

ASTC 2026 Annual Conference Sponsorship Opportunities

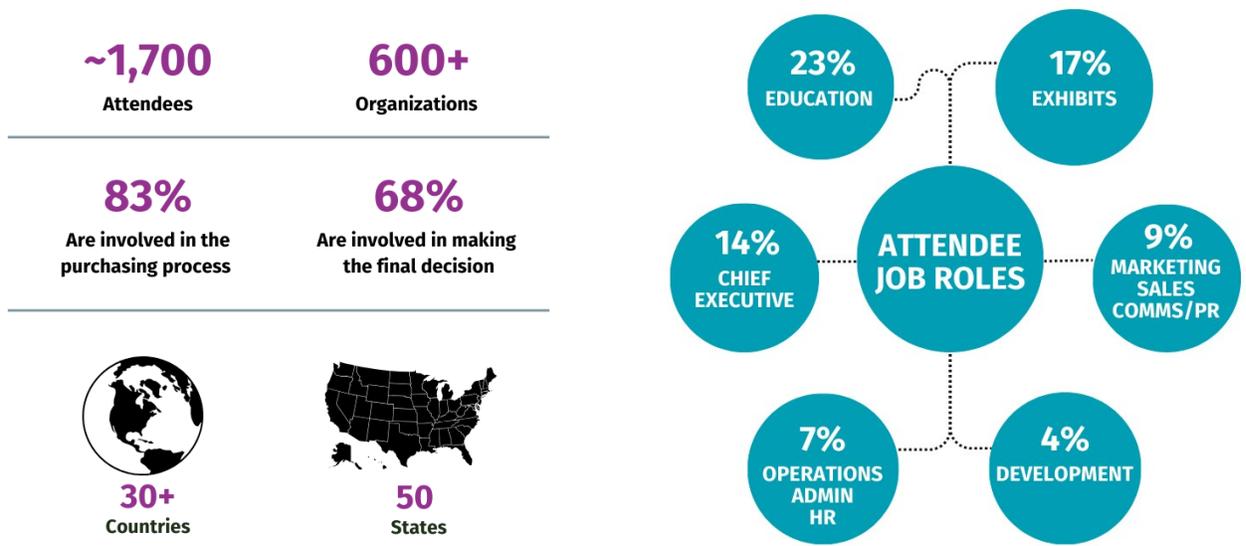
September 16 – 19 ○ Phoenix, Arizona

The ASTC Annual Conference is one of the largest annual events for science-engagement professionals across North America and around the world.

ASTC offers exclusive sponsorship opportunities designed to elevate your organization’s visibility and impact within our vibrant community. Connect with more than 1,700 attendees before, during, and after the conference through sponsorship options that support brand recognition, thought leadership, and meaningful engagement with key decision-makers.



Our Attendees



Figures based on 2025 conference attendance



Sponsorship Opportunities

Premium

Presenting Sponsor – \$500,000 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 Available Sapphire Level

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

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 WiFi – \$10,000 Exclusive Gold Level

Attendee Pocket Guide – \$10,000 Exclusive Jade Level

Snack Break – \$5,000–\$10,000 3 Available with shared recognition

Advertising

Digital ads in the official ASTC Conference App – starting at \$1,500 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

Product Demos or Performance – start at \$2,000 for 15 minutes Multiple available

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

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.

Sponsor Benefits

	Sapphire ≥ \$50,000	Diamond \$25,000 – \$49,999	Platinum \$15,000 – \$24,999	Gold \$10,000 – \$14,999	Jade \$5,000 – \$9,999
Partner Spotlight 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	✓	X	X	X	X
Promotional Item and Waived Dues Opportunity to have a promotional item available during the sponsored event, and dues waived for ASTC Supporter Level Membership[1]	✓	✓	X	X	X
Plenary Session Recognition Opportunity to address audience during a plenary session	1- to 2-minute intro and 90-second clip	2-minute speech or video clip	X	X	X
Complimentary Exhibit Hall Booth	10' x 20'	10' x 20'	10' x 10'	X	X
Opening Session Recognition Special mention at Opening Session	✓	✓	✓	✓	X
Attendee List Complimentary copy of conference pre- or post-registration list in Excel	✓	✓	✓	✓	X
Informer Recognition Recognition in <i>Informer</i> and conference emails	✓	✓	✓	✓	X
Digital ad in conference materials	✓	✓	✓	✓	✓
Complimentary conference registrations	8	6	5	4	2
Logo Placement Logo at on-site registration, onscreen during plenary sessions, on the conference app and website	✓	✓	✓	✓	✓

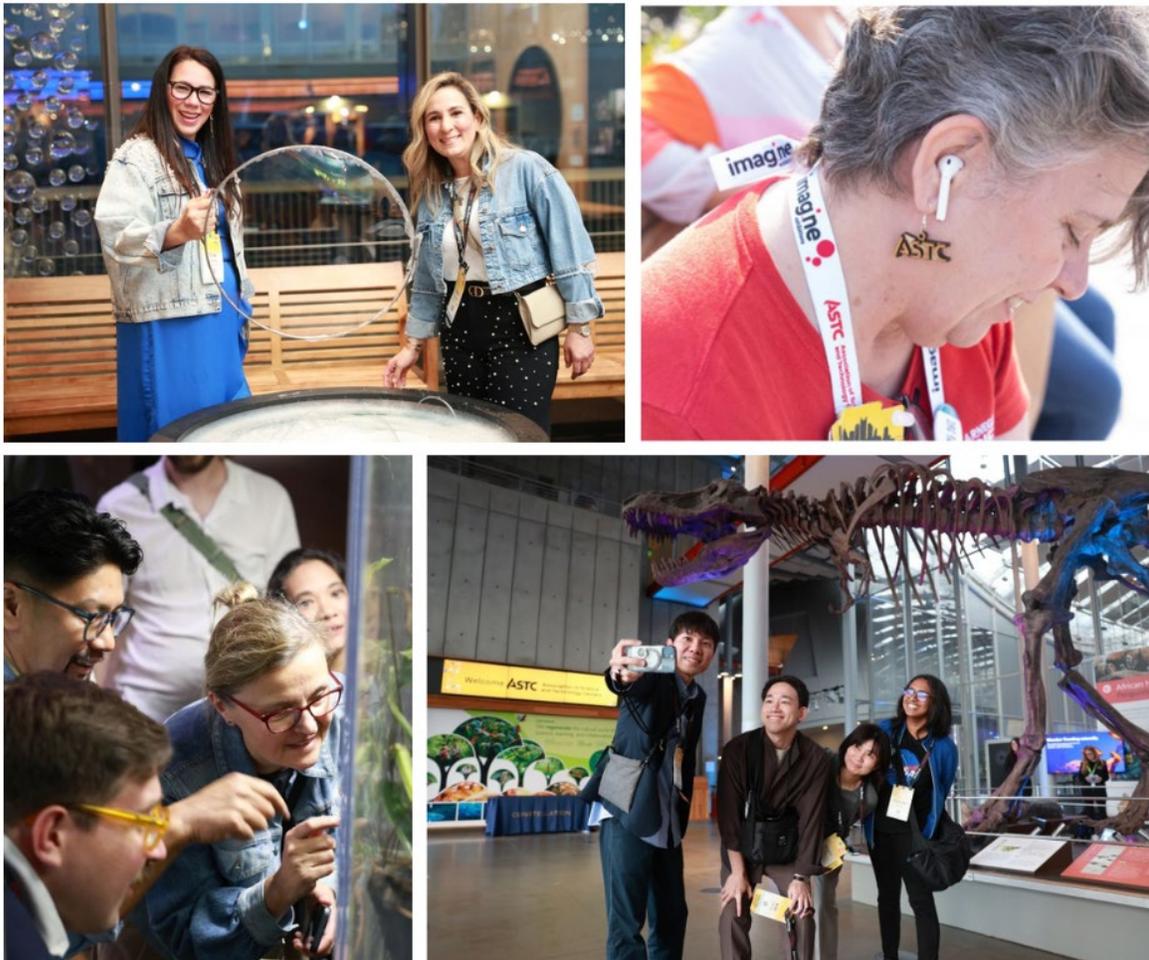
[1] Please note, ASTC membership application subject to approval by the ASTC Board of Directors. See more information at www.astc.org/membership.

Premium Sponsorships

ASTC Conference Presenting Sponsor - \$500,000 (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.

- * Custom curated recognition, content, partnership and brand visibility options
- * All sponsorship benefits in lower tiers



Daily Conference Sponsor - \$100,000 (2 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 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 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 and Inclusion
- * Business Models, Operations, and Development
- * Community and Partnerships
- * Education and Events
- * Facility and Exhibit Design
- * Leadership and Management
- * Organizational Culture and Workforce
- * Trends and Innovations

Experiences and Amenities

Conference App - \$25,000 (Exclusive)

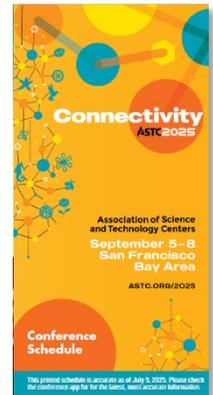
Gain brand exposure through sponsorship of the conference app. With no full printed program, the app is the primary source of information for ASTC attendees onsite at the conference. Attendees will use the app to access information on the schedule, sessions, exhibitors, sponsors, events, and locations—and 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 - \$10,000 (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 2026 Annual Conference.

- * Digital Ads in the official ASTC Conference app (pricing starts at \$1,500 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

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



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 **Thursday, September 17, and Friday, September 18.** Dedicated Exhibit Hall hours, live sessions on the Exhibit Hall Stage, poster presentations, and food and beverage events offer compelling reasons for attendees to spend meaningful time in the hall.



Exhibit Hall Stage Sponsor - \$10,000 (Exclusive)

Enhance your brand visibility by sponsoring the Exhibit Hall Stage. Your organization name and logo will appear on branded stage signage and schedules. The stage will be used extensively throughout the first two days of conference and will be the site for a variety of experiences, including 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 \$2,000 with limited availability.

Exhibit Hall Booths

Join more than 100 exhibitors and increase your impact while making meaningful connections with attendees. Click [here](#) for the floor plan, schedule, and more information.

Each 10'x10' booth includes:

- ✓ Company listing in the online program and conference mobile app
- ✓ 2 complimentary full-conference registrations
- ✓ Discounted exhibitor registrations for additional staff
- ✓ Pipe and drape, including back wall and side divider drape



97%

Of attendees visit the Exhibit Hall



50%+

Of attendees spend 3+ hours in the Exhibit Hall



96%

Of exhibitors connected with new clients



93%

Of exhibitors connected with existing clients

Figures based on 2025 conference evaluations

2026 Exhibit Hall Rates*

	Early Bird Deadline March 31	Regular Rate After March 31
Members	\$2,550	\$2,950
Nonmembers	\$3,050	\$3,550
Corner Fee	\$350	\$350

*Prices listed are per 10-foot by 10-foot space. Larger booths are available as the floor plan allows, with prices assessed as multiples of 10'x 10'.

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 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
- * The opportunity to help guide ASTC activities, including eligibility for your staff to serve on ASTC committees or the ASTC Board of Directors
- * Eligibility for ASTC awards and for member-only funding and grants
- * Unlimited access to member-only webinars, events, and publications including Dimensions, ASTC's online resource library for articles and case studies



MORE ABOUT THE CONFERENCE

The ASTC 2026 Annual Conference will be held September 16-19, in Phoenix, Arizona, at the Phoenix Convention Center and hosted by the Arizona Science Center. The Exhibit Hall will be open September 17-18.

Our 2026 theme, Forward, encourages all of us to learn and share with an eye toward the future. As we navigate the ever-shifting landscape and confront new challenges, ASTC 2026 will provide an opportunity to collectively build an ambitious, relevant path forward for our field.

Conference Features

- * A vibrant exhibit hall with 100+ exhibitors
- * Hands-on experiences, stage demonstrations, and inspiring performances
- * 100+ sessions with multiple tracks led by 400+ speakers
- * Immersive, engaging learning experiences
- * Compelling plenary keynote sessions
- * Dedicated leadership programs and events for science center executives
- * Multiple networking sessions, meet-ups, receptions, meals, and breaks
- * Awards that recognize extraordinary accomplishments in the field
- * Experiences at world-class science centers, museums, and cultural organizations in the greater Phoenix area
- * A Planetary Health Action Fair that encourages action for a healthy planet

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 three-year strategic framework adopted in 2022 and concluding in 2025 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

ASTC will launch a new three-year strategic plan for 2026 – 2029 which will be presented at ASTC 2026.

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



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.