

ASTC 2024 Sponsorship Opportunities

Updated May 23, 2024



Local Co-host



Griffin Museum of Science and Industry, in collaboration with other area members

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.

The 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 1,500 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.

ASTC Annual Conference attendees represent more than 500 different science engagement organizations from over 30 countries, with a majority of attendees citing involvement in their organization's decision process.

For Sponsorship inquiries please contact Erin Thelen at ethelen@astc.org

ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

ASTC is excited to offer exclusive opportunities and innovative programs to position your organization within this vibrant and growing industry. These opportunities will offer your organization access to more than 1,500 conference attendees before, during, and after the event. 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.

PREMIUM OPPORTUNITIES
Presenting Sponsor - \$250,000 (<i>Exclusive – premier visibility, plus benefits of all other levels</i>)
Plenary Session Sponsor - \$50,000 (<i>3 available – Sapphire Level</i>)
Branded Registration Area Sponsor - \$25,000 (<i>Exclusive – Sapphire Level</i>)
Conference Educational Track Sponsor - \$25,000 (<i>8 available – Diamond Level</i>)
EXPERIENCES AND AMENITIES
Conference Wi-Fi – \$25,000 (<i>Exclusive - Diamond Level</i>)
Conference App – \$10,000 (<i>Exclusive - Gold Level</i>)
Snack Break – \$5,000 (<i>3 available - Jade Level</i>) or \$15,000 (<i>Exclusive – Platinum Level</i>)
GIVEAWAYS
Branded Plantable Pencils – \$5,000 (<i>Exclusive - Jade Level</i>)
Branded Recycled Notebooks – \$5,000 (<i>Exclusive - Jade Level</i>)
Branded Reusable Water Bottle – \$7,500 (<i>Exclusive - Silver Level</i>)
ADVERTISING OPPORTUNITIES
Digital ads in the official ASTC Conference app (pricing starts at \$1,000 for subpage banner ads; please inquire for more details and additional options)
On-site custom advertising opportunities (Pricing depends on size, location, and materials used. Please inquire for more details.)
CUSTOM OPPORTUNITIES
Please inquire about additional customized opportunities that address sponsor interests and add value to the attendee experience.
EXHIBIT HALL OPPORTUNITIES
Exhibit Hall Stage Sponsor - \$7,500 (<i>Exclusive – Silver Level</i>)
Exhibit Hall Stage Demos, Performances, or Presentations – start at \$1,000 (<i>limited availability</i>)
SUSTAINABILITY
ASTC offers sponsorships to support conference sustainability efforts. Please email ethelen@astc.org for more details.

SPONSORSHIP LEVELS

	≥\$50,000 SAPPHIRE*	\$25,000 DIAMOND*	\$15,000 PLATINUM	\$10,000 GOLD	\$7,500 SILVER	\$5,000 JADE	\$3,500 BRONZE	\$2,000 SUPPORTER
Showcase as premium sponsor at plenary sessions, invitation to propose a session speaker that fits the conference theme and audience, and opportunity to have a promotional item available during the sponsored event.	✓							
Logo and listing across the ASTC conference and the opportunity to be featured in an ASTC 2024 Partner Spotlight on the ASTC website and social media channels.	✓	✓						
Opportunity to address audience during a plenary session	1-2-Minute Introduction and 90-Second Video Clip	2-Minute Speech or Video Clip						
Exhibit booth included in sponsorship	10' X 20'	10' X 20'	10' X 10'					
Special mention at the Opening Session	✓	✓	✓	✓				
Complimentary copy of conference pre- or post-registration list in Excel	✓	✓	✓	✓				
Recognition in <i>Informer</i> and conference emails	✓	✓	✓	✓	✓			
Logo on conference website homepage	✓	✓	✓	✓	✓			
Digital ad in annual conference materials	✓	✓	✓	✓	✓	✓		
Logo on signage at on-site registration	✓	✓	✓	✓	✓	✓	✓	
Complimentary conference registrations	8	6	5	4	3	2	1	
Logo on screen during plenary sessions. Logo and sponsor description on the conference webpage, app, and online program.	✓	✓	✓	✓	✓	✓	✓	✓

MORE ABOUT OUR SPONSORSHIPS

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

This prestigious package offers strong brand positioning across the entire ASTC Annual Conference. Your organization will be strongly associated with the entire field and have prime visibility across all conference activities, including preconference promotion, extensive recognition during conference and beyond, and customized opportunities. Whether you're looking to introduce new products, establish your presence in the marketplace, or reinforce relationships with existing clients and discover new clients, this is the best way to position your company as a key thought-leader in our industry.

- 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



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 highlight your company to our entire field. Sponsors are also recognized in all print, web, app, 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

- 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 SPONSOR - \$25,000 (EXCLUSIVE)

Get prime visibility to our entire ASTC conference community with exclusive branding of the area that all attendees will visit to pick up their conference badge and which serves as a central hub throughout the event. This sponsorship comes with extensive onsite exposure and allows you to get in front of attendees with prominent signage within the registration area at the show.



CONFERENCE EDUCATIONAL TRACK SPONSOR - \$25,000 EACH (8 AVAILABLE)

Sponsor one of our eight educational tracks and increase your brand exposure to our audience of science engagement professionals. Each track is available for sponsorship. Specific opportunities include sponsorship recognition on signage and in each session room, in related marketing materials leading up to the event, and in the opportunity to display promotional materials in the room.

- AUDIENCE, DIVERSITY, AND INCLUSION (1 AVAILABLE)
- COMMUNITY AND PARTNERSHIPS (1 AVAILABLE)
- EDUCATION AND EVENTS (1 AVAILABLE)

- FACILITY AND EXHIBIT DESIGN (1 AVAILABLE)
- LEADERSHIP AND DIRECTION (1 AVAILABLE)
- OPERATIONS AND DEVELOPMENT (1 AVAILABLE)
- ORGANIZATIONAL CULTURE AND WORKFORCE (1 AVAILABLE)
- TRENDS AND INNOVATION (1 AVAILABLE)

CONFERENCE WI-FI - \$25,000 (EXCLUSIVE)

Partner with ASTC to become the official conference Wi-Fi Sponsor. Wi-fi will be available at the convention center to all conference attendees with the sponsor's name and logo on the log-in screen.

CONFERENCE APP - \$10,000 (EXCLUSIVE)

Gain brand exposure through sponsorship of the conference app. With no full printed program, the app is the primary source of information for ASTC attendees onsite at the conference. Attendees will use the app to access information on the schedule, sessions, exhibitors, sponsors, events, and locations. As an exclusive app sponsor, attendees will see your splash screen ad for 3.5 seconds every time the app launches.

ADVERTISING OPPORTUNITIES

Increase your brand visibility through digital and print advertising at the ASTC 2024 Annual Conference.

- Digital Ads in the official ASTC Conference app (pricing starts at \$1,000 for subpage banner ads, please inquire for more details and additional options)
- On-site custom advertising opportunities. (Pricing depends on size, location, and materials used. Please inquire for more details.)

CUSTOM OPPORTUNITIES

We also look forward to speaking with you about additional customized opportunities that address sponsor interests and which add value to the attendee experience.

FOR EXAMPLE

- | | |
|--|---------------------------------|
| ➤ Food and Beverage Events | ➤ Branding or product placement |
| ➤ Networking Events | ➤ Health/Safety Materials |
| ➤ Sponsored Sessions or Product Demonstrations | ➤ Lanyard Sponsor |
| | ➤ Tote Bag |

EXHIBIT HALL OPPORTUNITIES

The Exhibit Hall will be open to conference participants on Saturday, September 28, and Sunday, September 29, including several blocks with dedicated Exhibit Hall time and live sessions on the Exhibit Hall Stage. 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.

EXHIBIT HALL STAGE SPONSOR - \$7,500 (EXCLUSIVE)

Enhance your brand visibility through sponsorship of the Exhibit Hall Stage. Sponsor name and logo will appear on branded stage signage and schedules. This stage will be used extensively through the first two days of conference and will be the site for a variety of experiences, including concurrent sessions, hands-on showcase sessions, demonstrations, performances, presentations, and more.

EXHIBIT HALL STAGE DEMOS, PERFORMANCES, OR PRESENTATIONS

Elevate your brand with a demonstration, performance, or presentation on the Exhibit Hall Stage. Sponsor logo, description, and information on the stage activity will be included in the conference website, app, and online program. Experiences start at \$1,000 with limited availability.



EXHIBITING

Increase your visibility by purchasing a booth in our Exhibit 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. Sales are now open. Contact us at exhibits@astc.org with any questions or visit <https://www.astc.org/astc-2024/exhibiting/> to reserve your booth.

ABOUT ASTC

About the ASTC Annual Conference

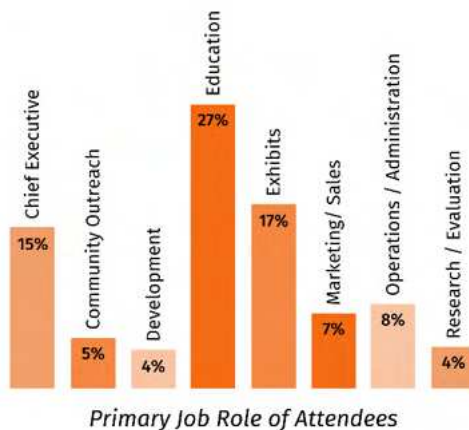
The ASTC 2024 Conference will be held **September 29 – October 1, 2024**, with Preconference Intensives on **September 28, 2024**. We will meet in Chicago, Illinois. ASTC 2024 will be hosted by Museum of Science and Industry, Chicago, in collaboration with other area members.

Conference Features:

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

About Our Attendees

ASTC Annual Conference attendees represent more than 500 different science engagement organizations from over 30 countries, with a majority of attendees citing involvement in their organization's decision process.



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 on 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.