

AMERICAN ASSOCIATION FOR THE ADVANCEMENT OF SCIENCE



ADVANCING SCIENCE

DISCOVERY TO
APPLICATION

EXHIBITOR PROSPECTUS



ANNUAL MEETING
Feb 15–19 2018 ★ Austin, TX



AAAS 2018 Annual Meeting

The 2018 meeting will take place at the Austin Convention Center, located in the heart of vibrant downtown Austin. This one-of-a-kind event attracts a diverse mix of scientists, engineers, educators, students, policymakers and international media.

Attendees

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.

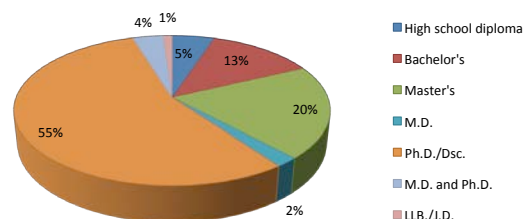
10K+ TOTAL ATTENDEES

70+ COUNTRIES

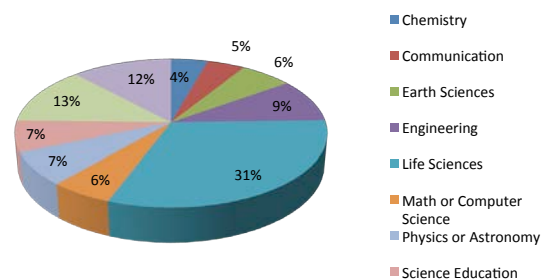
1K+ MEMBERS OF MEDIA



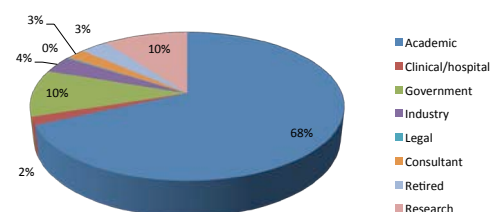
Attendee Education Level



Attendee Area of Expertise



Attendee Professional Arena





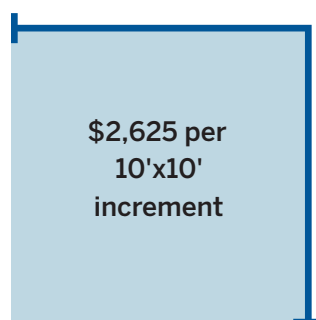
Exhibits

Exhibit space sales are now open! Don't miss this chance for your research, products and services to grab the attention of researchers, scientists, engineers, policymakers, educators, students, hiring managers and funding agencies.

Booth Rates

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

Corner Booth



Non-Corner Booth



AAAS Member and Affiliate Organizations:

\$300 off total booth cost



Exhibitor Schedule

Friday, February 16

9:30 a.m.—5:00 p.m. Exhibit Hall open

Saturday, February 17

9:30 a.m.—5:00 p.m. Exhibit Hall open

11:00 a.m.—4:00 p.m. Family Science Days

Sunday, February 18

9:30 a.m.—5:00 p.m. Exhibit Hall open

11:00 a.m.—4:00 p.m. Family Science Days

Please visit aaas.org/meetings to book your space today!

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Reserve a booth or branding opportunity now by contacting us at wgalanty@aaas.org or 202-326-6450.



Recent Sponsors



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Media Outreach and Coverage

Science writers from all over the world come to the AAAS Annual Meeting looking for stories to place in their publications. The meeting was also a “trending topic” on Twitter in Boston. As a part of the 2018 meeting, you can become part of the conversation!

The **2017 Annual Meeting** in Boston generated:

- 1,000 print articles from around the world
- 250 stories written exclusively for online outlets

Print readership of meeting articles estimated at:

- 70 million+ in the U.S. press
- 15 million+ in international press

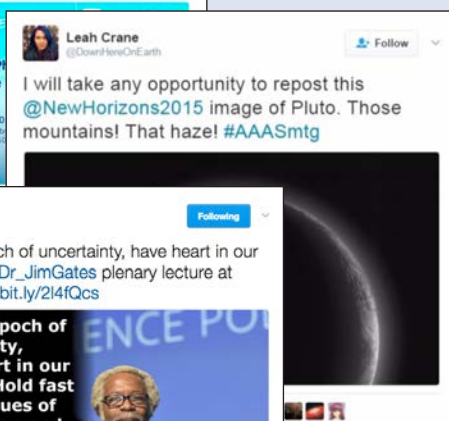
The **#AAASmtg** hashtag received 860,000 impressions during the 2017 Annual Meeting!

Online coverage included:

- The Guardian (120 million readership)
- Yahoo News (145 million readership)
- BBC News.com (13.5 million readership)
- The Huffington Post (94 million readership)
- NPR (12.8 million readership)

The **AAAS Facebook page** has over 130,000 followers, where 180,000—300,000 individuals are reached daily

Over 60 official **AAAS Twitter accounts** with over 7 million total follower base





Reach the Future of Science

Family Science Days — \$100,000

The event will attract 5,000+ public attendees from the Greater Austin community, and is a terrific way to support the promotion of science and discovery to children and families. This high-profile sponsorship 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. Co-sponsorship available.

Career Development Workshops — \$60,000

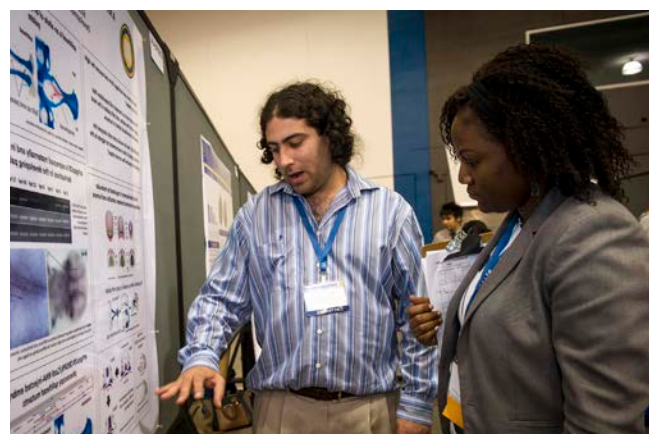
Support scientists as they participate in professional development at the meeting. With two workshop spaces, your logo will be seen at each doorway and held in the hand by each attendee as they tuning their branded free receiver to the broadcast channel of their room.

Women and Minorities in Science Networking Breakfast — SOLD OUT

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.

Scientists in the Classroom — \$25,000

Scientists from academia and industry will visit local classrooms to give short talks about why they fell in love with science and how they got to where they are now. Support this outreach and have your logo present on the meeting website and other collateral.



Student Poster Competition and Reception — \$40,000

Hundreds of undergraduate and graduate students from around the world are presenting electronic posters, and encouraged to record and post on-line their 2 minute synopsis of their work. Don't miss this opportunity to send a strong message as a major supporter of the next generation of scientists and have your logo seen by their electronic friends and followers.

Teenage Gamification Challenge

More information is forthcoming.

Create Your Own Sponsorship

— \$10,000+

Call us with your idea!

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Enhance Your Visibility

Organize a Sponsored Workshop — \$1,000

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 — \$5,000

(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.

Attendee Fitness Challenge — \$11,000

AAAS will be planning a fitness challenge for Friday, Saturday and Sunday of the meeting. Every person who signs up will be able to use a device to access the challenge and record their steps via their cellphone. There will be branding opportunities on the app and on signage to have attendees sign up for the "(Sponsor name) Fitness Challenge."

Charging Station — \$5,000

Everyone needs to recharge their devices. Provide this service for attendees and enhance your logo visibility.

AAAS Attendee Wi-Fi — \$50,000 — SOLD OUT

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.



AAAS Tote Bag — \$21,000 — SOLD OUT

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.

Banners in the Convention Center

— \$5,000 + banner cost

Your banners will be prominently located where attendees will pass by throughout the meeting.

Key Cards at Convention Hotels

— \$20,000 (7 hotels)

Have your logo in the hands of each attendee staying in the AAAS Hotel Rooms. Sponsor the hotel key cards and attendees will see your messaging after leaving all the activity of the convention center.

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(Multi) Media Opportunities

Press 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.

Press Coffee Lounge — \$2,500 each

(3 opportunities available)

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

Press Technology Center — \$20,000

This Technology Center is used as a workspace by the news media for the entire five-day duration of the meeting. This opportunity includes a 4'h x 8'w banner 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.

Documentary Pitching Day (Co-sponsorship available)

Attendees present their science video ideas to some of the most sought-after production executives from around the globe. Your logo will be placed on meeting collateral and signage related to the event.

Podcast Stage — \$10,000

Receive recognition not just from audience members seeing your logo. Your support for the Annual Meeting will be broadcast to a larger audience via the Podcast stage.



Share Your Science Videotaping — \$4,325

Participants are recorded talking about their work for approximately two minutes with consultation from AAAS staff. Your logo will be placed on meeting collateral and signage related to the event. Video becomes shared property with sponsor.

Reddit AMAs — \$3,475

Reddit AMAs ("Ask me anything") feature a powerful way to raise the visibility of scientific research and practice. Combined, the five AMAs conducted at the 2017 meeting were seen by 14 million people. Engage the online audience and expand your reach beyond the Annual Meeting.

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Be Seen at Receptions

International Reception — SOLD OUT

(Open to all registrants)

This is *the* Saturday night event for most of our attendees, with 500+ registrants representing more than 70 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.

International Reporters Reception — SOLD OUT

(Open to press only)

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.

EurekAlert! Reception — \$20,000 (Co-sponsorship)

(Open to press only)

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.

Newsroom Wine and Cheese Reception — \$15,500

(Open to press only)

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 Friday and Saturday evenings of the meeting (February 16 and 17).



Austin Beer Tasting — \$22,000

(Open to all registrants)

A beer tasting is planned for Friday afternoon in the Exhibit Hall. This is an opportunity for attendees and exhibitors to mingle in a casual atmosphere over select craft beers from Austin. Branding opportunities are available on napkins, beer mugs and other items that the sponsor may place at bars in the exhibit area (with prior approval).

Science Books and Films Reception — SOLD OUT

(Open to all registrants)

Science Books and Films Prize for Excellence in Science Books is awarded annually and celebrated at this reception.

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AAAS Annual Meeting

Advancing Science: Discovery to Application

In extraordinary times, the American Association for the Advancement of Science (AAAS) must come together to advance science with particular force. This conviction is in the organization's DNA. In 1851, AAAS' third president Alexander Dallas Bache said, "While science is without organization, it is without power." Now, as then, we must work together with renewed energy across the full spectrum of the scientific enterprise—and across the sectors that advance it.

The scientific enterprise embraces a broad spectrum of activities, from fundamental research to advanced applications. Academia, government, and industry all perform critical roles in moving ideas into innovations. The demands of the twenty-first century, including improved access to sufficient food, clean water, sustainable energy, and health care, can only be met by accelerating discovery and the translation of discovery into applications.

Robust, sustained investments across the full spectrum of the scientific enterprise are essential for developing products that improve the human condition and drive economic growth. We can speed progress by amplifying collaboration across sectors and disciplines. What new avenues for interaction between basic and applied research might be explored? How can we encourage broader participation from every sector and demographic to meet today's needs and to help invent the future?

As of September 2017

About AAAS

Founded in 1848, [AAAS](#) is the world's largest multi-disciplinary science society, fulfilling its mission to advance science, engineering, and innovation throughout the world for the benefit of all people through a broad array of initiatives focused on communication, public engagement, education, scientific responsibility, public policy, and science diplomacy. AAAS speaks on behalf of science in public issues and its programs promote integrity and diversity; advance communication among scientists, engineers, and the public; and advance science literacy.

Through [Science](#) and the *Science* family of journals, we reach more than one million people each week with news about the most promising, cutting-edge research. Our more than 100,000 members span disciplines and sectors across the globe, and nearly 250 affiliated societies and academies of science serve 10 million individuals.