

Sponsorship Opportunities

as of February 23, 2022



Pittsburgh, Pennsylvania

Local Co-hosts

CARNEGIE SCIENCE CENTER
ONE OF THE FOUR CARNEGIE MUSEUMS OF PITTSBURGH

children's
museum.
pittsburgh

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 one thousand 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 2022 Annual Conference](#) theme is *Traversing Tomorrow Together*. As we continue to emerge from the pandemic with a refined vision of the future, we will come together to chart a path forward for our own organizations, our communities, and our world. We encourage you to look toward where we are going, not just where we have been.

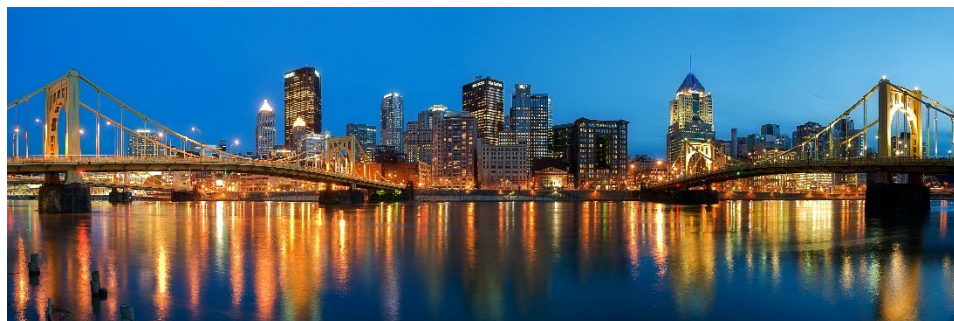
This year's conference will be held **September 12-15, 2022**, with Preconference Intensives on **September 11, 2022**.

We will meet in **Pittsburgh, Pennsylvania**, a city that has reinvented itself as a hub for science and technology, creativity, and culture. Pittsburgh is a national and international model for how communities can leverage science, technology, and education—through world-class research institutions, entrepreneurship, private-sector innovation, evidence-based policymaking, and a vibrant learning ecosystem that spans schools, community organizations, and cultural institutions that support engagement among all people in the community.

ASTC 2022 will be co-hosted by the [Carnegie Science Center](#) and the [Children's Museum of Pittsburgh](#) and its [MuseumLab](#).

The ASTC Annual Conference spans 5-days and includes multiple opportunities to connect, activate, and engage the executives, program leaders, and other decision-makers in attendance. These include:

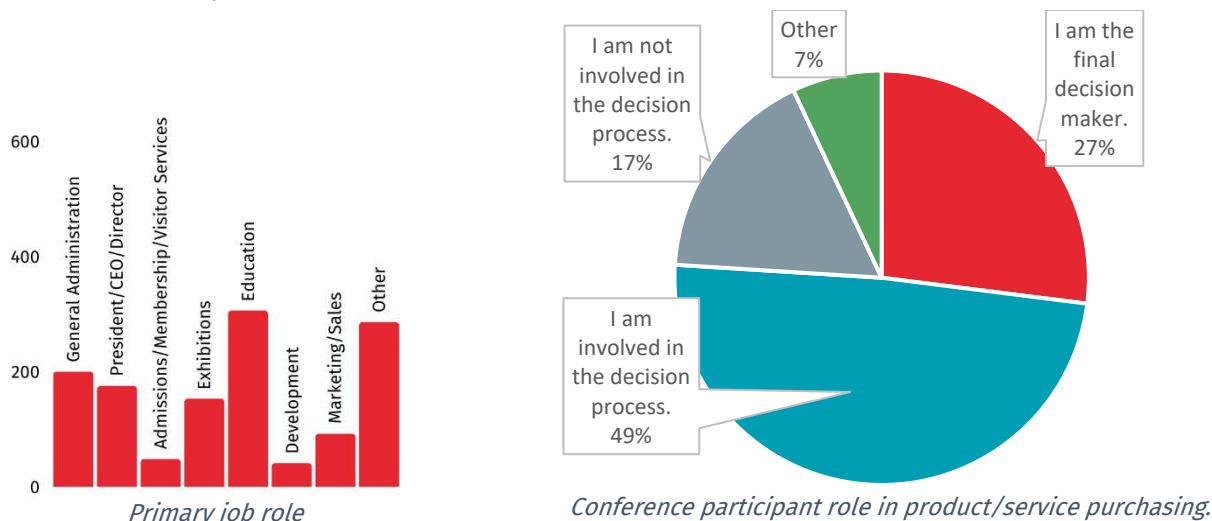
- A vibrant exhibit hall and trade show
- Networking sessions, meals, and breaks
- Participant handouts and materials
- Dedicated programs and events for science center executives
- Plenary keynote sessions
- Content tracks and sessions
- Print and digital signage



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

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 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**. 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 1,000 conference attendees before, during, and after the event—and at the associated virtual 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.

- 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



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. ASTC sessions are organized by a variety of tracks, and each track is available for sponsorship. Specific opportunities include recognition on signage and in each session room, in related marketing materials leading up to the event, as well as an 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)
- DEAI, HUMAN RESOURCES, AND ORGANIZATIONAL CULTURE (1 AVAILABLE)
- ADVANCEMENT AND PARTNERSHIPS/FUNDRAISING (1 AVAILABLE)
- EXTERNAL GROUPS AND COLLABORATORS (1 AVAILABLE)

ADDITIONAL CONFERENCE SPONSORSHIP OPPORTUNITIES

FOR EXAMPLE

- Wi-Fi Sponsor
- Water-Bottle Sponsor
- Conference App Sponsor
- Lanyard Sponsor
- Swag Bag
- Health/Safety Materials
- Food and Beverage Events
- Networking Events
- Sponsored Sessions

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



SPONSORSHIP LEVELS

	\$25,000 DIAMOND	\$15,000 PLATINUM	\$10,000 GOLD	\$7,500 SILVER	\$5,000 JADE	\$3,500 BRONZE	\$2,000 SUPPORTER
Logo and listing across the ASTC conference and year-round brand alignment in <i>Informer</i> newsletter and ASTC website	X						
Opportunity to address audience during a plenary session	2-Minute Speech or Video Clip						
Exhibit booth included in sponsorship	10' X 20'	10' X 10'					
Product demonstration either online or in-person	1 Hour	1 Hour	30 Minutes				
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	✓	✓	✓	✓			
Ad in annual conference materials, e.g., conference app or online program	✓	✓	✓	✓	✓		
Logo on signage at on-site registration	✓	✓	✓	✓	✓	✓	
Complimentary conference registrations	6	5	4	3	2	1	
Linked logo on the ASTC conference sponsor web page	✓	✓	✓	✓	✓	✓	✓
Logo recognition and sponsor description in the conference app or online program	✓	✓	✓	✓	✓	✓	✓
Logo projection at plenary sessions	✓	✓	✓	✓	✓	✓	✓

EXHIBITING

ASTC looks forward to a return to a vibrant in-person exhibit hall, allowing exhibitors to showcase and demonstrate their offerings and to connect informally with conference participants.

Information about hosting an exhibit booth at the ASTC Annual Conference will be available at a later date.



For more information, contact:

ASTC's Conference Department at conference@astc.org