies exclusive access to an afternoon filled with thought-provoking content and networking at the ASTC CEO Forum. Have a seat in the room as science center and museum executives discuss critical issues for the field as well as ways to improve the function and impact of science centers around the world. Benefits include event signage and promotions leading up to and during the event, access to the session attendance list, and more. Connect with C-suite attendees and have your brand in front of this group as part of this coveted event.

## **CONFERENCE EDUCATIONAL TRACKS**

### **\$25,000 EACH (5 AVAILABLE)**

- Leadership and Professional Development (1 available)
- Business Operations (1 available)
- Museum Content and Exhibit Design (1 available)
- Informal Education and Learning (1 available)
- External Collaborations, Putting Community First, and Co-Creation (1 available)

Sponsor one of our five educational tracks and increase your brand exposure to our targeted audience of science museum professionals. ASTC sessions are organized by a variety of tracks, and each track is available for sponsorship. Specific opportunities include recognition on signage and in each session room, in related marketing materials leading up to the event, as well as an opportunity to display promotional materials in the room.



# SPONSORSHIPS

## SPONSORSHIPS BY LEVEL

Diamond .....	\$25,000+
Platinum .....	\$15,000+
Gold.....	\$10,000+
Silver.....	\$7,500+
Jade .....	\$5,000+
Bronze.....	\$3,500+
Supporting .....	\$2,000+

## 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 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:

Wi-Fi Sponsor .....	Gold
Lanyard Sponosr .....	Gold
Conference Bag Sponsor .....	Silver
Floor Sticker Directions Sponsor .....	Silver
Environmentally Friendly Water Sponor.....	Gold (bottles and signage at coolers)

### For a Targeted Impact:

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

Exhibit Hall Networking Breakfast (1).....	Platinum
Exhibit Hall Networking Reception (1).....	Platinum
App Sponsor (1).....	Gold+
Museum Cinema Day (1).....	Gold+
Planetarium Demo (1).....	Gold+
Networking Break (2) .....	Silver

### 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:

CEO / Trustee Luncheon .....	Platinum
Development Breakfast.....	Gold
Governing Member Leaders Reception .....	Gold

### Media Packages

Program Ad + Dimensions Ad, and Attendee Bag Insert .....	\$2,500
Attendee Bag Insert.....	\$1,000/insert

Guide	\$25,000 Diamond Sponsor	\$15,000 Platinum Sponsor	\$10,000 Gold Sponsor	\$7,500 Silver Sponsor	\$5,000 Jade Sponsor	\$3,500 Bronze Sponsor	\$2,000 Supporter
Logo and listing as ASTC Conference Diamond Sponsor—year-round brand alignment in <b>Dimensions</b> magazine, <b>INFORMER</b> , ASTC website, and annual conference	X						
Opportunity to address crowd during a plenary session	2-minute speech or video clip						
Exhibit booth included in sponsorship	10' x 20'	10' x 10'					
Product demonstration	1 hour	1 hour	30 minutes				
Special mention at Opening Session	X	X	X				
Complimentary copy of conference pre- or post-registration list in Excel	X	X	X				
Recognition in <b>Dimensions</b> (1 issue)	X	X	X				
Logo on Conference Website Home-page	X	X	X				
Ad in Annual Conference Program	Full Page	Full Page	Half Page	Half Page			
Logo projection at Plenary Sessions	X	X	X	X	X	X	X
Complimentary Conference Registrations	6	5	4	3	2	1	0
Live logo on the ASTC conference sponsor web page	X	X	X	X	X	X	X
Logo recognition and company description in the Program	X	X	X	X	X	X	X
Signage at conference on-site registration	X	X	X	X	X	X	X

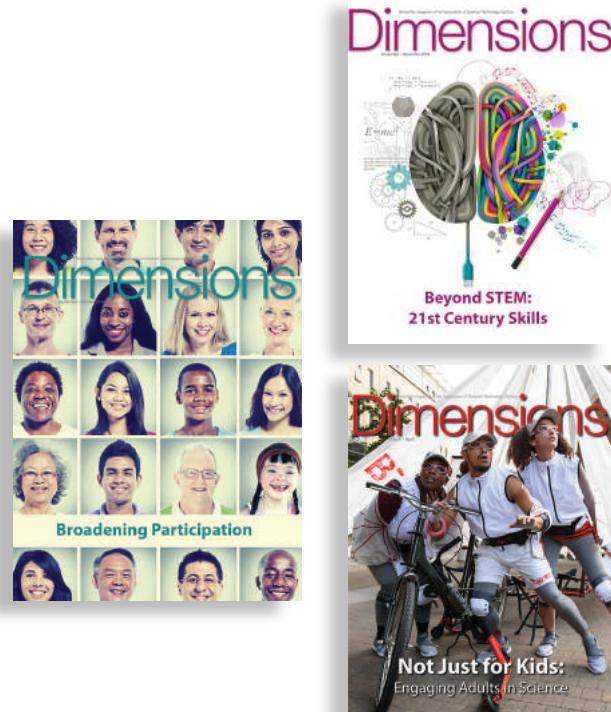
Contact: Kellie Shevlin, Sales, at (202) 288-8898 or [kellies@astc.org](mailto:kellies@astc.org)

# ADVERTISING

## Dimensions Magazine

Enhance your visibility year-round in this “must read” for all science-center staff. The association’s award-winning bimonthly 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 and successful strategies shared among institutions.

**Audience Profile:** CEOs, directors, curators, educators, consultants, exhibition personnel, and those who purchase products and services for science centers and museums. In addition to reaching ASTC members and partners across North America and in nearly 50 countries, *Dimensions* is translated, distributed, and promoted in China.



## Dimensions Advertising Rates

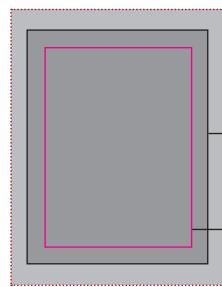
Distribution	7,000
Readership	16,000

AD SIZE	1X (PER ISSUE)		3X (PER ISSUE)		6X (PER ISSUE)	
	Members	Non-Members	Members	Non-Members	Members	Non-Members
Full page	\$1,550	\$1,800	\$1,350	\$1,550	\$1,100	\$1,300
2/3 Vertical	\$1,100	\$1,350	\$900	\$1,100	\$750	\$950
1/2 Horizontal	\$900	\$1,100	\$800	\$1,000	\$650	\$850
1/3 Square	\$800	\$1,000	\$700	\$900	\$600	\$800
1/3 Vertical	\$800	\$1,000	\$700	\$900	\$600	\$800
Cover 4	\$2,350	\$2,550	\$2,100	\$2,300	\$1,900	\$2,100
Cover 2 or 3	\$2,050	\$2,250	\$1,800	\$2,000	\$1,600	\$1,800

### Dimensions Ad Sizes

AD SIZE	WIDTH	HEIGHT
Full Page Bleed	8.5"	11.125"
Full Page Trim Size	8.25"	10.875"
Full Page Live Area*	7.75"	10.375"
2/3 Vertical	4.75"	9.875"
1/2 Horizontal	7.25"	4.75"
1/3 Vertical	2.3"	9.875"
1/3 Square	4.75"	4.75"

\*Please keep vital copy within the live area.



**Bleed Size:**  
Design ad to  
this size.

**Trim Size:**  
This is the final  
ad size.

**Live Area:**  
Keep all pertinent  
information and  
graphics within this area.

To view rates, ad sizes, etc., visit:

[astc.org/publications/dimensions/advertising](http://astc.org/publications/dimensions/advertising)



## Annual Conference

### ASTC Annual Conference Program

Referenced by conference attendees, this high-quality guide becomes a take-home piece, extending your message long after the conference is over.



### Conference Program Rates

RATES	MEMBER EXHIBITOR	NON MEMBER EXHIBITOR	NON EXHIBITOR
Back-Cover	\$3,800	\$4,000	\$4,200
Inside Front and Back Cover	\$2,800	\$3,000	\$4,200
Full Page Four Color	\$2,300	\$2,500	\$2,700
Half Page Four Color	\$1,800	\$2,000	\$2,200

### Conference Final Program Ad Sizes

AD SIZE	WIDTH	HEIGHT
Full Page Bleed	8.75"	11.25"
Full Page Trim Size	8.5"	11"
Full Page Live Area*	7.5"	10.5"
Half Page Horizontal	7.25"	4.75"

Visit online to book your ad:

[astc.org/conference/conference-program-advertising](http://astc.org/conference/conference-program-advertising)

\*Please keep vital copy within the live area.



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