ASTC 2023 Sponsorship Opportunities

as of December 16, 2022

Charlotte, North Carolina

Local Co-host

Discovery Place
About the ASTC Annual Conference

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 more than one thousand science and technology center and museum and allied professionals committed to engaging the public with science—including those working in science communication, STEM learning, and the broader intersections between science, technology, and society.

The ASTC 2023 Conference will be held **October 7-10, 2023**, with Preconference Intensives on **October 6, 2023**. We will meet in Charlotte, North Carolina.

ASTC 2023 will be hosted by Discovery Place.

<table>
<thead>
<tr>
<th>A vibrant exhibit hall and trade show</th>
<th>Plenary keynote sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networking sessions, meals, and breaks</td>
<td>Content tracks and sessions</td>
</tr>
<tr>
<td>Participant handouts and materials</td>
<td>Print and digital signage</td>
</tr>
<tr>
<td>Dedicated programs and events for science center executives</td>
<td></td>
</tr>
</tbody>
</table>

About Our Attendees

More than three-quarters of conference attendees are involved in decision making or are decision makers.

Data from recent in-person conferences
More 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 purpose to champion and support science and technology centers and museums and the entire science engagement field.

ASTC is guided by a strategic framework adopted in 2022 that identified three strategic approaches in which ASTC will...

- **Champion public engagement with science**: Promote the work of science and technology centers and museums; Collaborate and strengthen member connections across the full breadth of science-engagement ecosystems; Build greater support for science engagement activities and institutions.

- **Strengthen members and their capacity**: Help grow the diversity and skills of our members’ workforce; Facilitate innovation, connection, learning, and collaboration among members; Collect and share data and research.

- **Build a more equitable and sustainable future**: Support our members to lead with their communities in addressing climate change and biodiversity, equity and justice, and other critical issues; Spread and scale equity-focused approaches to science learning and engagement; Expand our members’ individual and collective impact in their communities and across the world.

Founded in 1973, ASTC represents 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.

The Work of Our Members

- Support lifelong science learning
- Connect science and society
- Engage diverse communities
- Partner to tackle global and local challenges

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

ASTC is excited to offer a limited number of exclusive opportunities to sponsor high-level events and special areas at the ASTC Annual Conference. 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 more than 1,400 conference attendees before, during, and after the event you will also have year-round exposure to leaders at our members, partners, 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 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 conference attendees and ASTC 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 beyond, 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 in 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 other engagement experiences
- 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 (3 AVAILABLE)
Showcase your brand at the most attended events at conference. 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, app, and video material related to the event.¹

- 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

¹ Because plenary sessions are often associated with a meal, sponsorship includes costs of food.
CONFERENCE EDUCATIONAL TRACK SPONSOR - $25,000 EACH (7 AVAILABLE)

Sponsor one of our seven educational tracks and increase your brand exposure to our targeted audience of science engagement 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.

- LEADERSHIP (1 AVAILABLE)
- OPERATIONS, MARKETING, AND BUSINESS DEVELOPMENT (1 AVAILABLE)
- EXHIBITS, EXPERIENCES, AND TECHNOLOGY (1 AVAILABLE)
- STEM LEARNING, EDUCATION, AND PROGRAMS (1 AVAILABLE)
- DEAI, HUMAN RESOURCES, AND ORGANIZATIONAL CULTURE (1 AVAILABLE)
- ADVANCEMENT AND PARTNERSHIPS/FUNDRAISING (1 AVAILABLE)
- EXTERNAL GROUPS AND COLLABORATORS (1 AVAILABLE)

CUSTOM CONFERENCE SPONSORSHIP OPPORTUNITIES

Work with ASTC to craft a custom sponsorship to fit your organization's individual needs.

FOR EXAMPLE

- Wi-Fi Sponsor
- Conference App Sponsor
- Lanyard Sponsor
- Water-Bottle Sponsor
- Tote Bag
- Health/Safety Materials
- Food and Beverage Events
- Networking Events
- Sponsored Sessions or Product Demonstrations

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

<table>
<thead>
<tr>
<th>Benefit Description</th>
<th>$25,000* DIAMOND</th>
<th>$15,000 PLATINUM</th>
<th>$10,000 GOLD</th>
<th>$7,500 SILVER</th>
<th>$5,000 JADE</th>
<th>$3,500 BRONZE</th>
<th>$2,000 SUPPORTER</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>X</td>
<td></td>
<td></td>
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<tr>
<td>Opportunity to address audience during a plenary session</td>
<td></td>
<td>2-Minute Speech or Video Clip</td>
<td></td>
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</tr>
<tr>
<td>Exhibit booth included in sponsorship</td>
<td>10' X 20'</td>
<td>10' X 10'</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special mention at the Opening Session</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary copy of conference pre- or post-registration list in Excel</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Recognition in <em>Informer</em> and conference emails</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on conference website homepage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital ad in annual conference materials, e.g., conference app or online program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Logo on signage at on-site registration</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary conference registrations</td>
<td>6</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
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<tr>
<td>Linked logo on the ASTC conference sponsor web page</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Logo recognition and sponsor description in the conference app or online program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo projection at plenary sessions</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

*All sponsors who contribute $25,000 or more will receive these benefits, plus the additional recognition and engagement opportunities specific to their sponsorship.*
EXHIBITING

The exhibit hall will be open to conference participants on Saturday, Oct 7, and Sunday, October 8, including several blocks with dedicated exhibit hall time. In addition, Poster Palooza and several food and beverage events will also be located in the exhibit hall, providing additional reasons for individuals to spend significant time in the hall.

Each exhibit booth will include:

- Company listing and 25-word description in the conference app or online program, if contract and payment received by August 1.
- Standard 10’x10’ exhibit space, including 8’-high backwall, pipe and drape, 3’-high side-rail pipe and drape.
- For every 10’x10’ exhibit booth you purchase, you receive two complimentary full conference registrations.

Rates for exhibit booths depend upon the size and location within the Exhibit Hall and the date of purchase. ASTC Members in good standing will receive discounted rates for all booths. Booth sales are now open. Contact us at exhibits@astc.org with any questions.

<table>
<thead>
<tr>
<th>Zone One</th>
<th>Early-Bird Rate Oct 1 – February 28</th>
<th>Advance Rate March 1 – July 31</th>
<th>Regular Rate After August 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASTC members</td>
<td>$2,600</td>
<td>$2,750</td>
<td>$2,900</td>
</tr>
<tr>
<td>Non-members</td>
<td>$3,050</td>
<td>$3,250</td>
<td>$3,500</td>
</tr>
<tr>
<td>Zone Two</td>
<td>$2,350</td>
<td>$2,500</td>
<td>$2,650</td>
</tr>
<tr>
<td>ASTC members</td>
<td>$2,250</td>
<td>$2,500</td>
<td>$2,650</td>
</tr>
<tr>
<td>Non-members</td>
<td>$2,800</td>
<td>$3,000</td>
<td>$3,250</td>
</tr>
<tr>
<td>Zone Three</td>
<td>$1,950</td>
<td>$2,100</td>
<td>$2,250</td>
</tr>
<tr>
<td>ASTC members</td>
<td>$2,400</td>
<td>$2,600</td>
<td>$2,500</td>
</tr>
<tr>
<td>Non-members</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>