

SCIENCE FOR HUMANITY

 AAAS | ANNUAL MEETING

SPONSOR AND EXHIBITOR PROSPECTUS

The 2023 AAAS Annual Meeting will take place online and in
Washington, D.C., March 2-5

TABLE OF CONTENTS

Page

3	About AAAS Annual Meeting
4	Attendees
5	Recent Sponsors
6	Sponsorships
9	Exhibitor Info





JOIN US AT THE HYBRID 2023 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 2023 AAAS Annual Meeting will take place online and in Washington, D.C., March 2-5.



Gilda A. Barabino,
AAAS President and Chair,
2023 Annual Meeting
President and Professor,
Olin College of Engineering

“ Dear Science & Technology Community,

I am thrilled to announce that the 2023 AAAS Annual Meeting will be held virtually and in-person in **Washington, D.C., March 2-5, 2023.**

The meeting will highlight groundbreaking multi-disciplinary research that advances knowledge and responds equitably to the needs of humanity.

We are so looking forward to connecting with our friends and colleagues again. Even if you cannot join us in-person, there will be multiple options to engage virtually.

”

American Association for the Advancement of Science (AAAS)

The world's largest multidisciplinary science society and publisher of the **Science** family of journals. Today, AAAS is well known as the preeminent international organization dedicated to advancing science, engineering and innovation for the benefit of all people, and as a leading publisher of original science journalism and cutting-edge research through the *Science* family of journals. With 120,000 individual members in more than 91 countries and more than 260 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.



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 5 years
average:**

7,500
Total Attendees*

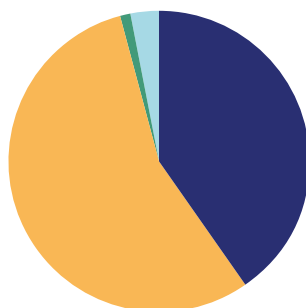
50+
Countries

AGE



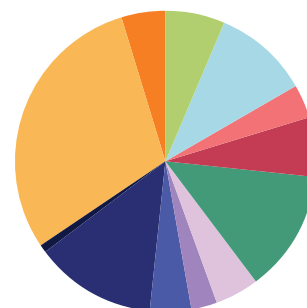
- Under 25 years
- 25–34 years
- 35–44 years
- 45–54 years
- 55–64 years
- 65 years or over

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 paint with a wide brush, or target specific groups, we can tailor a specific sponsorship package to best address your marketing objectives.

RECENT SPONSORS



Reserve a visibility opportunity now by
contacting Jill.Perla@aaas.org

#AAASmtg

SPONSORSHIPS

PROGRAMMING

Plenary Sessions

Starting at \$65,000

Have a representative welcome our in-person and virtual attendees to our largest session and highlight how your organization explores *Science for Humanity* in a five-minute address prior to a named lecturer's talk. Previous Plenary Sessions have included major figures including U.S. presidents, Nobel laureates, and visionaries across STEM fields, communication, and policy.

Topical Lecture

\$25,000

Invited, highly respected experts in their fields, our topical presentations from various disciplines share how their research impacts humanity. Highlight your organization's support to our virtual and in-person audiences by addressing attendees prior to the start of the session.

Student E-Posters

\$20,000

Supporting the next generation is crucial to using science to advance humanity. Your organization can play a critical role in recognizing original research from hundreds of undergraduate and graduate students and encourage their journeys in STEM and research.

Sponsored Workshop

\$6,000

You will have 60-minutes to connect and engage with academics, scientists, policymakers, communicators, and journalists from around the globe. Hosted in our International Expo, you can highlight products, initiatives, or new strategies developed by your organization. Live session will be recorded, and on-demand recordings will be made available to eligible registrants after the in-person event.

Screening Room

\$20,000

Be part of the best part of the movies: the previews! Show your support for new scientific media by sponsoring a private room showing the latest scientific documentaries! Physical recognition and a short trailer provided by your organization will play before each screening.



SPONSORSHIPS

EXPOSURE

Lanyards

\$15,000

Stay close to our attendees by co-branding our lanyards with your logo. Great visibility for your organization, with every in-person attendee accessorizing with your logo.

#AAASmtg WiFi at the Convention Center

Call for pricing

Show onsite attendees your support of their hybrid participation in the conference. Connect with Annual Meeting attendees and encourage stronger bonds within an interdisciplinary community supporting the scientific endeavor.

Recharging Station

\$15,000 per station

Sometimes you need to recharge -- help keep our attendees going. Your logo and branding will be highly visible at the charging station.

Social Media Hubs

\$15,000 per hub (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.

NETWORKING

Attendee Coffee Break

\$15,000 each break

Coffee has an amazing gravitational pull for scientists, journalists, and policy makers, especially after long networking nights and early morning sessions. Show your appreciation for our attendees and pull them to the expo for complimentary coffee to help them reenergize and engage for the rest of the day.

Press Wine and Cheese

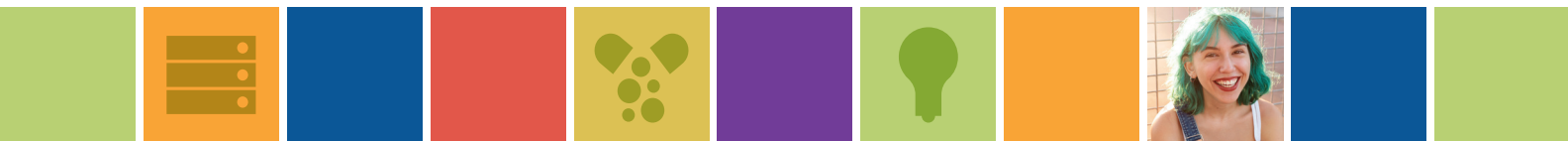
\$20,000

Unique chance to gain a better understanding of what leading press outlets find newsworthy. We invite our press attendees, and you get to network and provide a 10-minute presentation with them in an intimate and exclusive setting.

Press Coffee

\$15,000 per day

Raise your profile at the meeting by supporting journalists at the heart of communicating exciting scientific developments shared at the Annual Meeting with the rest of the world. The reporters lounge will host your brand's presence for the day where they will re-caffeinate and file their stories before deadlines.



SPONSORSHIPS

Expo Brunch

\$50,000

Give our attendees a Sunday Funday filled with science and exploration. Network with our attendees and discuss solutions to today's biggest challenges while having a drink in hand on Sunday morning in the International Expo.

Focus Group

\$15,000

Go to the source and ask the decision makers and leaders directly. Learn about their habits, goals, and what they see coming down the line. Corral a subset of our attendees to gain insights that will help your organization with their research and development goals.

Expo Workshop Rooms

\$10,000 each

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 backdrop behind the presentation area of the room. You also can present your own sponsored workshop in that space.



RESERVE YOUR EXHIBIT BOOTH NOW!



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.



Bring the team

each 10x10 includes 1 Deluxe Registration and 3 Public Registrations.



Host an event

convene attendees in your booth of at least 20'x20'. Let us know what you have planned, and we will include it in the meeting program.

**EXHIBITOR
PRICING**
10'X10' Booths

Non-Profits, Colleges and Universities, and U.S. Government Organizations: **\$2,200**
Other organizations: **\$2,400**
Upgrade to corner booths: **\$300**