

SCIENCE TRANSCENDING BOUNDARIES



AAAS

ANNUAL MEETING

Washington, DC | Feb. 14–17, 2019

SPONSOR & EXHIBITOR PROSPECTUS

Join Us at the 2019 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 research, products, and services to grab the attention of researchers, scientists, engineers, journalists, policymakers, educators, students, hiring managers, and funding agencies. The 2019 meeting will take place at the Marriott Wardman Park and Omni Shoreham Hotel, located in Washington, DC.

Science Transcending Boundaries

How can science help address the many divisions in our communities, in global society, and in science itself? Science plays a unique and important role in how people see and understand the world, and how lines and distinctions are drawn. At this Annual Meeting, we look for ways science is bringing together people, ideas, and solutions from across real and artificial borders, disciplines, sectors, ideologies, and traditions.

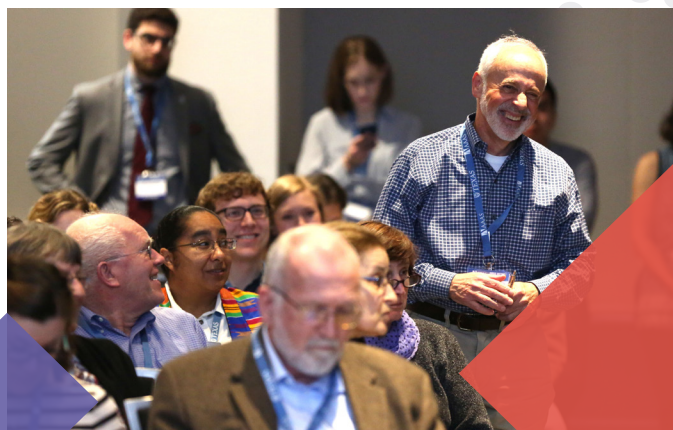
How can science working across boundaries improve its ability to find solutions to the pressing problems of our age? How can scientists, wherever they work, more effectively engage with the broader society? How can we find better ways to engage the public, especially in expanding access to science and scientific careers? At the international level, science diplomacy builds bridges between countries. How can we encourage more of this, and utilize science as a common ground more locally as well? Can science contribute information that might reduce or mitigate the starkly divergent interests of different populations and demographics, such as urban and rural communities? What boundaries most impede your research or your career?

While acknowledging that some boundaries are useful and necessary, the meeting theme considers how research can be applied to problematic separations in the world, and how unhelpful boundaries within science are being addressed.

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 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 120,000 members span disciplines and sectors across the globe, and more than 250 affiliated societies and academies of science serve 10 million individuals.



Attendees

Attendees 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.

10K+

Total Attendees

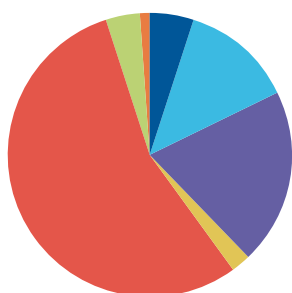
70+

Countries

1,000+

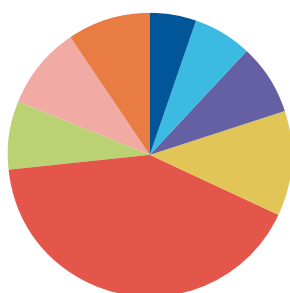
Members of Media

EDUCATION LEVEL



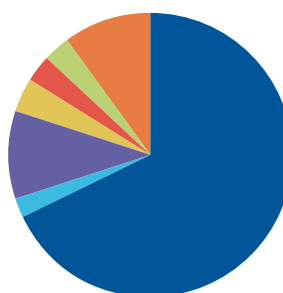
- High school diploma
- Bachelor's
- Master's
- M.D.
- Ph.D./Dsc.
- M.D. and Ph.D.
- LLB./J.D.

EXPERTISE



- Chemistry
- Communication
- Earth Sciences
- Engineering
- Life Sciences
- Math or Computer Science
- Physics or Astronomy
- Science Education

PROFESSIONAL SECTOR



- Academic
- Clinical/hospital
- Government
- Industry
- Legal
- Consultant
- Research

AGE



- Under 24 years
- 25–34 years
- 35–44 years
- 45–54 years
- 55–64 years
- 65 years or over
- Unsepcified

Recent Sponsors



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Reserve a visibility opportunity now by contacting us at
meetings@aaas.org or (202) 326-6450.

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 2019 meeting and join the conversation!



The **2018 Annual Meeting** in Austin generated 1,700 mentions in print and online articles from around the world.



Print readership of meeting articles estimated at:

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



Online coverage included:

- Yahoo News (284 million readership)
- MSN (102 million readership)
- BBC (56 million readership)
- NPR (12.8 million readership)



The **#AAASmtg hashtag** received over 800,000 impressions during the 2018 Annual Meeting! Over 60 official **AAAS Twitter accounts**, with over 7 million followers, engaged in the conversation



The **AAAS Facebook page** has over 190,000 followers, where as many as 300,000 individuals are reached daily



Five Reddit AMAs conducted during the 2018 AAAS Annual Meeting were seen by over 5 million people.



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Share Your Mission Through Sponsorship

Sponsorship of the AAAS Annual Meeting provides our partners a unique, effective way to achieve your marketing and outreach objectives and advance your organization's values. We work alongside sponsors to create robust, customized opportunities that maximize visibility locally and globally around issues of importance to you. Please contact us today to customize your sponsorship package.

Sponsorship benefits may include the following:

SPEAKING OPPORTUNITIES

- Take the opportunity for your executives to introduce plenary speakers to audiences of 1,000+.
- Present to over 100 press registrants at a Press Breakfast.
- Feature your content at a sponsored workshop.

PARTICIPATION

- Host activities and services for attendees.
- Offer complimentary meeting registrations and/or event invitations for your employees and customers.
- Organize a hands-on science activity booth at Family Science Days, attended by nearly 4,000 children and families from the Washington, DC area.

VISIBILITY

- Be seen on the Social Media Walls at the conference.
- Establish a homebase in the Expo for your on-site engagement activities.
- Have your logo placed throughout the meeting site.



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Be Seen in Sessions

Your company will be exclusively listed wherever the event or series of events appear, and your representative will have an opportunity to introduce the session. Sponsorships will be available once programming for each type of session has been determined.

Plenary Lectures

\$50,000 per lecture (1,000+ attendees each)

Topical Lectures

\$30,000 per lecture (300 attendees each)

Symposia Tracks

\$40,000 per track (5- 12 sessions per track)

Career Development Workshops

\$25,000 per room

AAAS Force for Science Toolkit Room

\$25,000 for all sessions

Science Film Screenings

\$25,000 for all sessions

Create Your Own Sponsored Workshop

\$5,000



Enhance the Setting

Attendee Wi-Fi

\$75,000

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.

International Reception

\$65,000 — **SOLD OUT**

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

Hotel Room Keys

\$25,000 for both hotels

This opportunity includes putting your branded message in the palm of attendees.

Separately:

- Marriott Wardman Park \$20,000
- Omni Shoreham \$10,000

United in Our Variations Breakfast

\$20,000

This Friday morning continental breakfast is open to all registrants, and celebrates science and engineering practitioners and enthusiasts from all walks of life, and the science that unites us all.

Re-Charging Site

\$15,000 each

Your logo will be prominent as attendees sit down to recharge themselves and their devices.

Expo Coffee Breaks

\$15,000 each (6 opportunities)

Coffee breaks in the Expo Hall never fail to bring in crowds of attendees, making this a prime opportunity to deliver your message.

Social Hubs

\$15,000 each (4 opportunities)

These Social Media Walls will display your logo alongside up-to-the-minute happenings and online interactions about the Annual Meeting.



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Press-Only Events

International Press Reception

TBD

This event typically draws 300-500 press registrants, including reporters representing the BBC and many prestigious media outlets from Germany, Brazil, Australia, and other countries.

Press Breakfast

\$20,000 each

Host a breakfast for up to 100 press registrants. Your organization will have a 45-minute presentation opportunity during the 75-minute breakfast.

Press Coffee Lounge

\$20,000 each

Position yourself at the heart of the newsroom's fuel station. This opportunity includes 1,000 logoed cups.

Press Wine & Cheese Reception

\$20,000 each

These early evening events are well-attended social gatherings and the perfect opportunity to get your brand in front of journalists and their media outlets. An 80" monitor and standing mic are included.

Reach the Future of Science

Family Science Days

\$100,000

This event attracts nearly 4,000 public attendees from the metropolitan area, and is a terrific way to support the promotion of science and discovery to children and families. This exclusive, high-profile sponsorship opportunity includes prominent booth space in the Family Science Days area, and your logo on giveaways and associated signs.

Student Poster Competition

\$40,000

Hundreds of undergraduate and graduate students from around the world present electronic posters, and are encouraged to record and post their 2-minute synopsis of their work onto their social media accounts. Opportunity includes your logo on the frame of each presentation screen, so it can be easily captured as part of the videos.



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Exhibits

Exhibit space sales are now open! Don't miss this chance for your research, products, and services to grab the attention of 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)

AAAS Affiliate Organizations: \$300 off total booth cost.

Larger booths available upon request.

CORNER BOOTH

**\$2,625 per
10'x10' increment**

NON-CORNER BOOTH

**\$2,475 per
10'x10' increment**

Exhibitor Schedule

THURSDAY, FEBRUARY 14

6:30 P.M. – 7:30 P.M.

Welcome to Washington, DC
Reception in the Expo

FRIDAY, FEBRUARY 15

9:30 A.M. – 5:00 P.M.

Expo open

SATURDAY, FEBRUARY 16

9:30 A.M. – 5:00 P.M.

Expo open

11:00 A.M. – 4:00 P.M.

Family Science Days

SUNDAY, FEBRUARY 17

9:30 A.M. – 5:00 P.M.

Expo open

11:00 A.M. – 4:00 P.M.

Family Science Days

*Terms and Conditions
available [here](#)*

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



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