Marketing Opportunities
Sponsor | Exhibit | Advertise
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ASTC Virtual 2021 Annual Conference
October 5–7, 2021

The Association of Science and Technology Centers (ASTC) Annual Conference is one of the premier annual events for science-engagement professionals across North America and around the world. Each year, this event brings together several thousand science and technology center and museum and allied professionals working in science communication, STEM learning, and the broader intersections between science, technology, and society.

The ASTC Virtual 2021 Annual Conference theme is Reflection, Recognition, and Renewal. It is vital to reflect on the crises experienced by science and technology centers and museums, the broader science engagement and science learning field, and the communities we serve. We recognize the significant losses that have happened over the past year, as well as the tremendous creativity and innovations. Together, we move forward and seek opportunities for renewal. Renewal does not assume we will continue with activities just as before. Instead, it is a call to refocus on what is working, expand promising experiments, replace what has not been working, and rebuild with equity at the core.

This year’s conference will be held online Tuesday, October 5–Thursday, October 7, 2021, with Preconference ASTC Intensives held between Tuesday, September 28 and Friday, October 1, 2021. The conference will again be virtual, acknowledging that even as there are improvements in the public health crisis, the road to financial recovery for individuals and organizations will be long. It also builds on the success of the 2020 virtual conference, which had the largest participation in ASTC history: more than 2,600 registrants.

Although we know the virtual experience is different than the in-person conversations you value at ASTC conferences, we have kept your needs very much on our minds as we considered virtual platforms. In particular, we have focused on technologies that will foster connections among conference participants and which will enable rich interactions with exhibitors and sponsors. We are optimistic that this year’s virtual experience will showcase your product, service, or organization to our attendees, maximizing your visibility and helping you secure more leads, new clients, and valuable partnerships.
Premier Sponsorship Opportunities

ASTC is excited to offer a limited number of exclusive opportunities to sponsor high-level areas and educational opportunities at the virtual conference. We've created innovative sponsorships to position your organization as a thought-leader and brand ambassador to the science engagement community.

These opportunities offer your organization access to **several thousand conference attendees** before, during, and after the event. You will also have **year-round exposure** to executives and other staff at our members, partners, and other influential decision-makers in this vibrant industry. Whether your objective is increased recognition 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**

$50,000

This prestigious package offers strong brand positioning across the entire ASTC virtual platform. Through the exclusive programs and awareness this package offers, your organization will be able to make meaningful connections with ASTC attendees and members. You can introduce new products, establish your presence in the marketplace, reinforce relationships with existing partners, and connect with new clients. This suite of opportunities includes preconference promotion, extensive acknowledgment at the virtual conference, and customized programs. This is the best way to position your company or organization as a key thought-leader among our community.

- Co-branding with ASTC conference logo to be used through, including on the virtual platform, website, and marketing.
- Opportunity to work with ASTC to create content in a session.
- 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 VIRTUAL REGISTRATION AREA SPONSOR**

$25,000

Benefit from prime visibility before the entire ASTC community as all conference participants must register. This sponsorship comes with extensive preconference and virtual exposure and allows you to be in front of attendees digitally by being included in every confirmation email as well as prominent branding in all registration and networking areas on our website and virtual platform. This includes informal meeting and networking areas that will be utilized by attendees throughout the event to connect and collaborate.

**PLENARY SESSION SPONSOR**

$25,000

Showcase your brand at the most attended events at conference: the opening plenary on **Tuesday, October 5**, the Alan J. Friedman Science Center Dialogues on **Wednesday, October 6**, and the closing plenary on **Thursday, October 7**. You will have the opportunity to introduce a keynote speaker and feature your organization to a large and vibrant virtual audience; plenary session recordings are also made available on the ASTC website after conference. Sponsors are also recognized on the conference website and in promotional materials related to the event.

- Virtual introduction (1–2 minutes in length), 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 virtual platform for the plenary session.
- Opportunity to show a 90-second video to the audience prior to the start of the event.
- All sponsorship benefits in lower tiers.
“BIG IDEA” EDUCATIONAL TRACK SPONSORSHIP

$10,000

Sponsor one of our four “Big Idea” educational tracks and increase your brand exposure to a targeted audience of science center and science engagement professionals. 2021 ASTC virtual sessions are organized by a variety of “Big Idea” tracks, and each track is available for sponsorship.

- **Addressing Inequities in Society**, including those related to race, gender, disability, or wealth.
- **Confronting the Climate Crisis**, including the opportunities for and responsibilities of science centers.
- **Creating a Better Future** for our institutions and fulfilling our missions with the communities we are meant to serve.
- **Rebuilding and Reimagining our Businesses**, after many months of significantly reduced income, smaller staffs, and closing our physical doors to the community.

Specific opportunities include recognition on conference schedule, branding within each virtual session room, and inclusion in related marketing materials leading up to the event.
## Virtual Sponsorship Levels

Please note that these levels are only for the 2021 virtual experience.

<table>
<thead>
<tr>
<th>Feature</th>
<th>$10,000 TERABYTE</th>
<th>$7,500 GIGABYTE</th>
<th>$5,000 MEGABYTE</th>
<th>$2,500 KILOBYTE</th>
<th>$1,000 BYTE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo and listing across the ASTC conference and year-round brand alignment in <em>Informer</em> newsletter and ASTC website</td>
<td>✅</td>
<td></td>
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<tr>
<td>Private networking lounge in virtual platform</td>
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<tr>
<td>Opportunity to address audience during a plenary session</td>
<td>90-second video clip</td>
<td>90-second video clip</td>
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<tr>
<td>Virtual Exhibitor Showcase</td>
<td>virtual booth included</td>
<td>virtual booth included</td>
<td>virtual booth included</td>
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<tr>
<td>Special mention at the opening session</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
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<tr>
<td>Complimentary copy of conference pre- or post-registration list in Excel to include opt-in email</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
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<tr>
<td>Opportunity to play 30-second video clip during conference</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on conference homepage</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
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<tr>
<td>Opportunity to schedule a product demo</td>
<td>✅</td>
<td>✅</td>
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<tr>
<td>Opportunity to upload products to vendor showcase</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
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<tr>
<td>Number of virtual conference registrations included</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>4</td>
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<tr>
<td>Linked logo on the ASTC conference sponsor web page</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
<tr>
<td>Logo recognition and company description in virtual platform</td>
<td>✅</td>
<td>✅</td>
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Virtual Exhibitor Showcase – October 5-7, 2021

The ASTC Virtual 2021 Annual Conference Exhibitor Showcase provides your organization with an outstanding opportunity to display your products and services to the largest online gathering of science museum and science engagement professionals from around the globe.

**BENEFITS OF VIRTUAL EXHIBITION:**

- Promote your company to more than two thousand science center and science engagement professionals. Connect with existing clients and reach potential new customers.
- Visibility within the Virtual Exhibitor Showcase to include name, logo, and exhibitor description.
- Opportunity to curate an online experience through the platform, such as sharing documents, websites, videos, and social media links directly within the platform.
- Three complimentary conference registrations to attend the full ASTC Virtual 2021 Annual Conference.
- Lead generation through virtual platform.
- Opportunity to reach out to registered attendees through virtual platform to schedule meetings, offer product demos, and more.
- Exhibitor dashboard for direct self-service access to attendee engagement data.
- Opportunity to promote up to three products in our new on-line product showcase. Each exhibitor showcase participant can highlight up to three products.

<table>
<thead>
<tr>
<th>ASTC Digital Booth</th>
<th>Price</th>
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<tbody>
<tr>
<td>ASTC Members</td>
<td>$800</td>
</tr>
<tr>
<td>Non-Members</td>
<td>$1000</td>
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</tbody>
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Marketing Opportunities

À la Carte Items for Exhibitor Showcase
Price: As listed or for discussion

The following items are available to sponsor and come with the benefits below:

**Sponsored Coffee Break**
Send a branded Starbucks Gift Card to all attendees. As the coffee-break sponsor, your organization will be acknowledged during coffee breaks as well as the opportunity to play a 30-second video at the beginning of the break. This opportunity is $7 per registered attendee.

**Digital Networking/Happy Hour**
Join your peers, clients, and potential customers as we unwind and get to know each other in a fun-filled interactive experience at the end of the day. You will have the opportunity to be co-host of this virtual event where ASTC will provide music, entertainment, and a recipe card for a signature cocktail. This was our can’t miss event in 2020.

**Pub Trivia**
New this year, join ASTC as we bring Pub Trivia to the ASTC Annual Conference. We will have a pub trivia master leading attendees through a variety of pop-culture and ASTC questions. Your company can sponsor the whole event or donate prizes to the event.

**Video Pitch**
Introduce our audience to your products and services and give us a sneak peek into your new projects. Prerecorded video pitch up to 3 minutes in length to be shown at the beginning or end of sessions.

**Product Demo**
Forty-five-minute Concurrent Session that will be included in the overall conference program and listed on the official schedule. Please note that content should have educational relevance to attendees (and not be primarily a sales pitch) and is subject to approval by ASTC. Post-event leads report of attendees who watched the session includes names, job titles, and company names.

**Conference Scholarships**
New this year, ASTC will offer a limited number of scholarships to partially or completely defray registration fees for those unable to participate in conference otherwise. This includes—but is not limited to—students and those who have been furloughed or had their positions eliminated. Showcase your company’s support of this special program and make a difference in the ASTC community. Scholarship recipients will know who to thank for supporting this program. In addition, all scholarship sponsors will receive recognition during the event, including through social media and on our digital platform.

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Price</th>
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<tbody>
<tr>
<td>2 for</td>
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<tr>
<td>5 for</td>
<td>$700</td>
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<tr>
<td>12 for</td>
<td>$1,500</td>
</tr>
<tr>
<td>25 for</td>
<td>$2,500</td>
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</tbody>
</table>
Marketing Opportunities

All À la Carte items come with the following deliverables:

- Pre-event promotion on event website, marketing emails, and social media platforms.
- Prominent logo on ASTC conference website and digital platform.
- Acknowledgement with logo in official schedule, as relevant.
- Push notifications during event reminding attendees to attend these special conference events, as relevant.

New This Year: Year-Round Visibility

ASTC is proud to offer sponsorships on some of our year-round virtual programs. These programs are created to spark conversation, creativity, and real-world solutions to issues affecting the science engagement community. From peer-to-peer conversations, vendor presentations, and live-online happy-hours, these programs are the best ways to have regular engagement with our members throughout the year.

Specific opportunities include the following virtual programs:

**Re-think, Re-Frame, Re-Open.** Weekly peer-to-peer conversations addressing critical issues facing ASTC members, which help connect the community, identify successes, work through challenges, and inspire others. To ensure an intimate experience, these interactive conversations are limited to 50 attendees. (Over the past year, this series has engaged more than 1,000 unique individuals at more than 400 unique organizations.)

**ASTC Hangouts.** New one-hour monthly informal hangouts. Engage with your customers in this unstructured networking opportunity that brings together a broad cross-section of the ASTC community. Sponsors will have the opportunity to welcome participants and received branded recognition with event publicity and in the event platform.

**Exhibitor Sponsored Webinars** produced in cooperation with ASTC. Modeled after our live product demos, this webinar will be a way for your company to get in front of our ASTC community to showcase your solutions to science center and other science engagement professionals.
Benefit from prime visibility among the entire ASTC community. This sponsorship comes with extensive exposure year-round and allows you to be in front of members digitally every week or every month. Deliverables include:

- Topic and speaker introduction during sponsored event.
- Registration list to include emails of session registrants.
- Branding during the virtual event through our digital platform.
- Logo recognition on ASTC website.
- Complimentary exhibitor showcase booth during the ASTC Virtual 2021 Annual Conference.
- Sponsorship recognition on all marketing material to include emails, social media, and website.
- Recognition in ASTC’s Informer newsletter, distributed every two weeks to a mailing list of more than 3,500 science engagement professionals.
- Targeted emails sent to specific ASTC community members.

Opportunities are also available for advertisements in selected emails, including the biweekly Informer newsletter and conference-related messages. Contact Kellie for details and availability.

**FOR MORE INFORMATION, CONTACT KELLIE SHEVLIN AT (202) 288-8898 OR exhibits@astc.org**

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. In an average year, ASTC-member science centers and museums engage more than 110 million people around the world annually.

ASTC is a 501(c)(3) tax-exempt nonprofit educational organization.