



2020 Annual Conference

Hosted by the Carnegie Science Center

October 17-20, 2020

Pittsburgh, Pennsylvania

Setting Course Together for

NEW FRONTIERS

in Science, Technology, Learning,
and Community Engagement

Toward a More Equitable Tomorrow

MARKETING OPPORTUNITIES

Exhibit • Sponsor • Advertise

About the 2020 ASTC Annual Conference

On October 17-20, 2020, with preconference events on October 16, nearly 2,000 leaders in science, technology, education, cultural institutions, community organizations, public agencies, and philanthropy will come together in Pittsburgh to explore new frontiers of science, technology, learning, and community engagement as we set course together toward a more equitable future.

The Association of Science and Technology Centers (ASTC) 2020 Annual Conference, hosted by the Carnegie Science Center, will bring together diverse cross-sector leaders from around the world, throughout North America, across Pennsylvania, and within Allegheny County and the city of Pittsburgh.

The ASTC Annual Conference spans five days and includes multiple opportunities to connect, activate, and engage the executives, program leaders, and other decision-makers in attendance.

These opportunities include:

- A vibrant exhibit hall and trade show
- Networking sessions, meals, and breaks
- Participant handouts and materials
- Dedicated programs and events for science center executives
- Plenary keynote sessions
- Content tracks and sessions
- Print and digital signage

The 2020 ASTC Annual Conference will host a parallel expanded program—the New Frontiers convening—for leaders working in science and technology from academia, public agencies, corporations, startups, and nonprofit institutions. *For additional marketing opportunities related to this New Frontiers convening, contact frontiers@astc.org.*

About ASTC

The Association of Science and Technology Centers (ASTC) is a professional membership organization with a vision of increased understanding of—and engagement with—science and technology among all people, and a mission to champion and support science and technology centers and museums.

Founded in 1973, ASTC champions and supports more than 500 **science centers, technology museums, natural history museums, children’s museums, and other STEM-rich, place-based institutions, such as nature centers, aquariums, planetariums, zoos, and botanical gardens throughout North America and in nearly 50 countries**—as well as nearly 200 **other organizations that share an interest in science learning and engagement**. ASTC is a 501(c)(3) tax-exempt nonprofit educational organization.

ASTC 2020 Annual Conference Schedule at a Glance

Primary events take place at the David L. Lawrence Convention Center

Friday, October 16 – ASTC Preconference Day		Saturday, October 17 – ASTC Conference	
7:00 a.m.–5:00 p.m.	Registration Open	7:00 a.m.–5:00 p.m.	Registration Open
9:00 a.m.–5:30 p.m.	Preconference ASTC Intensives^^	7:30–8:30 a.m.	Meet and Greet Breakfast
12:00 p.m.–5:00 p.m.	ASTC Board of Directors Meeting*	8:30–10:30 a.m.	Opening Plenary Session
5:30–6:30 p.m.	Navigation and Networking Gathering^^	10:30 a.m.–5:00 p.m.	Exhibit Hall Open
		11:45 a.m.–1:00 p.m.	Concurrent Sessions

6:45–7:45 p.m. 7:00–9:00 p.m.	Welcome to Pittsburgh Meet-ups Leadership Reception*	1:00–2:00 p.m. 2:15–3:30 p.m. 3:30–4:30 p.m. 4:45–6:00 p.m. 7:00–11:30 p.m.	Networking Lunch - Exhibit Hall Concurrent Sessions Exhibit Hall Refreshment Break Concurrent Sessions Saturday Night Party at the Carnegie Science Center^^
Sunday, October 18 – ASTC Conference		Monday, October 19 – ASTC Conference	
7:00 a.m.–5:00 p.m. 9:00–11:45 a.m. 9:00 a.m.–6:00 p.m. 12:00–1:30 p.m. 1:30–2:00 p.m. 2:00–3:15 p.m. 3:30–4:45 p.m. 4:45–6:00 p.m. 6:00–9:00 p.m.	Registration Open Networking Breakfast and Poster Palooza in the Exhibit Hall Exhibit Hall Open Alan J. Friedman Science Center Dialogues Luncheon Networking Break in the Exhibit Hall Concurrent Sessions Concurrent Sessions Exhibit Hall Closing Reception Reception at the Children’s Museum of Pittsburgh^^	7:00 a.m.–5:00 p.m. 8:00–9:00 a.m. 9:15–10:30 a.m. 10:45 a.m.–12:15 p.m. 12:15–2:30 p.m. 12:45–2:00 p.m. 2:30–3:45 p.m. 4:00–5:15 p.m. 6:00–9:00 p.m.	Registration Open Development Breakfast^^ Concurrent Sessions General Plenary Session with Keynote Pittsburgh STEAM Learning Showcase CEO/Trustee Luncheon^^ Concurrent Sessions Concurrent Sessions Evening Networking Events across Pittsburgh
Tuesday, October 20 – ASTC Conference and New Frontiers Convening and Keynote			
9:00 a.m.–1:00 p.m. 9:00 a.m.–1:00 p.m. 1:30–5:00 p.m.	ASTC Museum Experience at Carnegie Science Center ASTC-Member CEO Programs and New Frontiers Convening* Keynote: New Frontiers of Science and Technology Toward a More Equitable Tomorrow		
*For members and/or invited guests only ^^Denotes a paid and/or registration-required event			

PREMIER SPONSORSHIP OPPORTUNITIES

ASTC is excited to offer a limited number of exclusive opportunities to sponsor high-level events and special areas at the 2020 Annual Conference. We've created innovative programs to position your organization. Not only will these opportunities offer your organization access to between 1,700–2,000 conference attendees before, during, and after the event, you will also have year-round exposure to executives at our members, partners, and other influential decision-makers in this vibrant and growing industry. 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.

ASTC CONFERENCE PRESENTING SPONSOR - \$250,000 (EXCLUSIVE)

This prestigious package offers strong brand positioning across the entire ASTC Annual Conference. 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



BRANDED REGISTRATION AREA SPONSOR - \$100,000 (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.

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



CONFERENCE EDUCATIONAL TRACK SPONSOR - \$25,000 EACH (5 AVAILABLE)

- LEADERSHIP AND PROFESSIONAL DEVELOPMENT (1 AVAILABLE)
- BUSINESS OPERATIONS, MARKETING, AND DEVELOPMENT (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.

ADDITIONAL CONFERENCE SPONSORSHIP OPPORTUNITIES

Exhibit Hall Networking Breakfast	Platinum	CEO / Trustee Luncheon	Platinum
Exhibit Hall Networking Reception	Platinum	Development Breakfast	Gold+
Planetarium Demo	Gold+	App Sponsor	Gold+
Wi-Fi Sponsor	Gold	Lanyard Sponsor	Gold
Water-Bottle Sponsor	Gold	Conference Bag Sponsor	Silver
Floor Sticker Directions Sponsor	Silver	Networking Break (2)	Silver

Sponsorship levels and full benefits are outlined on the next page.



SPONSORSHIP LEVELS

	\$25,000 DIAMOND	\$15,000 PLATINUM	\$10,000 GOLD	\$7,500 SILVER	\$5,000 JADE	\$3,500 BRONZE	\$2,000 SUPPORTER
Logo and listing across the ASTC conference and year-round brand alignment in Dimensions magazine, <i>Informer</i> newsletter and ASTC website	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 the Opening Session	X	X	X				
Complimentary copy of conference pre- or post-registration list in Excel	X	X	X				
Recognition in Dimensions (1 issue)	X	X	X				
Logo on conference website homepage	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
Linked 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

EXHIBIT

October 17-18, 2020

David L. Lawrence Convention Center, HALL B-C | Pittsburgh, Pennsylvania

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 trade 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.
- 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.

<p>Friday, October 16 8:00 a.m.—5:00 p.m..... Exhibitor Move-In</p> <p>Saturday, October 17 10:30 a.m.—5:00 p.m..... Exhibit Hall Open</p> <p><u>Non-Competitive Exhibit-Hall Times</u> 10:30—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</p>	<p>Sunday, October 18 9:00 a.m.—6:00 p.m..... Exhibit Hall Open 6:30—10:00 p.m..... Exhibitor Move-Out</p> <p><u>Non-Competitive Exhibit-Hall Times</u> 9:00—11:15 a.m..... NEW Brunch in the Exhibit Hall 1:30—2:00 p.m.....Networking Break in the Exhibit Hall 4:45—6:00 p.m..... Exhibit Hall Closing Reception</p> <p>Monday, October 19 8:00 a.m.—12:00 p.m..... Exhibitor Move-Out</p>
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Tentative Schedule: See conference.astc.org for the most current schedule

For more information, contact:
Kellie Shelvin at (202) 288-8898 and kellies@astc.org
and ASTC's Conference Department at conference@astc.org

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 conference@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 2020.

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.

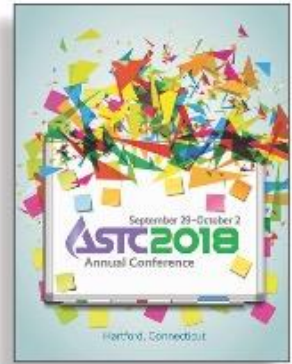
Zone: Per 10’ x 10’ exhibit booth	Advance Rate (Now through July 17)	Regular Rate (After July 17)
Zone 1 <i>ASTC members</i>	\$2,500	\$2,650
Zone 1 <i>Nonmember</i>	\$2,800	\$3,050
Zone 2 <i>ASTC member</i>	\$2,300	\$2,500
Zone 2 <i>Nonmember</i>	\$2,600	\$2,800
Zone 3 <i>ASTC member</i> *	\$1,850	\$1,950
Zone 3 <i>Nonmember</i>	\$2,300	\$2,500

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

2020 Exhibit Hall Floor Plan

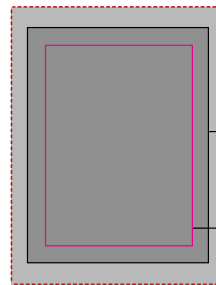
ASTC Annual Conference Program Advertising

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



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

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"



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.

