



ANNUAL MEETING

Seattle, WA | February 13–16, 2020

SPONSOR AND EXHIBITOR PROSPECTUS

Join Us at the 2020 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 scientists, engineers, journalists, policymakers, educators, students, hiring managers, and funding agencies. The 2020 meeting will take place at the Washington State Convention Center, located in Seattle, WA.

Envisioning Tomorrow's Earth

The scientific endeavor has been at the forefront in developing innovations which have improved life on Earth in immeasurable ways. Now, life on this planet is facing new challenges from both nature and the built world, and scientific application is our best tool with which to react. By drawing on our current understanding of the world, and bravely experimenting with forward-thinking visions, the scientific community needs to respond with discoveries and developments to help solve many pressing problems.

The science of the next generation – from AI and robotics to gene editing to clean energy – and the policy and social implications of it must be explored. This Annual Meeting celebrates the scientific position on appreciating and addressing the future of planet Earth by considering and collaborating with advances across disciplines, and the ways in which scientists are building networks with policymakers and the public to work more effectively and best take advantage of the many new developments that science and technology are introducing at an ever-increasing pace.

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 nearly 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.

9K⁺

Total Attendees*

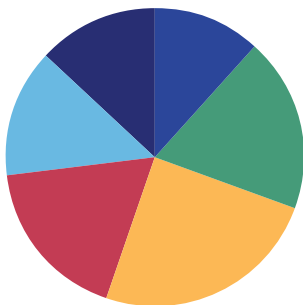
50⁺

Countries

750⁺

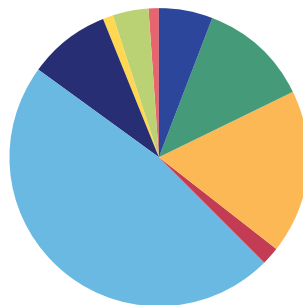
Members of Media

AGE



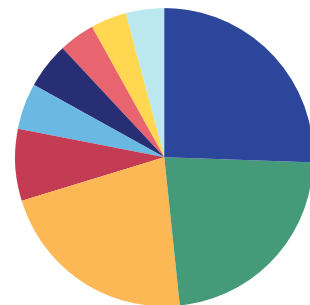
- Under 24 years
- 25–34 years
- 35–44 years
- 45–54 years
- 55–64 years
- 65 years or over

EDUCATION LEVEL



- High school diploma
- Bachelor's
- Master's
- M.D.
- Ph.D./Dsc.
- M.D. and Ph.D.
- LLB./J.D.
- None
- Other

PROFESSIONAL SECTOR



- Student
- Other
- Professor
- President/CEO/VP
- Department Head
- Associate Professor
- Senior Scientist
- Consultant
- Research Director

* 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



Life Sciences Communication
UNIVERSITY OF WISCONSIN-MADISON



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

#AAASmtg

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 2020 meeting and join the conversation!



The **2019 Annual Meeting** in Washington, DC generated 1,700 mentions in major news outlets from 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
- The Guardian
- BBC
- The Economist
- Associated Press
- The Independent and more...



The **#AAASmtg** hashtag received more than 800,000 impressions during the 2019 Annual Meeting! Over 60 official **AAAS Twitter accounts**, with more than 8 million followers, engaged in the conversation. The #AAASmtg hashtag was trending locally for two consecutive days.



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



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Be Seen in Sessions

Plenary Sessions

\$50,000 per lecture

The AAAS Board of Directors presents evening Plenary Sessions, which 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 addressed the attendees, both in person and online.

Your organization's representative would be invited to present five-minute remarks prior to the named lecturer's talk, and your branding would be highlighted in prominent ways.

Topical Sessions

\$25,000 per lecture

The AAAS Annual Meeting Program Committee presents three to four concurrent Topical Sessions on the science surrounding relevant issues of the day, noteworthy advances, or new perspective on the various fields represented.

Your organization's representative would be invited to present five-minute remarks prior to the named lecturer's talk, and your branding would be highlighted in prominent ways.

Workshop Rooms

\$25,000 per room

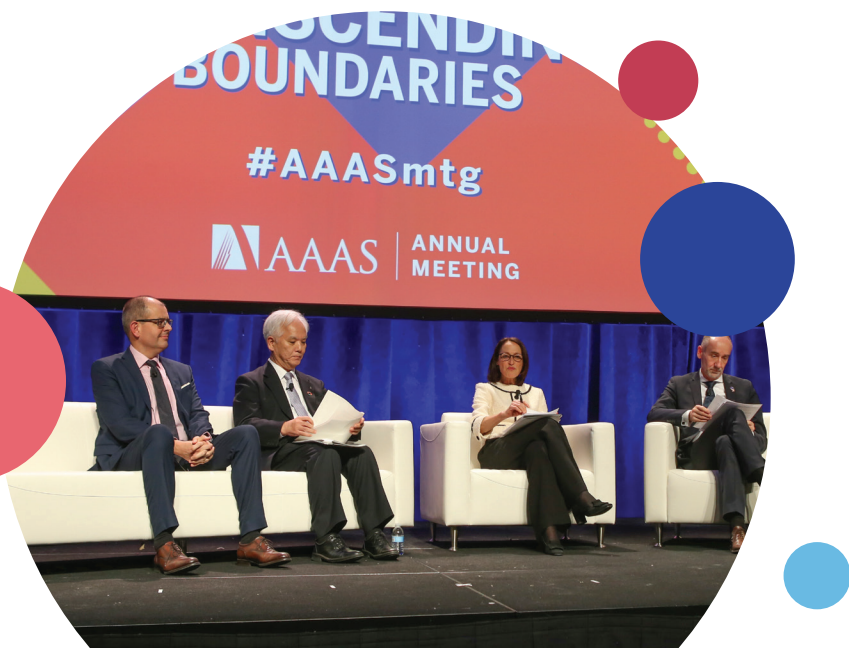
Workshops are aimed at both individuals seeking careers in science and engineering and professionals looking to sharpen or supplement their skills. These workshops are instructional or informational in nature and are markedly different from a scientific session. The rooms generally hold three sessions a day from Friday through Sunday.

As a sponsor of a workshop room, your logo, along with the AAAS logo, will appear on the back drop behind the presentation area of the room. You will also have the ability to present your own sponsored workshop in that space.

Create Your Own Sponsored Workshop

\$5,000 per session

Exhibitors or sponsors can organize a 90-minute workshop to promote projects which have an impact on the scientific endeavor. The workshop will be promoted to attendees in the AAAS Annual Meeting program and on the website.



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Be Seen at Networking Events

Welcome Reception

\$75,000 (Co-sponsorships are available)

Attendees converge in the Expo after the opening ceremony for the first official networking event. Each drink ticket could have your logo on it, and an envoy could share your message from the Expo Stage.

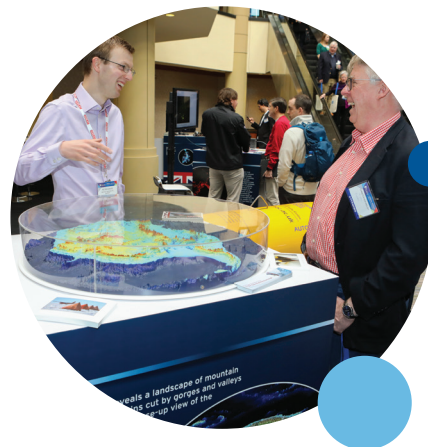
International Reception

This Saturday evening celebration honors the international diversity of the conference. Your organization's representative would be invited to take the stage to present remarks to the participants, and your branding would be highlighted in prominent ways where that session is listed or promoted.

United in Our Variations Breakfast

\$25,000

A mosaic of practitioners and enthusiasts from all walks of science will mix and mingle at this activity-based continental breakfast. Join AAAS in its commitment to push the boundaries of inclusiveness in the scientific community.



Be Seen while Attendees Recharge

Hotel Room Keys

\$25,000 for all hotels

This opportunity includes putting your branded message in the palms of attendees staying at the five conference hotels.

Re-Charging Site

\$15,000 each

In this Expo lounge, the sponsor's logo will be prominently displayed as attendees take a break to recharge themselves and their devices.

Expo Caffeine Refueling and Light Snack

\$12,000 each

It has been reported that research scientists are the heaviest coffee drinkers, which explains the crowds that arrive for the conference coffee breaks. Your messaging will be displayed as the coffee and snack stimulates the neurons.

Reporter's Coffee

\$10,000 per day

Help working reporters file their stories. This opportunity places your organization's branding at a point of strategic access to hundreds of press registrants from around the world—the press coffee urns.



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Be Seen while Envisioning Tomorrow's Earth

**Recycle Stations
around Session Rooms**
\$10,000

**100% Recyclable
Lanyards**
\$15,000

**Water Stations
in Session Rooms**
\$10,000

Be Seen as Scientists Share Their Work

Student E-poster Competition

\$30,000

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

Social Hubs

\$15,000 each (3 opportunities)

Session participants' discussions about a presentation transcend the walls of the room and continue on social media. The social hub largely displays the dialogue so all can see. Your logo could be alongside up-to-the-minute happenings and online interactions about the Annual Meeting.

Sci-Mic Studio

\$25,000

This stage hosts a range of entertaining science and technology podcasters and vloggers reporting on the research and policy being released at the Annual Meeting. Your logo will be placed on the back drop as well as acknowledged when the stage is mentioned.



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Be Findable and Reserve Your Booth Now!

Expo spaces are now available! 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.

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 attend activities in and near the Expo, such as workshops, podcast presentations, e-poster presentations, and more.

Network

with scientists, engineers, policymakers, educators, students, and hiring managers during receptions and social events.

Exhibitor Schedule

THURSDAY, FEBRUARY 13

8:00 A.M. – 5:30 P.M.

Set up

6:30 P.M. – 7:30 P.M.

Expo opens

Welcome to Seattle

Reception in the Expo

FRIDAY, FEBRUARY 14

9:30 A.M. – 5:00 P.M.

Expo open

SATURDAY, FEBRUARY 15

9:30 A.M. – 5:00 P.M.

Expo open

SUNDAY, FEBRUARY 16

9:30 A.M. – 5:00 P.M.

Expo open

Booth Rates

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

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

CORNER BOOTH

**\$2,750 per
10'x10' increment**

NON-CORNER BOOTH

**\$2,500 per
10'x10' increment**

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



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