

# ASTC 2023 Sponsorship Opportunities

*as of July 21, 2023*



**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 1,400 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.

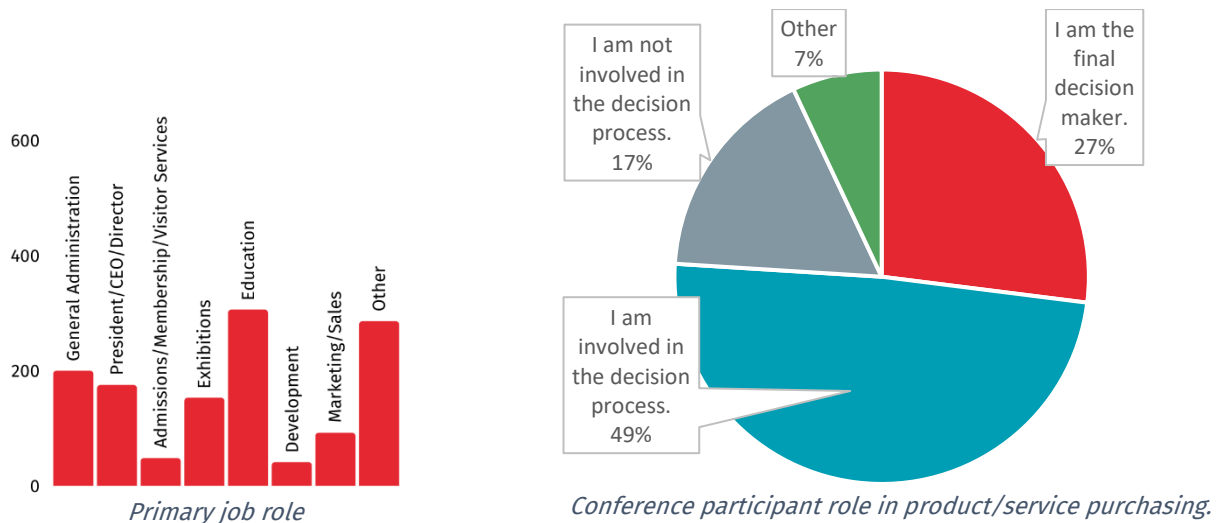
### Conference Features:

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

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

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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...



### 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.

## 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



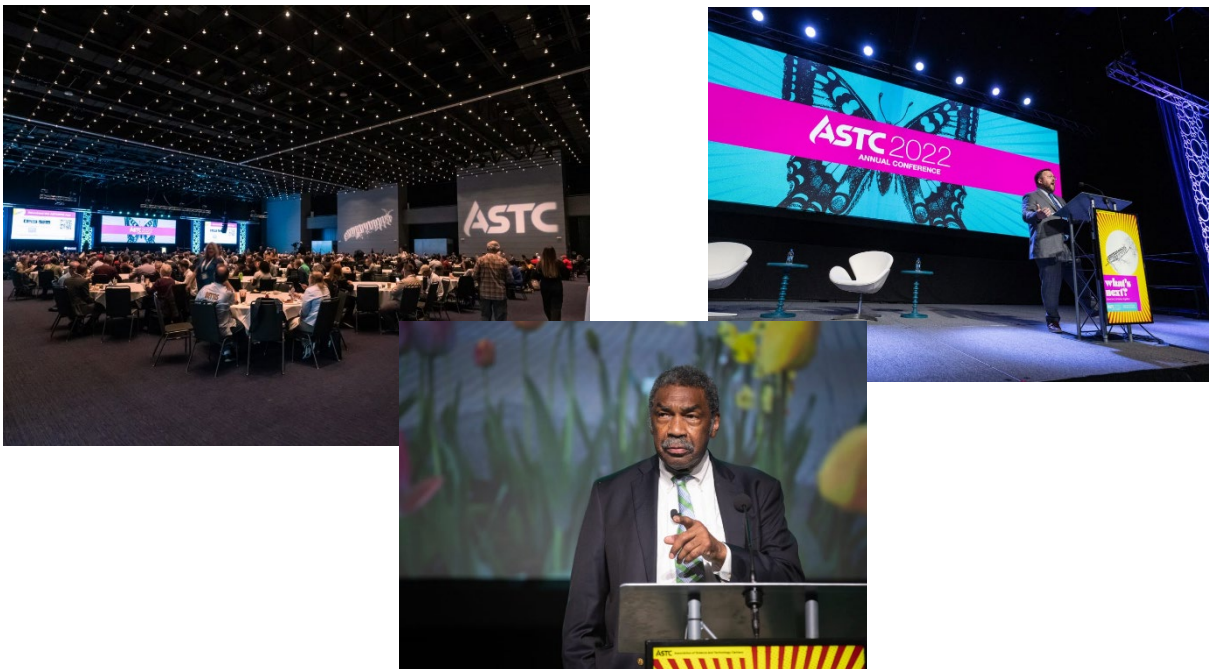
## **BRANDED REGISTRATION AREA SPONSOR - \$100,000 (EXCLUSIVE)**

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.<sup>1</sup>

- 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



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<sup>1</sup> 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. 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.

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

## SPONSORSHIP SHOWCASE

Sponsorships listed below include base costs. These sponsorships can be customized to upgrade these experiences for attendees and increase your brand visibility.

<b>EXPERIENCES AND AMENITIES</b>
Branded Recycled Notebooks – 3.5 K ( <i>Bronze Level, sold out</i> )
Branded Water Bottle – 7.5K ( <i>Silver Level, 1 available</i> )
Conference App – 10K ( <i>Gold Level, 1 available</i> )
Conference Wi-Fi – 25K ( <i>Diamond Level, 1 available</i> )
<b>EXHIBIT HALL</b>
Exhibit Hall Stage Sponsor – 5K ( <i>Jade Level, 1 available</i> )
Snack Break – 5K ( <i>Jade Level</i> )
Exhibit Hall Happy Hour Drink Tickets – 10K+ ( <i>Gold Level or above</i> )
Breakfast or Lunch in the Exhibit Hall – 30K ( <i>Diamond Level</i> )
<b>SUSTAINABILITY</b>
Sustainable Giveaway Raffle in the Exhibit Hall – 2K ( <i>Supporter Level</i> )
Earth Advocate – 2K ( <i>Supporter Level</i> ) Supports conference sustainability efforts which may include reuse and recycling of exhibit hall waste and adding recycling bins
Green Giver – 5K ( <i>Jade Level</i> ) Supports conference sustainability efforts which include recyclable badges for attendees and reducing paper and printing waste at registration
Conservation Hero – 10K ( <i>Gold Level</i> ) Supports conference sustainability efforts including contributing to conference carbon offsets

## ASTC 50<sup>TH</sup> ANNIVERSARY

ASTC turns 50 this year! Show your support for ASTC through a special ASTC 50<sup>th</sup> Anniversary Sponsorship. 50<sup>th</sup> Anniversary Sponsors will receive recognition as a conference sponsor as well as logo recognition on 50th Anniversary communications. We also invite you to work with ASTC to craft custom sponsorships to fit your organization's individual needs.

<b>ANNIVERSARY PARTY SPONSORSHIPS</b>
Party Entertainment – 2K ( <i>Supporter Level, 1 available</i> )
ASTC 50th Anniversary Pin – 3.5K ( <i>Bronze Level</i> )
Anniversary Cupcakes – 5K ( <i>Jade Level, 1 available</i> )
Party Drink Tickets – 10K+ ( <i>Gold Level or above, 1-2 available</i> )
<b>ADDITIONAL ANNIVERSARY SPONSORSHIPS</b>
ASTC 50th Anniversary Supporter – 2K ( <i>Supporter Level</i> )
ASTC 50th Anniversary Jade – 5K ( <i>Jade Level</i> )
ASTC 50th Anniversary Silver – 7.5K ( <i>Silver Level</i> )
50 <sup>TH</sup> Anniversary Presenting Sponsor – 50K ( <i>Sapphire Level</i> ) <i>Includes co-branding with 50<sup>th</sup> Anniversary events in onsite materials including print, signage, and digital.</i>

## CUSTOM CONFERENCE SPONSORSHIPS

Work with ASTC to craft custom sponsorship to fit your organizations individual needs.

### FOR EXAMPLE

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

## ADVERTISING OPPORTUNITIES

Increase your brand visibility through digital and print advertising at the ASTC 2023 Annual Conference.

- Digital Convention Center Signage - Advertise your brand or drive traffic to your booth with an image or video on digital signage throughout the convention center. Your image or video displays as part of a rotation for 10 seconds – with 1 impression per minute. (Price ranges from 2 – 10K depending on location and number of digital signs selected)
- Digital Ads in the official ASTC Conference app (custom pricing, please inquire for more details)
- On-site custom advertising opportunities (pricing depends on size, location, and materials used. Please inquire for more details.)

***Sponsorship levels and full benefits are outlined on the next page.***

## 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, opportunity 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 year-round brand alignment in <i>Informer</i> newsletter and ASTC website	✓	✓						
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, e.g., conference app or online program	✓	✓	✓	✓	✓	✓		
Logo on signage at on-site registration	✓	✓	✓	✓	✓	✓	✓	
Complimentary conference registrations	8	6	5	4	3	2	1	
Logo and sponsor description on the conference webpage, app, online program, and on screen during the plenary sessions.	✓	✓	✓	✓	✓	✓	✓	✓

\*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](mailto:exhibits@astc.org) with any questions.

	Early-Bird Rate Oct 1 – February 28	Advance Rate March 1 – July 31	Regular Rate After August 1
<b>Zone One</b> ASTC members <i>Non-members</i>	\$2,600 <i>\$3,050</i>	\$2,750 <i>\$3,250</i>	\$2,900 <i>\$3,500</i>
<b>Zone Two</b> ASTC members <i>Non-members</i>	\$2,350 <i>\$2,800</i>	\$2,500 <i>\$3,000</i>	\$2,650 <i>\$3,250</i>
<b>Zone Three</b> ASTC members <i>Non-members</i>	\$1,950 <i>\$2,400</i>	\$2,100 <i>\$2,600</i>	\$2,250 <i>\$2,850</i>