

# Marketing Opportunities

Sponsor | Exhibit

# New Frontiers

In Science, Technology, Learning, and  
Community Engagement Toward a  
More Equitable Tomorrow

**ASTC** virtual

2020 ANNUAL CONFERENCE

OCTOBER 19-21 | [ASTC.ORG/CONFERENCE](https://ASTC.ORG/CONFERENCE)

# Marketing Opportunities

Sponsor | Exhibit

ASTC *Virtual* 2020 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 several thousand science and technology center and museum and allied professionals working in science communication, STEM learning, and the broader intersections between science, technology, and society.*

In light of the current public health situation and the expectation of continuing impacts of the pandemic, the 2020 Annual Conference will be virtual, providing attendees with the opportunity to participate fully without needing to travel.

Although we know the virtual experience is different than the in-person conversations you value at ASTC conferences, we have kept your needs very much on our minds as we considered virtual platforms. In particular, we focused on technologies that will foster connections among conference participants and which will enable rich interactions with exhibitors and sponsors. We are optimistic that the virtual platform being built out for the conference will showcase your product, service, or organization to our attendees, helping maximize your visibility and help you secure more leads, new clients, and valuable partnerships.

## **ASTC** Association of Science and Technology Centers

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 mission to champion and support science and technology centers and museums.

Founded in 1973, ASTC champions and supports 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**. In an average year, ASTC-member science centers and museums engage more than 110 million people around the world annually.

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 areas and educational opportunities on our virtual platform. We've created innovative sponsorships to position your organization as a thought-leader and brand ambassador to the science engagement community.

These opportunities offer your organization access to several thousand conference attendees before, during, and after the event. you will also have year-round exposure to executives at our members, partners, and other influential decision-makers in this vibrant industry. Whether your objective is increased recognition or targeted attendee engagement, ASTC has a sponsorship opportunity to make your message visible in new and dynamic ways to our community.

### ASTC CONFERENCE PRESENTING SPONSOR \$50,000

This prestigious package offers strong brand positioning across the entire ASTC virtual platform. Through the exclusive programs and awareness this package offers, your organization will be able to make meaningful connections with ASTC attendees and members. You can 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 virtual conference, and customized programs. This is the best way to position your company or organization as a key thought-leader among our community.

- Co-branding with ASTC conference logo to be used on the virtual platform and digital marketing campaign
- Opportunity to work with ASTC to create content in a session
- Opportunity to partner with ASTC on preconference and post-conference engagement with ASTC members
- Recognition as presenting sponsor at general sessions
- All sponsorship benefits in lower tiers

### BRANDED VIRTUAL REGISTRATION AREA SPONSOR \$25,000

Benefit from prime visibility among our entire ASTC community. This sponsorship comes with extensive preconference and virtual exposure and allows you to be in front of attendees digitally by being included in every confirmation email as well as prominent branding in all registration and networking areas on our virtual platform. This includes informal meeting and networking areas that will be utilized by attendees throughout the event to connect and collaborate.

## PLENARY SESSION SPONSOR \$25,000 (1 sold, 1 still available)

Showcase your brand at the two most attended events at conference: the opening plenary on Monday, October 19 and the culminating plenary on Wednesday, October 21. You will have the opportunity to introduce a keynote speaker and feature your organization to a large and vibrant virtual audience. Sponsors are also recognized on the conference website and in promotional materials related to the event.

- Virtual introduction (1–2 minutes in length), 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 virtual platform for the plenary session
- Opportunity to show a 90-second video to the audience prior to the start of the event
- All sponsorship benefits in lower tiers

## CONFERENCE EDUCATIONAL TRACK SPONSOR \$10,000 each (TERABYTE, 5 available)

Sponsor one of our five educational tracks and increase your brand exposure to a targeted audience of science center and science engagement professionals. ASTC virtual sessions are organized by a variety of tracks, and each track is available for sponsorship.

- ✓ Leadership and professional development (1 available)
- ✓ Business operations, marketing, and development (1 available)
- ✓ Museum content and exhibit design (1 available)
- ✓ Informal education and learning (1 available)
- ✓ External collaborations, putting community first, and co-creation (1 available)

Specific opportunities include recognition on conference schedule, branding within each virtual session room, and inclusion in related marketing materials leading up to the event



## Virtual Sponsorship Levels

Please note that these levels are only for the virtual experience for 2020.

	\$10,000 TERABYTE	\$7,500 GIGABYTE	\$5,000 MEGABYTE	\$2,500 KILOBYTE	\$1,000 BYTE
Logo and listing across the ASTC conference and year-round brand alignment in <i>Informer</i> newsletter and ASTC website	✓				
Private networking lounge in virtual platform	✓				
Opportunity to address crowd during a plenary session	90-second video clip	90-second video clip			
Virtual exhibit hall	virtual booth included	virtual booth included	virtual booth included		
Special mention at the opening session	✓	✓	✓		
Complimentary copy of conference pre- or post-registration list in Excel to include opt-in email	✓	✓	✓		
Recognition across ASTC digital platforms	✓	✓	✓		
Logo on conference website homepage	✓	✓	✓		
Private roundtable sponsorship	✓	✓	✓	✓	
Opportunity to schedule a product demo	✓	✓	✓	✓	✓
Complimentary virtual conference registrations included	10	8	6	4	4
Linked logo on the ASTC conference sponsor web page	✓	✓	✓	✓	✓
Logo recognition and company description in virtual platform	✓	✓	✓	✓	✓

## Virtual Exhibit Hall - October 19-21, 2020

The ASTC *Virtual* 2020 Annual Conference Exhibit Hall provides your organization with an outstanding opportunity to display your products and services to the largest online gathering of science museum and science engagement professionals from around the globe.

### **BENEFITS OF VIRTUAL EXHIBITION:**

- Ability to reach several thousand professionals expected to participate in the virtual conference
- Visibility within the virtual exhibit hall including organization name, logo, and description
- Opportunity to curate an online experience through the platform, such as sharing documents, websites, videos, and social media links directly within the platform
- Ability to schedule group meetings in a virtual roundtable setting
- Three complimentary conference registrations to attend the full ASTC virtual 2020 Annual Conference
- Three additional booth representatives to engage attendees in virtual platform
- Lead generation through virtual platform
- Opportunity to reach out to registered attendees through virtual platform to schedule meetings, offer product demos, and more
- Exhibitor dashboard for access to attendee engagement data

ASTC Digital Booth	Price
ASTC Members	\$750
Non-Members	\$950

**FOR MORE INFORMATION, CONTACT KELLIE SHEVLIN AT (202) 288-8898 OR [KELLIES@ASTC.ORG](mailto:KELLIES@ASTC.ORG)**