



 **AAAS** | **ANNUAL MEETING**

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**SPONSOR AND EXHIBITOR PROSPECTUS**

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# JOIN US AT THE 2021 AAAS ANNUAL MEETING

**Enhance your visibility at the AAAS Annual Meeting, the world's largest and most widely reported multidisciplinary scientific gathering. Don't miss this chance for your products and opportunities to grab the attention of researchers, journalists, policymakers, students, and funding agencies. The 2021 meeting will take place virtually February 8-11, with pre-recorded content being released in late January 2021.**

## About the American Association for the Advancement of Science (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 increase science literacy.

Through *Science* and the *Science* family of journals, we reach millions of people each week with news about the most promising, cutting-edge research. Our more than 120,000 members span disciplines and sectors across the globe, and more than 260 affiliated societies and academies of science serve 10 million individuals.

## Understanding Dynamic Ecosystems

We are embedded in a variety of ecosystems, including the environments that we inhabit and the many social systems in which we live and work. Finding ways of maintaining the stable balance of these ecosystems in the face of rapidly changing circumstances is critical for our advancement. Drawing on a multitude of scientific perspectives, this Annual Meeting seeks to feature diverse ways of understanding the complexities and dynamics of biological, physical, social, and economic systems across scales, as well as strengthening and activating new connections to address underlying problems in various spheres.



# ATTENDEES

Our attendees represent constitute a highly educated, global market that promotes effective scientific research and practice. They are technologically savvy, always looking for new and improved methodological tools and resources.

6K<sup>+</sup>

Total Attendees\*

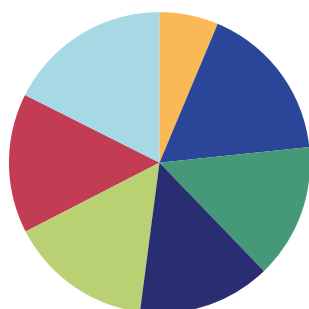
50<sup>+</sup>

Countries

600<sup>+</sup>

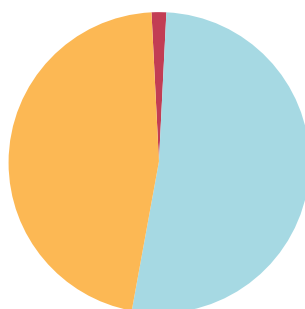
Members of Media

AGE



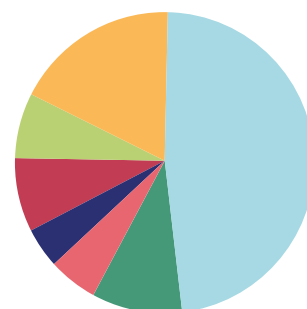
- Under 25 years
- 25–34 years
- 35–44 years
- 45–54 years
- 55–64 years
- 65 years or over
- Unspecified

GENDER



- Female/Woman
- Male/Man
- Prefer to Self-describe/  
Non-binary/3rd gender

INDUSTRY



- Academic
- Government
- Industry/Consultant
- Retired
- Research & Clinical/Hospital
- Other
- Unspecified

\* This figure includes participants of the Family Science Days event, an indoor science festival which serves children and their families of the host city.

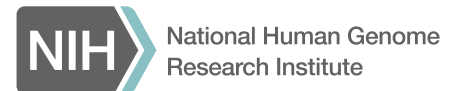
# RECENT SPONSORS



European Union

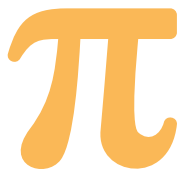


UK Research  
and Innovation



# MEDIA OUTREACH AND COVERAGE

Science writers from all over the world come to the AAAS Annual Meeting looking for stories. Be a part of the 2021 meeting and join the conversation!



The **2020 Annual Meeting** in Seattle, WA generated over 1,400 mentions in major news outlets around the world.



**Print readership** of meeting articles estimated at:

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



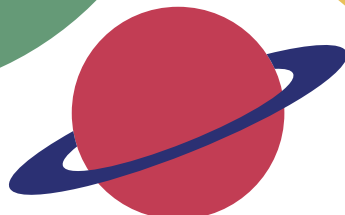
**Coverage** included:

- Washington Post
- Forbes
- The Guardian
- BBC
- The Economist
- India Today
- The Independent and more...



During the 2020 Annual Meeting, **#AAASmtg** hashtag received

- 200K+ impressions
- 70k interactions on Twitter
- 8K+ unique accounts posted about the conference



**ANNUAL MEETING**

Reserve a visibility opportunity now by contacting Jordan at [jschwartzbach@aaas.org](mailto:jschwartzbach@aaas.org) or (202) 326-6432.

**#AAASmtg**



# JOIN OUR ECOSYSTEM BY SPONSORING!

## Plenary Sessions

\$55,000

A unique opportunity for a representative to welcome our attendees to our largest session and highlight how your organization is trying to understand dynamic ecosystems in a five-minute address prior to the evening's main speaker. The evening Plenary Sessions have included major figures in science, technology, communication, and policy. U.S. presidents, Nobel laureates, and visionaries across fields of science, technology, engineering, and policy have all addressed the attendees. The address will be livestreamed, resulting in a legacy recording which your organization can use in your own marketing materials to concretely demonstrate support of cutting edge science and technology. Recognition of your sponsorship will be prominent in our online program and mentioned consistently alongside the plenary.

## Topical Series

Starting at \$30,000

Highlight your commitment to science and the variety of disciplines science encompasses. In a prerecorded video, your organization will welcome our attendees to our live session and highlight how it is trying to understand dynamic ecosystems. Recognition will be in our online program whenever Topicals are mentioned. Entire Topical Series (at least six lectures) available for \$120,000 commitment.

Below: Bill Gates addresses the 2020 AAAS Annual Meeting  
(Credit: Robb Cohen Photography & Video)



# CONNECT



## Social Media Updates

\$50,000

Our 2020 Annual Meeting generated 200k+ impressions with over 8k unique accounts posting about the conference. We expect going virtual will only increase the conversation on social media. Your logo will be prominently featured on our social media tracker as well as prominently mentioned during our AAAS Live Updates. Co-sponsorships available.

## Virtual Visits

\$7,500

Since we last met in Seattle, our daily work schedules have changed, but research into understanding the world around us continues and its importance has intensified. Through our Virtual Visits, we will provide up to 10 minute virtual tours at the world's leading research facilities and a 30 minute live Q&A during the conference to connect attendees to the dynamic ecosystem of innovation and discovery.

## Sponsored Workshop

\$5,000 per day

For 60 minutes during the conference you will be able to highlight new initiatives, research, or technology led by your organization. Open to all registered attendees.

# COMMUNICATE

## Closed Captioning

\$85,000

Science and its ecosystems impacts everyone on this planet. Thus it is AAAS' goal to have the AAAS Annual Meeting be an inclusive environment to all. Bring closed captioning to our live and prerecorded content to reach and serve all people and in doing so be mentioned at the start of every session at the 2021 AAAS Annual Meeting

## Student E-posters

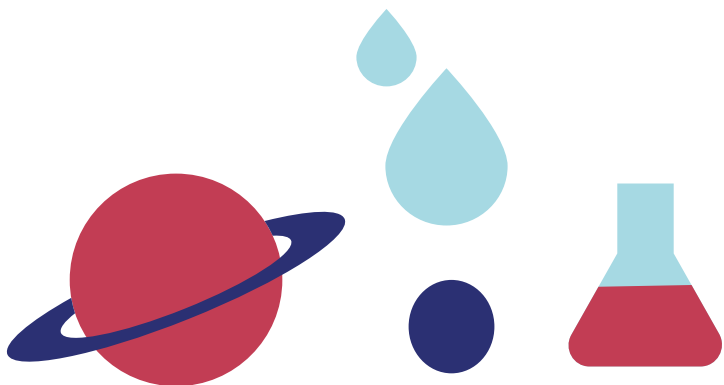
\$30,000

Demonstrate your support of early career scientists by sponsoring the e-poster competition. Competition finalists will be pre recorded and debuted during the Annual Meeting live event. Sponsor recognition includes logo on promotional announcements, simulated live recordings, as well as mention when the winners are recognized at the close of the meeting and on a Science ad after the meeting.

## Sci-Mic Studio

\$25,000 each

Showcase your enthusiasm for new scientific media that educates, inspires, and entertains. With a prominent display of your logo in the studio and frequent mentions by podcasters throughout our program, everyone will recognize your commitment to science communication.

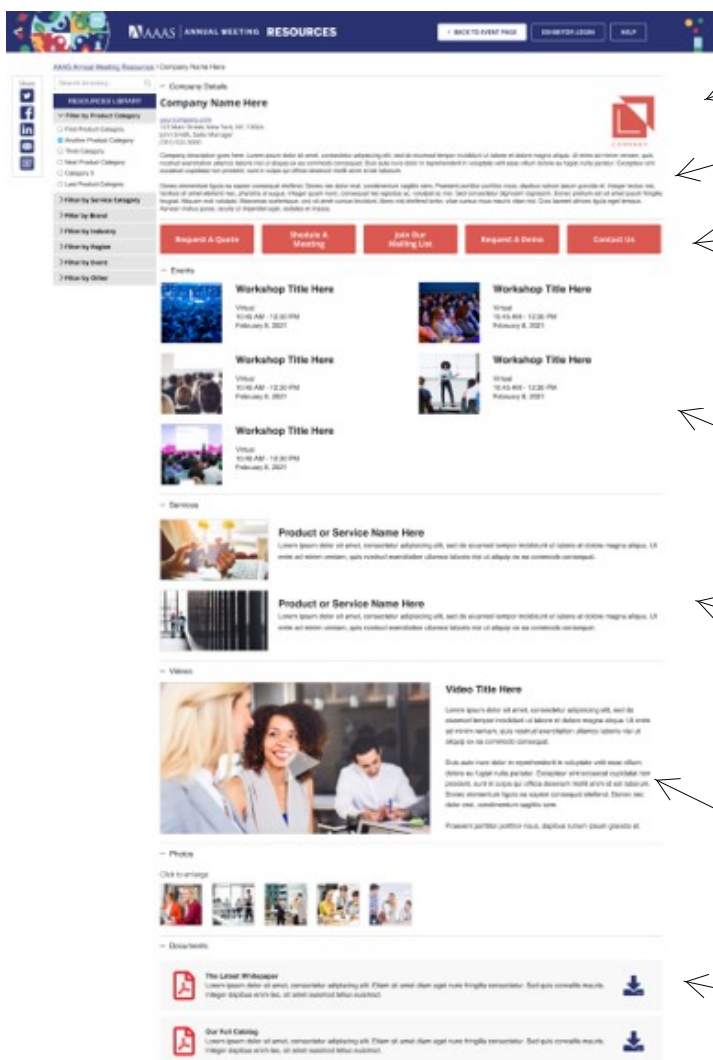




# THE EXCHANGE

The Exchange is its own dynamic ecosystem. Replacing our traditional expo hall to better address the needs of a virtual meeting. All sponsorships above come with an Exchange page. Reserve your spot today at [meetings.aaas.org/sponsors-exhibitors](https://meetings.aaas.org/sponsors-exhibitors)

## Exchange Page Draft



Organization Logo

Contact information & organization description

Call to Action Buttons: connect to zoom meeting, Q&A app, schedule appointments, outside URLs

Highlight Events you sponsored or organized

Spotlight different projects, research initiatives,

Videos to showcase the variety of your organization

PDFs for attendees to download

# THE EXCHANGE RATES

	\$ 2,000.00	\$ 10,000.00	\$ 15,000.00
Text Description of Organization	X	X	X
Contact Information	X	X	X
Supporting Documents	20	20	20
Registrations	4	20	30
Listed as Sponsor on Meetings.aaas.org/sponsors	X		
Logo on meetings.aaas.org/sponsors		X	X
Logo in Directory	X	X	X
Analytic Report	X	X	X
Call-To-Action Buttons	5	5	5
Videos	10	10	10
Schedule Events to be Included in Online Program**		X	X
Side Banner Ads on Event Platform			X

\*\*Requires sponsor's video communication link (Zoom, GoToMeeting, etc.)

Any scientific content needs AAAS Annual Meeting Program Committee Approval

## Attract and influence

attendees at every stage of their career, from students and entry-level scientists and engineers to renowned science and technology leaders.

## Meet new collaborators

and reconnect with colleagues as they learn and discover your organization's work.

## Network

with scientists, engineers, policymakers, educators, students, and funding agencies during social events and receptions.

## Application

Please visit [meetings.aaas.org/sponsors-exhibitors](https://meetings.aaas.org/sponsors-exhibitors) and follow the application button to submit exhibitor application today!

