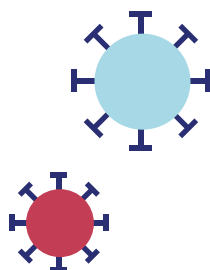


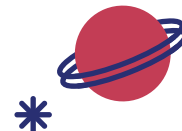
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JOIN US AT THE HYBRID 2022 AAAS ANNUAL MEETING



Enhance your visibility at the AAAS Annual Meeting, the world's largest and most widely reported multidisciplinary scientific gathering. Don't miss your chance to grab the attention of researchers, journalists, policymakers, students, and funding agencies. The 2022 meeting will take place in Philadelphia February 17-20 and online with pre-recorded content released in late January 2021.



Susan G. Amara, Ph.D.
President, AAAS
Chair, 2022 Annual Meeting



““ Philly, here we come!

We invite those who are comfortable doing so to join us February 17-20 in Philadelphia. To ensure that as many people as possible are able to participate in the Scientific Sessions, they will be entirely virtual. Speakers can participate from wherever they feel comfortable, including Philly. For those who join us in Philly, we'll have Community Viewing Pods where attendees can view the Scientific Sessions with friends and colleagues, enabling those spontaneous hallway connections and conversations that we've all missed.

After a year of attending virtual convenings, we've come to appreciate many benefits, but we still long for the things that can only happen in person. Impact those who empower with evidence—by sponsoring the world's largest interdisciplinary science meeting.



The American Association for the Advancement of Science (AAAS)

The world's largest multidisciplinary science society and publisher of the **Science** family of journals. Today, it is well known as the preeminent international organization dedicated to advancing science, engineering and innovation for the benefit of all people and a leading publisher of original science journalism and cutting-edge research through the *Science* family of journals. With more than 120,000 individual members in more than 91 countries and more than 250 affiliated societies from across disciplines, AAAS has an unrivaled reach across the science, engineering, and policy communities and is a leader in providing a voice for science on societal issues and promoting and defending the integrity of science and its use.



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

#AAASmtg

ATTENDEES

Our attendees represent 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.

**Total Attendance
past 3 years
average:**

7,500
Total Attendees*

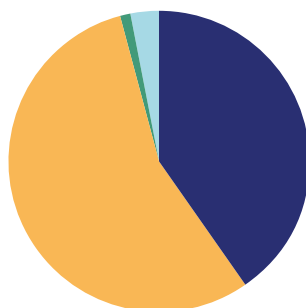
50+
Countries

AGE



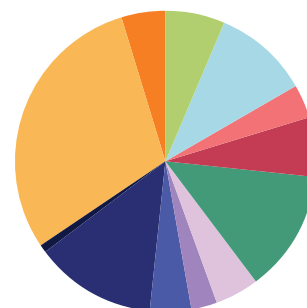
- Under 25 years
- 25–34 years
- 35–44 years
- 45–54 years
- 55–64 years
- 65 years or over

GENDER



- Female/ Woman
- Male/ Man
- Non-binary
- No response

INDUSTRY



- University/College
- Student
- Nonprofit organization
- Government
- Other
- No response
- Retired
- Education
- Industry/Business
- Hospital/ Healthcare
- Postdoc
- Unemployed

Whether your goal is to point with a wide brush, or target specific groups, we can tailor a specific sponsorship package to best address your marketing goals.

RECENT SPONSORS



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

#AAASmtg

SPONSORSHIPS

SESSIONS

Plenary Sessions

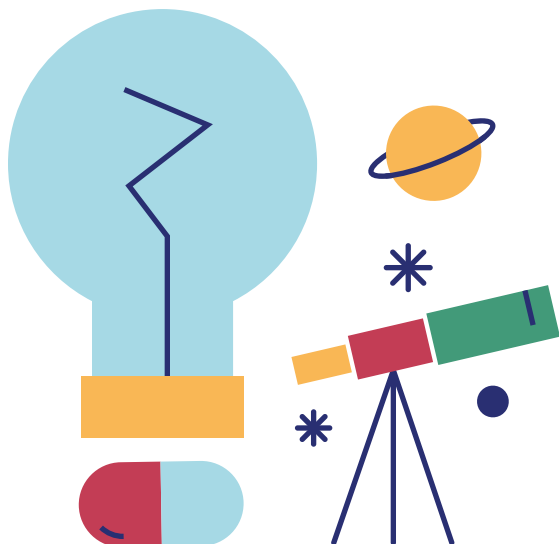
\$30,000 Virtual or \$55,000 Physical

Your chance for your organization to empower with evidence on our largest stage. Share and speak to thousands of scientists, policy makers, and journalist how your organization is contributing to society's understanding of the world around. Virtual and Physical sponsorships available

Topical

\$10,000 Virtual or \$20,000 Physical

Invited, highly respected experts in their fields, our topical presentations from various disciplines share how their evidence impacts us all. Sponsoring a topical lecture highlights your organizations support for the topic and gives you the ability to speak to the topic.



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

Focus Group

\$15,000 Virtual or \$20,000 Physical

We bring together the top researchers, academics, policymakers, and journalists of various demographics and career levels. Hold a virtual or in-person focus group to better serve these communities, so your plans are empowered with evidence.

Sponsored Workshops

\$5,000

Have a resource for our attendees, a new initiative, or want to just highlight your organization? Then Empower the attendees with a 45-minute workshop open to all.



SPONSORSHIPS

NETWORKING

Welcome Reception

\$75,000

Help us welcome everyone after a year of screens and lack of passed appetizers. Address our attendees at the first networking event in 2 years and invite them to empower each other with a conversation over some crudité and a beverage of their choice.

Social Media Hub

\$20,000

Who said that? Help our attendees see everything happening at the Annual Meeting with a social media hub which tracks #AAASmtg on social media platforms and a hashtag of your choosing.

Press Wine and Cheese

\$15,000

Stories filed, notes compiled, coffee consumed; time to relax, network, and learn more about your company's initiatives. Invite the press for an exclusive wine & cheese reception.

Happy Hour Bar Session

\$15,000

Connect virtual attendees and physical with a shared activity. A trained bar tender will guide attendees through the steps of making a specialty cocktail. Help provide a new skill and end their day with a drink of their choice.

Closing Reception

\$60,000

Help us close out the 2022 meeting with a bang. Similar to a Plenary sponsorship you will have 5 minutes for a company representative to highlight how they contribute to the scientific ecosystem by empowering it with evidence.

Sponsor Pods

\$20,000

We have all missed networking, but enjoy the connectivity going virtual has provided us. Sponsor a pod where our session will be broadcasted and provide a destination for physical attendees to network.

Press Coffee

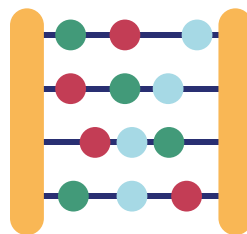
\$10,000

Help build a rapport with the international press team by sponsoring their coffee, fuel their mind while they work to file stories on the sessions they attended that day.

Morning Stretch

\$15,000

Have attendees start their day and start firing their neurons. A virtual practice that will include a brief message from your organization and logo recognition.



SPONSORSHIPS

BRANDING

Registration

\$50,000

Reach every participant, physical AND virtual. Be the first thing attendees see with your organization co-branded with AAAS on the registration site, registration kiosk in Philadelphia and provide a message to ALL attendees in their confirmation email.

Sci-Mic

\$30,000

Support science communication by supporting the Sci-Mic Studio. Have your company mentioned in science podcasts recordings and highly visible in our studio area.

Attendee Snack

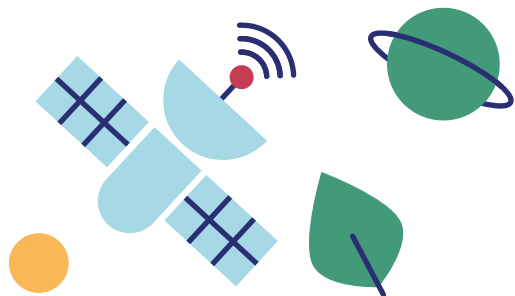
\$17,500

Be associated with nourishment and energy by sponsoring a snack during the day.

Rechargeable Table

\$15,000

Keep the meeting going by providing a space to everyone to recharge their personal batteries, and their devices.



Wifi

\$50,000

Connection is vital to our ability to communicate and empower each other. A slow connection can inhibit the exchange of ideas or prevent new discoveries. Show your organizations value for communication and empower our attendees to stay connected.

E-Poster

\$25,000

Supporting early career scientists and students are crucial to empowering our society with evidence. Sponsor our e-poster competition with your logo physically and virtually shown in our e-posters and support the winners

Attendee Coffee

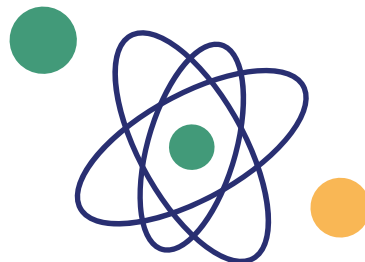
\$12,500

While based on anecdotal evidence, coffee empowers our attendees. Help keep them going by sponsoring a coffee break to show your support.

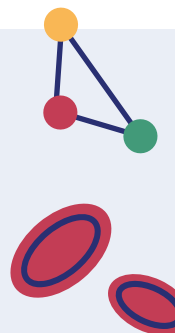
Lanyards

\$15,000

Every picture taken in Philly with attendees would include your logo. Have high visibility of your organization empowering our attendees to showcase their evidence



RESERVE YOUR BOOTH NOW!



HYBRID APPROACH

We recognize that meeting participants' comfort and ability to travel vary, hence the 2022 AAAS Annual Meeting will be held in Philadelphia February 17-20 and online. Virtual booths are great to get in front of our virtual attendees, and also provide some background information to entice attendees in Philadelphia to visit your booth. All physical booth purchases come with a virtual booth for an additional value. Email Jordan at jschwartzbach@aaas.org for more information.

EXHIBITOR SCHEDULE

WEDNESDAY

Set up
9:00 AM – 5:00 PM

THURSDAY

Set up
9:00 AM – 4:30 PM
Welcome Reception
6:30 – 8:30 PM

FRIDAY

9:00 AM – 4:00 PM

SATURDAY

9:00 AM – 4:00 PM

SUNDAY

9:00 AM – 4:00 PM
Tear down
4:00 – 6:00 PM

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 funding agencies during social events and receptions.

Application

Please visit meetings.aaas.org/ sponsors-exhibitors and follow the application button to submit exhibitor application today!

BOOTH RATES

	Affiliate	Nonprofit/ University	Private
Virtual	\$500.00	\$750.00	\$1,000.00
Inline	\$1,750.00	\$2,000.00	\$2,250.00
Corner	\$2,000.00	\$2,250.00	\$2,500.00

**Physical booths will be 10'x10' in size include 3ft blue drape along the side of the booth and 8ft blue and white drape along the back. Additional booth furnishings can be ordered through our exclusive general service contractor, Fern.*

