

# ASTC 2025 Sponsorship Opportunities

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.

ASTC Annual Conference attendees represent more than 600 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](mailto:ethelen@astc.org)

## Sponsorship Opportunities

### PREMIUM

Presenting Sponsor – \$250,000 (*Exclusive – premier visibility, plus benefits of all other levels*)

Daily Sponsor – \$100,000 (2 available – premier visibility across one of the conference days)

Plenary Session Sponsor – \$50,000 (2 still available – Sapphire Level, **1 SOLD**)

Branded Registration Area Sponsor – \$25,000 (*Exclusive – Diamond Level*)

Conference Educational Track Sponsor – \$25,000 (8 available – Diamond Level)

### EXPERIENCES AND AMENITIES

Conference App – \$25,000 (*Exclusive – Diamond Level*)

Conference Wi-Fi – \$10,000 (*Exclusive – Gold Level*) – **SOLD**

Attendee Pocket Guide – \$7,500 (*Exclusive – Jade Level*) – **SOLD**

Snack Break – \$5,000-\$15,000 (3 available with shared recognition, **1 SOLD**)

### ADVERTISING

- Digital ads in the official ASTC Conference app – start at \$1,000 for a subpage banner ad
- On-site custom advertising (pricing depends on size, location, and materials used. Please inquire for more details.)

### EXHIBIT HALL

Stage Sponsor – \$10,000 (*Exclusive – Gold Level*) – **SOLD**

Product Demos or Performance – start at \$1,000 for 15 minutes – **SOLD**

Content Session or Networking Event – start at \$5,000

### CUSTOM OPTIONS AND SUSTAINABILITY SPONSORSHIPS

ASTC offers customized opportunities such as networking events, sponsored sessions, giveaways, or product placement, as well as sponsorships to support conference sustainability efforts. *Please inquire for more details.*

Sponsorship Benefits					
	≥\$50,000 SAPPHIRE	\$25,000 – \$49,999 DIAMOND	\$15,000 – \$24,000 PLATINUM	\$10,000 – \$14,999 GOLD	\$5,000 – \$9,999 JADE
Invitation to propose a session speaker that fits the conference theme and audience, and an ASTC Partner Spotlight on the website and in social media.	✓				
Opportunity to have a promotional item available during the sponsored event, and dues waived for ASTC Supporter Level Membership <sup>1</sup>	✓	✓			
Opportunity to address audience during a plenary session	1-2-Minute Introduction <b>and</b> 90-Second Video Clip	2-Minute Speech or Video Clip			
Exhibit booth included	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	✓	✓	✓	✓	
Digital ad in annual conference materials	✓	✓	✓	✓	✓
Complimentary conference registrations	8	6	5	4	2
Logo Placement- at on-site registration, on screen during plenary sessions, on the conference app, and conference website.	✓	✓	✓	✓	✓

<sup>1</sup> Please note, ASTC membership application subject to approval by the ASTC Board of Directors. See more information at [www.astc.org/membership](http://www.astc.org/membership).

## ASTC MEMBER OPPORTUNITIES

Make the most of your sponsorship by joining ASTC as an Allied or Science Center and Museum Member. Visit our [membership page](#) or email [membership@astc.org](mailto:membership@astc.org) for more information.



### All ASTC Members receive

- Discounts on conference registration
- Discounts on booths in the Exhibit Hall
- Year-round opportunities to network and engage with other ASTC members
- Play a role in guiding ASTC activities including by eligibility for your staff to serve on ASTC committees or the ASTC Board of Directors
- Eligibility for ASTC awards and other programs restricted to ASTC members
- Unlimited access to ASTC's digital magazine *Dimensions* and its growing resource library (to be relaunched in 2025)

Beginning in 2025, ASTC is offering a new Allied Supporter Membership Level, which includes additional opportunities to connect with other ASTC members and eligibility for exclusive networking opportunities. (Sapphire and Diamond Level Sponsors will have their Allied Supporter Membership Level dues waived, pending membership approval by the ASTC Board of Directors.)

## More about our Sponsorships

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 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 to raise your organization's profile and its support of our community. 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 and a strong supporter of 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



## DAILY CONFERENCE SPONSOR - \$100,000 (2 CURRENTLY AVAILABLE)

Gain premier visibility across one full day of the conference. You will be able to introduce a keynote speaker, highlight your company to our entire field, and have prime visibility across conference activities on your sponsored day.



- Co-branding with ASTC Conference logo to be used in onsite materials including print, signage, and digital for your sponsored day.
- 1-2-minute introduction to the plenary on your sponsored day, to be presented by a senior executive of sponsor, subject to approval by ASTC
- Opportunity to show a 90-second video to the audience prior to the start of the plenary on your sponsored day
- Opportunity to create content in a session on your sponsored day to align your thought-leadership and expertise with ASTC programming
- All sponsorship benefits in lower tiers

## PLENARY SESSION SPONSOR - \$50,000 (2 CURRENTLY AVAILABLE, 1 SOLD)

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 be featured prominently throughout the conference, as registration remains open even after the Exhibit Hall closes.



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

Associate your organization with a major thematic area of conference by sponsoring one of our eight educational tracks. This is an ideal way to increase your brand exposure to our audience of science engagement professionals and to show your leadership in key areas. 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)

## Experiences and Amenities

### CONFERENCE APP - \$25,000 (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—and to connect with each other. As an exclusive app sponsor, attendees will see your splash screen ad for 3.5 seconds every time the app launches, as well as a main screen sticky banner that is always visible at the bottom of the main screen.

### CONFERENCE WI-FI - \$10,000 (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.

### ATTENDEE POCKET GUIDE - \$7,500 (EXCLUSIVE)

Enhance your brand presence through sponsorship of the attendee pocket guide. This guide is available to all attendees at registration and is the only printed guide or program that ASTC offers for the conference. Sponsors will receive recognition with a ¼-page ad on the back cover plus logo recognition in additional locations throughout the guide.



### SNACK BREAK - \$5,000 (SHARED – 3 AVAILABLE) OR \$15,000 (EXCLUSIVE)

Snack break sponsors will receive recognition on snack break area signage, branded materials (e.g., napkins or cups), and in the snack break description in the app and online program. Exclusive snack break sponsors will have their organization name listed in the snack break title in the app and online program.

## Advertising

### ADVERTISING OPPORTUNITIES

Increase your brand visibility through digital and print advertising at the ASTC 2025 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 Options and Sustainability Sponsorships

### CUSTOM OPPORTUNITIES

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

#### FOR EXAMPLE

- Sponsored Sessions or Product Demonstrations
- Branding or product placement
- Giveaways
  - Recycled notebook (starting at \$5,000)
  - Tote bags (starting at \$5,000) – **SOLD**
  - Water bottles (starting at \$7,500)
  - Or custom items
- Food and Beverage Events
- Networking Events
- Lanyards – **SOLD**



### SUSTAINABILITY SPONSORSHIPS

ASTC is committed to making the annual conference as sustainable as possible, including the use of reusable, sustainable, and recycled materials whenever possible. You can position your organization as a supporter of sustainability by joining with us as a sustainability sponsor.

Your support can help advance these efforts and enable ASTC to include increased sustainability sessions and experiences, contribute to planetary health “offsets,” making use of sustainable materials, avoiding single-use disposable items, and work with vendors to maximize the use of recycled and sustainable materials. Please inquire for more details or to create custom sustainability sponsorships that represent the impact and values of your organization.



## EXHIBIT HALL OPPORTUNITIES

The Exhibit Hall will be open to conference participants on **Saturday, September 6, and Sunday, September 7**, including several blocks with dedicated Exhibit Hall time and live sessions on the Exhibit Hall Stage.

In addition, dedicated programming 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](mailto:exhibits@astc.org) with any questions.

## ABOUT ASTC

### About the ASTC Annual Conference

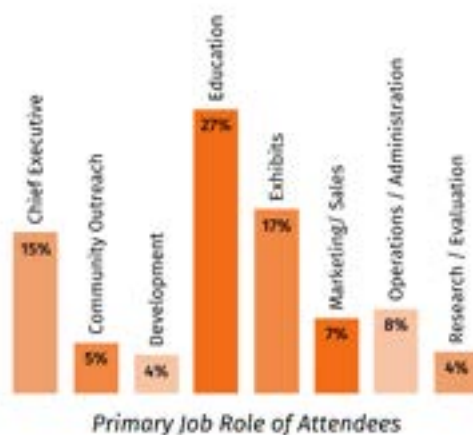
The ASTC 2025 Annual Conference will be held **September 5–8, 2025** in the San Francisco Bay Area. ASTC 2025 will be held primarily at the Moscone Center in the SoMa/Yerba Buena neighborhood of San Francisco with other events throughout the region. ASTC 2025 is being hosted by a consortium of ASTC members in the San Francisco Bay Area: Bay Area Discovery Museum, California Academy of Sciences, Chabot Space & Science Center, Children’s Creativity Museum, Exploratorium, The Lawrence Hall of Science, The Tech Interactive.

#### 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 close to 700 different science engagement organizations from 40 countries, with a majority of attendees citing involvement in their organization's decision process.



## More About ASTC

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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...



Founded in 1973, ASTC represents close to 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 40 countries**—as well as over 100 **other organizations that share an interest in science learning and engagement.**

### The Work of Our Members



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