

**ASSOCIATION OF SCIENCE AND TECHNOLOGY CENTERS (ASTC)  
2026 ASTC ANNUAL CONFERENCE EXHIBITOR AND SPONSOR AGREEMENT**

**Conference Summary**

**Organization:** Association of Science and Technology Centers (ASTC)  
2000 Florida Avenue NW  
Suite 300  
Washington, DC 20009  
P: +1 (202) 783-7200  
E: [conference@astc.org](mailto:conference@astc.org) W: [www.astc.org](http://www.astc.org)

**Conference:** ASTC 2026 Annual Conference  
September 16 – 19, 2026  
Phoenix, Arizona

**Exhibitor and Advertiser Agreement**

**These terms apply to exhibitors and advertisers at the ASTC 2026 Annual Conference.**

Terms and Conditions

“ASTC,” as used herein, refers to the Association of Science and Technology Centers Incorporated, a Maryland nonprofit corporation. ASTC may also be referred to as “show management” in reference to certain activities. The word “Exhibitor” refers to the sponsoring or exhibiting organization named on this contract. The word “Advertiser” refers to any organization placing an advertisement in an ASTC print or digital property, whether paid, in trade, or as part of a larger Exhibitor or Sponsor agreement. The 2026 ASTC Annual Conference (“Conference”) will take place in Phoenix, Arizona, at the Phoenix Convention Center (“Convention Center”), the Arizona Science Center, and surrounding properties (collectively the “Venue” or “Venues”) on September 16 - 19, 2026, with some associated events just before and after these dates. In general, ASTC reserves the right to reject, omit, or cancel any sponsor, exhibitor, or advertiser agreement that it feels is not in the best interest of ASTC or its membership.

General Conduct of Exhibitors

Exhibitors must confine all materials and activities to their contracted booth space unless written approval is granted in advance by ASTC. All of the following practices are expressly prohibited: promotion of products or services other than those manufactured or regularly distributed by Exhibitor, use of strolling entertainment or activities outside of contracted booth space, distribution of samples or advertising materials in any area outside of contracted booth space, excessive noise that interferes with other exhibitors, storage or use of flammable or explosive materials or any substance prohibited by local laws or insurance carriers, use of materials with strong odors, solicitation of business by anyone other than representatives of Exhibitor, and promotion of any activities that draw ASTC registrants away from the Exhibit Hall during exhibit hours.

The use of sound equipment in booths is permitted as long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned to direct sound inward (to be contained within the booth) rather than outward (toward aisles and other exhibitor booths). Generally, sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. If an exhibitor or attendee is standing within ten feet of an exhibitor's booth and cannot carry on a normal voice-level conversation, the noise source is too loud.

As participants in the ASTC Annual Conference, Exhibitors and all associated staff and vendors are expected to adhere to the ASTC Code of Conduct.

### **Code of Conduct for ASTC Conferences, Events, Online Engagement, and Project Participation**

The Association of Science and Technology Centers (ASTC) Annual Conference—and other professional meetings, events, webinars, and projects organized by ASTC—are dedicated to providing a welcoming experience for everyone attending or participating. We do not tolerate harassment or discrimination in any form, and we empower all participants in our community to actively engage in creating a safe environment for all.

ASTC values and celebrates contributions, discoveries, and novel solutions, regardless of their source, as these values are essential to the practice of science, technology, and innovation. When all people are welcomed, respected, and included in our human pursuits, and when everyone has access and opportunity to pursue their aspirations, and when all people can participate fully and actively in creating and building the future, our association, members, and global society will be more prosperous interconnected, and resilient. ASTC embraces all groups, including but not limited to, people of all races, colors, religions, political affiliations, sexual orientations, genders, ages, familial histories of education, physical and cognitive abilities, languages used, Indigenous status, and countries of origin.

This Code of Conduct is part of ASTC's mission to champion and support science and technology centers and museums and the entire science engagement field—organizations that support lifelong science learning, connect science and society, engage all communities, and partner to tackle global and local challenges.

### **As an attendee, presenter, exhibitor, sponsor, or guest at the ASTC Annual Conference and other events or programs organized by ASTC, I will:**

- Conduct myself with integrity, respect, honesty, and credibility.
- Approach all events and interactions in accordance with the highest ethical standards of professionalism and personal conduct.
- Avoid all activities that will cause damage to or discredit my organization, ASTC, or myself.

- Embrace the full extent of ASTC's community of professionals and learners, including in my presentations, demonstrations, and conversations.
- Seek help from ASTC staff if I do not know how to fulfill any of the stated actions.

This Code of Conduct is in place to protect the safety of all participants. Contact, language, or imagery of a violent, threatening, sexual, discriminatory, demeaning, or disruptive nature is not appropriate for any in-person or online conference or project venue, including talks, workshops, parties, and online forum or media. If you witness any misconduct of this code, please report it to any ASTC staff member immediately:

- In-person through the conference facility, including at the front desk.
- Online by emailing [conduct@astc.org](mailto:conduct@astc.org).

Attendees or project participants asked to stop any harassing or discriminatory behavior are expected to comply immediately. ASTC leadership, at their sole discretion, may take action to redress anything disrupting the event or project making the environment unsafe for participants, including asking any individuals to leave the event or project at their own expense and without a refund of any fees paid.

#### Cancellation and Liability

In the event the Exhibitor cancels all or part of the exhibit space contracted, the Exhibitor must do so in writing and will be obligated to pay to ASTC liquidated damages based on the following schedule:

If you reserved and paid for space by September 12, 2025, you can cancel within 30 days of release of the floorplan with no penalty.

From availability of floorplan to July 1, 2026, written notice of cancellation must be received to be liable for fifty percent (50%) of exhibitor fees due.

Any cancellation received after July 1, 2026, obligates the Exhibitor to pay ASTC one-hundred percent (100%) of the exhibitor fees due.

If ASTC cancels, the event without an option of moving to a new date and/or location in 2026, ASTC will refund 100% of the fees paid or the exhibitor can apply their fees to the 2027 conference.

#### Liability and Insurance

Exhibitor agrees to assume all liability for loss or damage of any property of Exhibitor which Exhibitor may suffer during installation or removal or during the Conference and Exhibit Hall if by reason of burglary, fire, accident, or any destructive cause. Exhibitor also expressly agrees to indemnify and hold harmless ASTC; the Exhibit Hall services contractor; the Convention Center; and all officers, employees, and agents of ASTC from any and all claims, liabilities, losses, damages, and expenses that may ensue from accidents, injuries, fire, theft, or any other cause.

Exhibitor shall, at its own expense, secure and maintain throughout the period of the Conference and Exhibit Hall, inclusive of move-in and move-out days, commercial liability insurance with limits not less than \$1,000,000 USD and sufficient to cover all activities and to meet all requirements of the Venue and the Exhibit Hall services contractor. Exhibitor shall provide ASTC with an insurance certificate naming ASTC as an Additional Insured under Exhibitor's general liability insurance policy by emailing [exhibits@astc.org](mailto:exhibits@astc.org).

Although security guards will be provided, no guarantee of security is implied. Exhibitor retains sole responsibility for its own exhibit materials. In the event the Exhibit Hall is canceled, the liability of ASTC shall be limited to the money paid by Exhibitor as exhibit booth rental, less a proportionate share of all expenses incurred by ASTC as related to the Exhibit Hall.

#### Exhibit Hall Service Contractor

The official Exhibit Hall services contractor is selected by ASTC. If an Exhibitor-Appointed Contractor (EAC) is employed by Exhibitor, the Exhibitor must notify ASTC and the Exhibit Hall services contractor no later than 45 days prior to the conference with the approximate number of regular and/or supervisory employees working the exhibit area during installation and dismantling. The Exhibitor shall provide evidence that the EAC has the proper certificates of insurance and complies with all rules and regulations for EACs set forth by the Exhibit Hall services contractor.

#### Exhibit Booth Height and Configuration

In-line exhibits must be no higher than 8 feet in the back and 4 feet on each side unless written approval is granted in advance by ASTC. Island booths, 20' x 20' and larger may not exceed 16' in height. No walls, partitions, decorations, or other obstructions may be erected that in any way interfere with the sight lines of another exhibitor. Exhibitors requesting permission for additional booth height, for any type of covering over any portion of the top of their booth, or for the use of any nonstandard booth display materials must submit a detailed sketch or layout (showing the booth in both plan and elevation views, including all dimensions) to ASTC at least 90 days prior to the ASTC Annual Conference. Inline booths requesting additional booth height will be assigned space along the perimeter area of the Exhibit Hall. All exhibit booth regulations will be enforced at the discretion of show management.

#### Booth Construction/Covered Booths/Decorations

Exhibitors will comply with requirements or prohibitions established by the Phoenix Convention Center.

##### Booth Configurations

The following booth configurations are automatically acceptable:

- Open top exhibition booths.
- Platforms not exceeding 500 square feet in area.

The following booth configurations will require prior approval:

- Platforms/risers/staging (of any height) exceeding 500 square feet in area.
- Exhibition booths with canopies.
- Single-level covered exhibition booths

- Booths/exhibits of a height exceeding 16'.
- Covered and multilevel booths are considered “Structures” and require a building permit and inspection prior to their use.

#### Acceptable Materials for Booth Construction

The following types of materials will be acceptable for booth construction and decoration:

- Wood that is properly treated as per UBC Standard 8-1, and certified (See definition of UBC Sec 207 for fire treated wood).
- Combustible materials having a flame spread rating of less than 225 and a smoke density rating of less than 450, as determined by ASTM E84 (Tunnel Test), and certified as such.

#### Acceptable Interior Finishes and Furnishings

Use of the following materials and furnishings is controlled:

- Wood that is properly treated as per UBC Standard 8-1, and certified (See definition of UBC Sec 207 for fire treated wood).
- Drapes, hangings, curtains, and props.
- Foam core board (PVC) shall be a certified flame resistant type. **NO EXCEPTIONS.**
- Poster paper and banners.
- Decorative fabrics.
- Christmas trees. (Cut trees shall be flame retardant by a State certified applicator and a current certificate posted in booth.)
- Motion picture screens.

All materials and furnishings shall be:

- All Exhibit/Display, Construction/Decoration, Material and Drape must be flame retardant.
- Oilcloth, tarpaper, nylon, plastic cloth, and certain other plastic materials that cannot be rendered flame retardant, through spray or dip application, are prohibited.
- Vertical carpet is also prohibited unless it is flame retardant. Please have the material's fire resistive documentation available prior to the show opening.
- If documentation for the material is not available, then proof of satisfactory flame retardant may include a field flame test based on NFPA 701\*. This will require the material to have a 1-inch x 4-inch sample cut. Plywood less than 1/4-inch in thickness must be flame retardant treated lumber. The product shall not be painted or similarly modified until the material has been inspected and the flame-retardant marking/labeling verified.
- Interior furnishings and materials shall not be located as to obstruct or block exits, fire and life safety devices or equipment. Placement of chairs in aisles and corridors is strictly prohibited. Exits and aisles must be clear of all obstructions. Chairs shall remain within booth boundaries and under strict control of booth operator.

### Display Vehicles

- **Facility Permission & Rules Governing Vehicles on Display**

All fuel tank fill caps shall be self-locking or taped in an approved manner to prevent tampering. Fuel in the fuel tanks shall not exceed one (1) quarter of the tank capacity or five (5) U.S. gallons (18.9L), whichever is less. Vehicles or equipment shall not be fueled or defueled on City of Phoenix property. The battery's positive lead must be disconnected. If approved by the Fire Marshal, batteries used to power auxiliary equipment may be permitted to be kept in service. 6 Fire Department Regulations for Display Vehicles (continued) CNG, LNG, LPG (propane), and hydrogen fuel tanks shall have their emergency shut off valve(s) in the closed position. Batteries in electric vehicles shall be rendered inoperable by the removal of fuses or other approved methods, but are not required to be disconnected. RV's, campers, tractor-trailers, and other vehicles with more than 120 square feet of ceiling shall have an operational smoke alarm per divided section. It may be necessary to inspect, move or relocate a vehicle before or during a show. For this reason, it is recommended that a set of keys be available on site for all vehicles. Gasoline and diesel may not be stored on-site.

### Flame and Pyrotechnics

All flame effects require a permit from the Phoenix Fire Department, which shall be submitted to the in-house Fire Marshal. The use of pyrotechnics and certain flame effects require a pyro-technician licensed by the Phoenix Fire Department. Issuance of this permit requires a minimum of two (2) weeks advanced notice. All special effects using fog, smoke, or haze machines require prior approval.

### Hazardous Materials

The following hazardous materials are prohibited on show floors: LPG cylinders more than 2.5 lbs. (1 kg) water capacity. Flammable compressed gases, such as acetylene. Flammable liquids, including but not limited to, gasoline, kerosene, cleaning solvents, thinners and other petroleum-based liquids except those referenced in the above-noted section "Fire Department Regulations for Vehicle displays". Pool chemicals, pesticides, herbicides, poisons, and other such products. Explosive materials, unless approved by the Fire Marshal, such as pyrotechnic materials. Cryogenics [i.e. liquid nitrogen, liquid oxygen], unless approved by the Fire Marshal.

### Access by Minors

Children under the age of eighteen (18) are not permitted on the exhibit floor during installation or dismantling, unless show management has given permission in advance for minors to be present on the exhibit floor. Please ensure that all hired contractors and others servicing the event comply with this guideline.

### Free Item "Giveaways"

Exhibitors may give away free items to event attendees with the following considerations.

**Prohibited items**

- Adhesive Branding or Event Decals (Stickers): No adhesive-backed decals are permitted for use inside or outside the venues or for distribution. All cleaning and repair costs incurred will be billed.
- Balloons: Air-filled balloons may be used for decoration purposes; however, helium balloons will not be allowed in any Phoenix Convention Center facilities. A fee will be assessed for each balloon retrieved by staff.
- Confetti / Glitter / Rice: The use or throwing of confetti, glitter, or rice is prohibited without the prior approval of your Event Manager.
- No hay or hay bales.
- No floor clings on Phoenix Convention Center floor.
- Firearms and other weapons

Pre-approval required from ASTC and the Venue to ensure compliance with all rules and regulations

- Other items to be determined

**Food and Beverage**

All food and beverage items served within Phoenix Convention Center & Venues must be prepared and presented by Aventura...A Premier Catering Company. This includes requests for exhibitor amenities such as logo-bottled water, hard candies, etc. Local health code regulations prohibit guests from removing remaining food and beverage from the Convention Center.

Aventura, as a licensee, is responsible for the administration of the sale and service of all alcoholic beverages in accordance with the Arizona Department of Liquor Licenses and Control. Therefore, in compliance with the state law, all beer, wine and liquor must be supplied and served by Aventura.

Samples of food and beverages are allowed with prior written authorization from the PCC exclusive caterer. Items dispensed are limited to products manufactured, processed, or distributed by the exhibiting firm in the trade show. Items may be sampled only and cannot be sold. Beverages are limited to a maximum 4-ounce container and 3 fluid ounces of product. Food items are limited to 1"x1" bite-size portions. Food and beverage items used as traffic promoters must be purchased from the PCC caterer.

The following activities are not permitted:

- Outside food and beverage, including deliveries
- Alcoholic beverages unless served by the PCC caterer.
- Ice chest/coolers containing food or beverages
- Outside individual beverages, whether single bottles or in cases, including private-labeled water bottles for distribution to attendees. Such service is available through PCC's in-house food and beverage provider.

Exceptions:

- Food used for show demonstration, covered under Food and Beverage Sampling Guidelines.



- Individuals with special food needs due to medical reasons.
- Individual bottled water or other non-alcoholic drinks for personal consumption.

### Electric

All electrical outlets will be installed on the floor at the draped back wall of in-line and peninsula booths. All island booths require labor unless all electrical outlets are installed at one location at ASTC's discretion. Distribution and connection of outlets are chargeable on a time and material basis.

### Unions and Labor Requirements

Exhibitor must comply with all labor rules, regulations, and requirements of the country, state, city, and Venues where the Conference is taking place (Phoenix Convention Center, Phoenix, Arizona). Specifically, Exhibitor may be required to hire and utilize union labor supplied through the Venue and the Exhibit Hall services contractor.

### Installation/Dismantling

Exhibit booth installation and dismantling must be performed within the applicable union guidelines in effect at the Convention Center. Exhibitors will have access to the Exhibit Hall for set-up from 8:00 a.m. to 5:00 p.m. on Wednesday, September 16; all exhibits must be set up and ready for show by 10:00 a.m. on Thursday, September 17. ASTC reserves the right to reassign any space not installed at that time and to do so without obligation to refund exhibit fees or provide other exhibit space. No booth or display may be dismantled before show closing on Friday, September 18 at 5:30 p.m. All exhibits must be completely dismantled by noon on Saturday, September 19. Final times are subject to change and may be updated in subsequent exhibitor materials and communications.

### Exclusion

ASTC reserves the right to refuse any applicant for exhibit space and the right to restrict or evict any exhibitor that, in the opinion of ASTC, detracts from the general character of the Exhibit Hall. This reservation applies to displays, printed matter, promotional materials, noise, personal conduct, and method of operation. In the event of such restrictions or eviction, ASTC will not be liable for any refunds or other exhibit expenses. Through the general terms and conditions for the conference, ASTC members or vendors who sell products and services to the science center and museum community are not allowed to conduct or solicit business in the Convention Center or any ASTC conference hotels unless they have purchased exhibit booth space or sponsored an official event at the Conference. Violation of this policy may result in ASTC's refusal to accept any and all registrations and future registrations.

### Prohibition

Exhibitor should seek and obtain advance approval from ASTC for any events—including both virtual, in-person, or hybrid events—held during the dates of the conference (including Preconference Intensives and other associated activities organized by ASTC). In general, Exhibitor should not schedule or hold events that conflict with official conference programming. Exhibitors



that schedule private functions in conflict with official ASTC events, without prior written approval from ASTC, may lose Exhibitor privileges at this or future ASTC conferences.

Additionally, Exhibitor agrees it will not offer conference attendees deals, discounts, accommodation, or other incentives that may reduce ASTC's conference revenue. For example, Exhibitors are prohibited from offering discounted hotel blocks in competition with ASTC discounted hotel blocks. Exhibitors that offer conference attendees deals, discounts, accommodations, or other incentives that may reduce ASTC's conference revenue, may lose Exhibitor privileges at this or future ASTC conferences

#### Subletting of Space

Exhibitor shall not assign, sublet, or apportion the whole or any part of the space allotted without the prior written consent of ASTC.

#### Hospitality Suites, Private Parties, Meeting Room Requests

ASTC has reserved meeting space, suites, and private areas in the Conference Venues and surrounding locations and may make these available to sponsors and exhibitors as availability permits. Please contact [conference@astc.org](mailto:conference@astc.org) for more information.

#### Additional Rules

Exhibitors will comply with any additional requirements or prohibitions established by the Phoenix Convention Center.

**Please consider your carbon footprint and ensure that you are ADA compliant as you prepare your booth.**

#### Ad Submission Details

- Advertising content must adhere to the general guidelines and expectations set forth in Section A of the Sponsorship Agreement. ASTC reserves the right to refuse any applicant for ad space that in the opinion of ASTC, detracts from the general character of the Conference.
- Artwork must arrive by July 25.
- Artwork should be high resolution (e.g., at least 300 dpi); transparent backgrounds and vector graphics files preferred. Please email [exhibits@astc.org](mailto:exhibits@astc.org) for submission details.
- ASTC, or their contracted printers and designers, will not edit, design, or alter any advertiser-submitted ad. Ads must be resubmitted if advertisers wish to have an ad altered in any manner.
- No conditions, printed or otherwise, appearing on the space order, billing instructions, or copy instructions that conflict with the publisher's stated policy will be binding on the publisher.
- Advertisers and agencies assume liability for content of advertisements and assume responsibility for any claims therefore made against the publisher.

### **Sponsor Terms and Conditions**

#### **These terms apply to sponsors at the ASTC 2026 Annual Conference.**

“ASTC,” as used herein, refers to the Association of Science and Technology Centers Incorporated, a Maryland nonprofit corporation. ASTC may also be referred to as “show management” in reference to certain activities. The word “Sponsor” refers to the sponsoring or exhibiting organization named on this contract. The word “Advertiser” refers to any organization placing an advertisement in an ASTC print or digital property, whether paid, in trade, or as part of a larger Exhibitor or Sponsor agreement.

#### **A. General Guidelines**

Sponsor agrees to abide by the ASTC Code of Conduct in all sponsorship activities, including, but not limited to participation in all ASTC conferences, events, online engagement, and project participation, which is available at <https://www.astc.org/membership/code-of-conduct/> and may be updated at ASTC’s sole discretion.

As described in **Section F** of these Terms, ASTC reserves the right to review and approve all Sponsor activity for compliance with this standard. Additionally, ASTC reserves the right to refuse any applicant for sponsorship, as well as the right to terminate any sponsorship that, in the opinion of ASTC, does not comply with this standard or in any way detracts from the general character of ASTC or the Conference.

#### **B. Payment**

One hundred percent of the total sponsorship fee is due upon signing this agreement.

Sponsorship fees may be paid by credit card, ACH, or check. Checks are payable to the Association of Science and Technology Centers and can be mailed to 2000 Florida Ave NW, Suite 300, Washington, DC 20009. Credit card payments may be made by phone; contact ASTC via email at [conference@astc.org](mailto:conference@astc.org), and a member of the ASTC team will call you to accept payment information.

#### **C. Term**

The following terms and conditions will apply to all sponsorship activities related to the 2026 Annual Conference from the date of purchase through the final sponsorship fulfillment activity, which will not be later than the final day of the ASTC 2026 Annual Conference.

#### **D. Cancellations**

In the event the Sponsor cancels all or part of the sponsorship agreement, the Sponsor must do so in writing and will be obligated to pay to ASTC liquidated damages based on the following schedule:

From date of purchase to July 1, 2026, written notice of cancellation must be received to be liable for fifty percent (50%) of sponsor fee due.

Any cancellation received after July 1, 2026, obligates the Sponsor to pay ASTC one hundred percent (100%) of the fees due.

If ASTC cancels the event without an option of moving to a new date and/or location, ASTC will refund 100% of the fees paid.

#### **E. Expenses**

The Sponsor agrees to pay all fees and charges incurred by the Sponsor associated with participating in the Conference.

#### **F. Conditions of Sponsorship**

Sponsor shall seek and obtain from ASTC advance approval on all materials and collateral associated with Sponsor's participation in the Conference, including all printed materials, audio-video assets, electronic communications, display items, and promotional items before production, distribution, and display of said item(s). Sponsor must seek and obtain additional advance approval from ASTC for the display of the ASTC logo or ASTC Annual Conference logo. Such approval shall not be unreasonably withheld. ASTC reserves the right to request changes or withhold approval on said item(s), if, in the sole opinion of ASTC, said item(s) fail(s) to adhere to the general guidelines offered in Section A above or detract(s) from the general character of ASTC, the Conference, or the ASTC Program.

In general, ASTC reserves the right to refuse any applicant for sponsorship, as well as the right to terminate any sponsorship that, in the opinion of ASTC, does not comply with the guidelines set out in this Agreement or in any way detracts from the general character of ASTC or the Conference. In the event of such restrictions or terminations, ASTC will not be liable for any refunds or other sponsorship expenses.

Sponsorship shall in no way be construed as an endorsement by ASTC of the Sponsor or its products or services, and Sponsor shall make no claim of endorsement by ASTC.

Sponsors should seek and obtain advance approval from ASTC for any events—including both virtual, in-person, or hybrid events—held during the dates of the conference (including Preconference Intensives and other associated activities organized by ASTC). In general, sponsored events should not conflict with official conference programming. Sponsors that schedule private functions in conflict with official ASTC events, without prior written approval from ASTC, may lose sponsorship privileges at this or future ASTC conferences.

Additionally, the Sponsor agrees it will not offer conference attendees deals, discounts, accommodations, or other incentives that may reduce ASTC's conference revenue. For example, Sponsors are prohibited from offering discounted hotel blocks in competition with ASTC discounted hotel blocks. Sponsors that offer conference attendees deals, discounts, accommodations, or other incentives that may reduce ASTC's conference revenue, may lose Sponsor privileges at this or future ASTC conferences.