



AAAS 2017
ANNUAL MEETING
FEBRUARY 16-20 • BOSTON

SERVING SOCIETY THROUGH
SCIENCE POLICY

EXHIBITOR PROSPECTUS





Exhibits. Branding. Connections.

Invest in a one-of-a-kind event that attracts thousands of scientists and engineers from around the globe who are interested in the influence of science and technology on the way we live today.

At the AAAS Annual Meeting, experts present the most recent developments in their fields and in multidisciplinary research. More than 5,000 scientists, engineers, educators, and policymakers attend scientific sessions and interact with hundreds of journalists from national and international media.

Contributing to the Exhibit Hall's dynamic atmosphere are the AAAS Pavilion, networking lounges, Family Science Days, and food concessions.

Who Attends

Attendees constitute a highly educated, global market that promotes the effective use of research and practice. They represent nearly all U.S. states and territories and more than 50 countries. They are technologically savvy, always looking for new and improved methodological tools and resources.

In addition, top high-school students as well as hundreds of talented university students and post-docs attend this meeting each year. Undergraduate and graduate students volunteer as session aides and submit posters for the Student Poster Competition. The meeting presents an excellent opportunity to reach the next generation of scientists, engineers, and educators.

- 30% of attendees are engaged in life sciences, 20% in physical sciences, 20% in social sciences, and 15% in engineering, mathematics, statistics, and computer and information sciences
- More than 60% hold PhDs
- 40% are under 45 years of age
- 50% are working in university settings
- 20% are administrators and managers; 15% are from government



Exhibits

Exhibit space sales are now open! Don't miss this chance to showcase your research or promote your products and services to the scientific community. The Exhibit Hall will be held at the Hynes Convention Center, February 17-19, 2017.

Benefits of Exhibiting

Your participation will be part of a total learning experience.

- Gain access to researchers, scientists, engineers, policymakers, educators, students, and hiring managers.
- Attract and influence attendees at every stage of their career, from students and entry-level scientists and engineers, to renowned science and technology leaders.
- Interact with attendees and colleagues during scientific and educational activities near the Exhibit Hall, such as exhibitor-sponsored workshops and career development workshops.
- Network with attendees during receptions and social events, where attendees get a chance to meet new collaborators and reconnect with colleagues.
- Promote your company, products, and services through exclusive attendee marketing and sponsorship opportunities.

[View Online Floorplan](#)

Exhibitor Schedule

Friday, February 17

9:00 a.m. – 5:00 p.m.
Exhibit Hall open

Saturday, February 18

9:30 a.m. – 5:00 p.m.
Exhibit Hall open
11:00 a.m. – 4:00 p.m.
Family Science Days

Sunday, February 19

9:30 a.m. – 5:00 p.m.
Exhibit Hall open
11:00 a.m. – 4:00 p.m.
Family Science Days

Booth Rates

Exhibit Booths are available in 10'x10' increments (100 sq ft; 9 sq meters)

Corner Booth

\$2,600 per
10'x10' increment

Non-Corner Booth

\$2,350 per
10'x10' increment

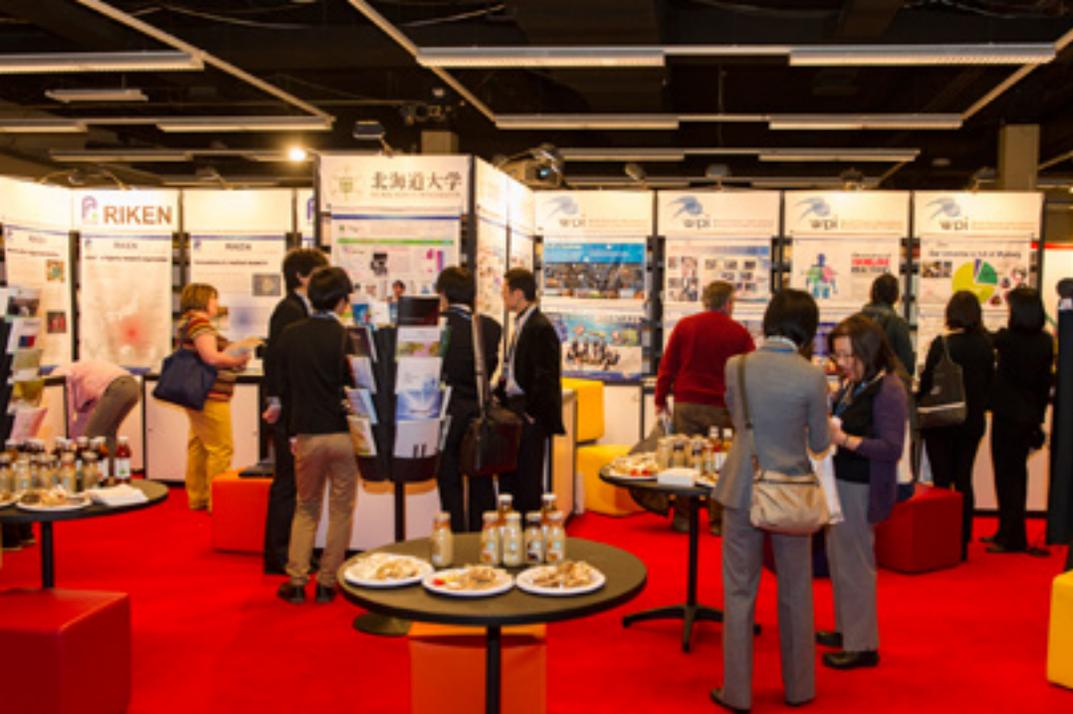
AAAS Affiliate Organizations

\$300 off total booth cost

Please visit

www.aaas.org/meetings
to book your space today!

[Terms and Conditions Available Here](#)



Branding Opportunities

Our branding opportunities are a great way to broaden your competitive edge and enhance your company's image, prestige, and name recognition by supporting the meeting or specific events that target your market. Partner with AAAS and your organization will be associated with high-quality programming that promotes your group at the national and international level.

Take full advantage of your presence on the show floor with branding options that will enhance your ROI, drive traffic to your booth, and extend your presence far beyond exhibit hours. Take a look at the programs we have to offer, or let us work with you to customize a branding program to your goals and budget.

Every sponsorship opportunity is designed to provide access to a targeted audience from the science and technology community. The following pages offer recommended packages. AAAS also encourages new and creative ideas that contribute to the quality of the meeting.

Recent Sponsors





Brand Yourself to Targeted Audiences

Branding opportunities come with logo recognition in the AAAS Annual Meeting program and signage at the event location and registration area. Speaking opportunities at events are available on a case-by-case basis. We will work with you to customize other recognition and exposure options to help you achieve your goals at the AAAS Annual Meeting.

Diversity Opportunities

International Reception — \$25,000

AAAS invites all international attendees to a welcome reception. This event typically draws 300–400 registrants representing more than 50 countries.

This opportunity includes exclusive sponsorship of the event, promoted to all attendees of the Annual Meeting, as well as a speaking engagement at the event with this compelling, targeted audience.

Women and Minorities in Science

Networking Breakfast — \$17,500

Minority Women in Science, a national networking group, hosts discussions on equity among minorities and women in the scientific community. These discussions aim to identify and share information on resources and programs about mentoring as well as strengthen communication among young women and minorities.

Students and Public Engagement

American Junior Academy of Sciences (AJAS) Events

— Contact for pricing

AJAS is the only national honor society recognizing America's premier high school students, who are chosen by their respective State Science Academies for outstanding scientific research. Sponsorship opportunities include the AJAS Student Poster Session and AJAS Formal Dinner.

Student Poster Competition and Reception — \$15,000

Hundreds of undergraduate and graduate students from around the world participate in this prestigious competition. Don't miss this opportunity to send a strong message as a major supporter of the next generation of scientists and engineers.

14th Annual Family Science Days — \$50,000

The event will attract 3,000–5,000 public attendees from the greater Boston community, and is a terrific way to support the promotion of science and discovery to children and families.

This opportunity provides you with exclusive sponsorship of the event, which will include prominent booth space in the Family Science Days area, the chance to hand out giveaway items to attendees from your booth, and logo placement on giveaways and Family Science Days signage and messaging.



Media Opportunities

The meeting typically draws hundreds of reporters, editors, producers, and freelance journalists from around the world, including media outlets such as BBC, CBN, NPR, Associated Press, Reuters, *The New York Times*, *Los Angeles Times*, *San Francisco Chronicle*, *Boston Globe*, *The Economist*, *Financial Times*, *The Globe and Mail*, *The Guardian*, *Frankfurter Allgemeine Zeitung*, and *The Washington Post*.

Newsroom Breakfast — \$20,000 each (3 opportunities available)

Host a breakfast for up to 100 press registrants. Put your organization and message in front of influential members of the press with a 45-minute speaking opportunity during the 75-minute breakfast.

Newsroom Coffee Lounge — \$6,500 per day (3 opportunities available); \$17,500 for all 3

This lounge area places your organization at a point of strategic access to hundreds of press registrants from around the world. Opportunity for exclusive table-top display located next to the coffee, as well as signage promoting your sponsorship for three days.

Newsroom Technology Center — \$24,500

This Technology Center is used as a work space by the news media for the entire five-day duration of the meeting. This opportunity includes a 4'h x 8'w banner to be prominently displayed inside the Technology Center for the duration of the meeting, as well as sponsor listing in print materials given to the press registrants.

Newsroom Wine and Cheese Reception — \$13,500 each (2 opportunities available)

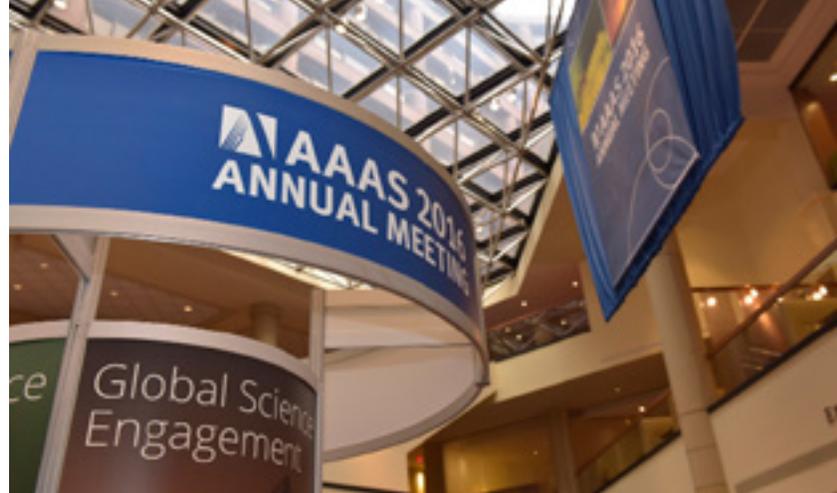
Open to press registrants only, these early evening events are well-attended social gatherings and the perfect opportunity to get your brand in front of prestigious journalists and their media outlets. Opportunities are available on the Saturday and Sunday evenings of the meeting (February 18 and 19).

International Reporters Reception — \$25,000

This event typically draws 300-500 press registrants, including reporters representing all of London's "broadsheet" newspapers, the top three dailies of France, the BBC, and many prestigious media outlets from Germany, Brazil, Australia, and other countries.

EurekaAlert! Reception — \$20,000

Open exclusively to press registrants from major U.S. and international news operations, this reception gives you the opportunity to deliver your brand and message to the most influential science writers in the world.



Attendee Engagement

Attendee Bag Inserts — \$2,000

Reach every attendee directly with your message when they pick up registration materials. Stand out from the crowd, and be one of the few to capture their attention as they prepare for their time at the Annual Meeting. Sponsor is responsible for production and shipping of insert to AAAS. Insert is restricted to a maximum of one 8 1/2" x 11" single sheet.

AAAS Tote Bag — \$25,000

Carried by registrants, this eco-friendly marketing tool has a long shelf-life. Place your logo on the bag, and not only be seen by every registrant hundreds of times a day, but also have your brand carried home and seen over and over again around the world.

AAAS Attendee Wi-Fi — \$47,500

Complimentary Wi-Fi offered by AAAS and you! Your splash landing page will welcome all attendees when they register for free Wi-Fi throughout the session areas, hotel lobby, and Exhibit Hall. Accessed by attendee laptops, tablets, and smartphones, Wi-Fi will be essential to every attendee, making this a fantastic opportunity to reach a captive audience.

Attendee Refresh Lounge — \$27,500

Placed near your exhibit booth, this lounge includes seating, a coffee break each afternoon, and portable chargers for attendees to take

with them and keep, in order to charge all of their portable electronic devices. This sponsorship includes sponsor signage as well as your logo on every charger, ensuring your brand will be seen by attendees long after the meeting.

Organize a Sponsored Workshop — \$950

Exhibitors or sponsors can organize a 60-minute workshop to promote products, services, or programs. The workshop will be promoted to attendees in the AAAS Annual Meeting program and on the website.

Exhibit Hall Coffee Breaks — \$3,500 each (3 opportunities)

Coffee breaks in the Exhibit Hall never fail to bring in crowds of attendees and are a prime opportunity to deliver your branding message. The coffee goes very quickly at these popular events, but your investment will see returns beyond the next meeting session.

Boston “Tea Party” in Exhibit Hall — \$3,500 each

What a fabulous way to enjoy Boston and the 2017 AAAS Annual Meeting experience. Fund a Boston Tea Party refreshment break in the exhibit hall on one or all of the days of the exhibits. Fine teas and coffee will be available in this afternoon break. Sponsors may place logos on napkins that they provide or fill the tables with small giveaways (with prior approval). Signage identifying sponsorship will be provided.



Attendee Engagement (continued)

Key Cards at Convention Hotels — \$11,750

Key cards will be given to each hotel guest attending the AAAS meeting, and your logo and contact information will appear on the key card. The three official meeting hotels that AAAS guests will be reserving will be given these cards to be used by guests to access their hotel guest room. A great way to keep your name, logo, and contact information in the hands of meeting attendees.

Attendee Fitness Challenge — \$9,000

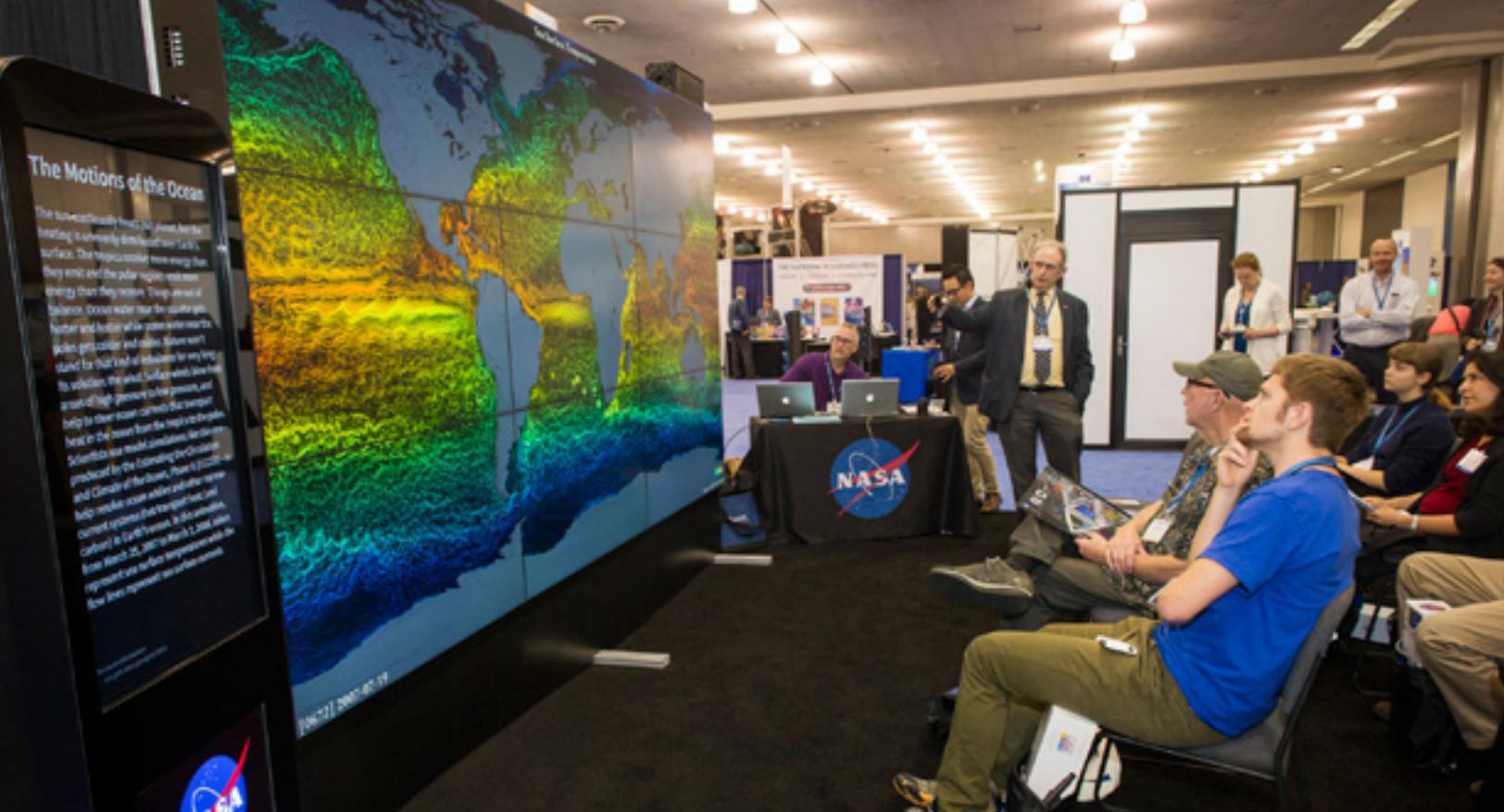
AAAS will be planning a fitness challenge for Friday, Saturday, and Sunday of the meeting. Every person that signs up will be able to use a device to access the challenge and record their steps via their cell phone. Winners will be acknowledged and given prizes. There will be branding opportunities on the app and on signage to have attendees sign up for the “(Sponsor name) Fitness Challenge.”

Boston Beer Tasting — \$22,000

Friday afternoon in the Exhibit Hall near the end of the exhibit day, a Beer Tasting is planned for a sponsor. This is an opportunity for attendees and exhibitors to mingle in a casual atmosphere over selected craft beers from Boston. Designed to last an hour, with branding opportunities for napkin, beer mugs, or other items that the sponsor may place at bars in the exhibit area (with prior approval).

Create Your Own Sponsorship — \$6,000-\$18,000

Let us know your sponsorship budget and what you are trying to achieve with the sponsorship, and we will assist you in designing a sponsorship to fit your needs. We can be creative, but your budget will dictate our ability. Give us a call to discuss.



The AAAS Annual Meeting

The AAAS Annual Meeting is interdisciplinary and inclusive. Each year, thousands of leading scientists, engineers, educators, policymakers, and journalists gather together to discuss recent developments in science and technology. We will gather in Boston, MA to continue our mission of advancing society and serving society.

Serving Society Through Science Policy

The 2017 meeting theme is “Serving Society Through Science Policy.”

To make decisions, societies rely on knowledge and multiple perspectives. Policies both within and outside science should be informed by the best available evidence. Science alone cannot translate knowledge into viable policy options; other factors include societal norms and cultural values.

One aspect of science policy is advancing the practice of science: How do we continually improve scientific methods, mechanisms, and

outputs to increase the value of science to society? Another aspect of science policy is providing the best available scientific evidence to policymakers, community leaders, and citizens. How can we most effectively provide scientific evidence that informs policy? What are the roles for scientists as individuals and for the scientific enterprise as a whole in the policy landscape? What emerging and established areas of science are essential to future policy decisions?

Following on this theme, we can help you find ways to collaborate with our diverse and sought-after audience through various promotional opportunities. Whether you are seeking to engage students, scientists, the public, or journalists, we have solutions for every budget and goal.

Take full advantage of your presence on the show floor with branding options that will enhance your ROI, drive traffic to your booth, and extend your presence far beyond exhibit hours. Take a look at the programs we have to offer, or let us work with you to customize a branding program to your goals and budget.

About AAAS

The American Association for the Advancement of Science (AAAS) is the world's largest general scientific society and publisher of the journal *Science* (www.sciencemag.org) as well as *Science Translational Medicine* (www.sciencetranslationalmedicine.org), *Science Signaling* (www.sciencesignaling.org), and a digital, open-access journal, *Science Advances* (www.scienceadvances.org). AAAS was founded in 1848 and includes nearly 250 affiliated societies and academies of science, serving 10 million individuals. *Science* has the largest paid circulation of any peer-reviewed general science journal in the world. The non-profit AAAS (www.aaas.org) is open to all and fulfills its mission to “advance science and serve society” through initiatives in science policy, international programs, science education, public engagement, and more.

For the latest research news, log onto EurekAlert! (www.eurekalert.org), the premier science news website, a service of AAAS.