

California Science Education Conference

OCTOBER 21-23, 2016 • PALM SPRINGS, CA



SPONSORSHIP
& EXHIBITOR
OPPORTUNITIES



California Science Education Conference

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Dear Science Education Supporter:

For more than 20 years the California Science Teachers Association (CSTA) has hosted the largest professional development conference for science educators in the state of California. Annually, the California Science Education Conference draws science teachers from all grade levels K-12, public and private schools, district level teachers, county office of education science coordinators, administrators, informal science educators, preservice teacher educators, and preservice science teachers. The conference is known by many science education entities in the state as the place to meet, network, and learn.

Our sponsorship program is rich and varied, providing your organization with opportunities that can be customized to meet your organizational goals. Our generous sponsor benefits are designed to maximize your exposure (and your investment) at the conference. Look inside to see what this year has to offer.

Our exhibit hall program is well renowned. Teachers come to the conference not only for the professional development and networking opportunities, but also to stay on the cutting edge of what is available to them to enhance their students' learning, and to shop for classroom essentials. It is their opportunity to meet with their suppliers, make contacts with new ones, and to have hands-on access to products that might otherwise be viewable only on the web. Exhibitors enjoy exclusive exhibit times and the opportunity to reach so many customers in just two days.

This is your once-a-year opportunity to connect with California's science teachers and leaders in a forum that is friendly and productive—offering the ROI you are seeking. Don't miss this opportunity! I hope that I will see you in Palm Springs on October 21-23, 2016.

Sincerely,



Jessica L. Sawko
Executive Director



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About the Conference

2016 will be an exciting year for science education in California. Implementation of the California Next Generation Science Standards will be in year three, the *California Science Curriculum Framework* will be adopted before the end of the year, components of the state's new accountability system will be on-line, and we will have a better idea of what to expect for science from our statewide assessment system.

The 2016 California Science Education Conference is the only conference in California that will have information about all of these components. In addition, we offer high quality educational workshops and opportunities for networking with fellow educators.

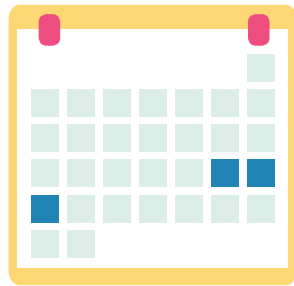
No other event will bring together this many California science educators in one location that is large enough to offer the diversity of programming our educators need, but also small enough to create an environment that allows for connections to be made, inspirations to be had, and moments to be shared.



California Science Education Conference

OCTOBER
21-23
PALM SPRINGS
CALIFORNIA

3 DAYS



1800+
ATTENDEES

170

INTERACTIVE
BREAKOUT
SESSIONS



100+
EXHIBITORS

offering new
technologies
and approaches



CONFERENCE HIGHLIGHTS

- Exclusive Workshops by NGSS K-8 Early Implementation Districts and Teachers
- Workshops designed for California's updated standards
- Networking opportunities with exhibitors and peers
- Inspiring keynote speakers, focus speakers and workshops
- Primary and Upper Elementary intensive, 9-hour PD programs
- Leadership Development Programming



Sponsorship Levels

All conference sponsors are given the first option to renew their previous year sponsorship.

| Event | Platinum (\$15,000 +) | Gold (\$7,500 - \$14,999) | Silver (\$3,000 - \$7,499) | Bronze (\$1,000 - \$2,999) | Supporting (\$500 - \$999) |
|--|--------------------------|---------------------------------|----------------------------------|----------------------------------|----------------------------------|
| MC Opportunity at opening or closing keynote session (Reserved for keynote sponsors only) | ◆ | | | | |
| Hyperlinked company name/logo on conference home page | ◆ | | | | |
| One 10' X 10' corner booth in the exhibit hall (space only, en lieu of the aisle/in-line booth) LIMITED AVAILABILITY! | ◆ | | | | |
| One 10' X 10' aisle/in-line booth in the exhibit hall (space only) LIMITED AVAILABILITY! | | ◆ | | | |
| Option to present a 90-minute commercial workshop included in sponsorship OPPORTUNITY EXPIRED! | ◆ | ◆ | ◆ | ◆ | ◆ |
| Advertisement in official event program (for sponsorships confirmed by August 11, 2016) | Full Page | 1/2 Page | 1/4 Page | | |
| Banner Advertisement in conference app | ◆ | ◆ | | | |
| Advertisement in the pre-conference logistics email (sent to all attendees of the conference one to two weeks before conference) | ◆ | ◆ | ◆ | | |
| Push notifications in conference app during conference | 3 | 2 | 1 | | |
| If participating as an exhibitor: enhanced exhibitor program book listing and highlighted space on exhibit hall floor plan (for sponsorships confirmed by August 11, 2016) | ◆ | ◆ | ◆ | ◆ | |
| The option to have your company logo published in place of your company name on the conference website, brochure, program book, signage, etc. | ◆ | ◆ | ◆ | ◆ | |
| Recognition of your company in CSTA's newspaper, <i>California Classroom Science</i> , which reaches 10,000 science educators at public and private schools throughout the state | ◆ | ◆ | ◆ | ◆ | ◆ |
| Company name in conference program (for sponsorships confirmed by August 11, 2016) | ◆ | ◆ | ◆ | ◆ | ◆ |
| Company name recognition during opening and closing general sessions | ◆ | ◆ | ◆ | ◆ | ◆ |
| Company name on conference signage (for sponsorships confirmed by June 27, 2016) | ◆ | ◆ | ◆ | ◆ | ◆ |
| Company name on conference website | ◆ | ◆ | ◆ | ◆ | ◆ |
| All conference sponsors are given the first option to renew their previous year sponsorship | ◆ | ◆ | ◆ | ◆ | ◆ |

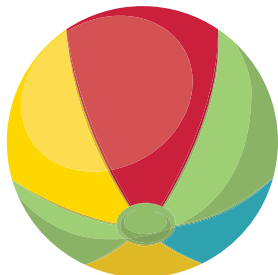
Sponsorship Opportunities (Item Descriptions)

Workshop Audio-Visual Equipment (\$20,000)

Put your company's name and logo outside every workshop room—25 in total! This exclusive opportunity is like none other and offers your company an incredible opportunity to have your brand seen by every workshop attendee several times a day for three days.

Friday Evening Event – STEM Pool Party with Engineering Challenge (\$15,000)

Sponsor the event that is sure to be the talk of the conference. This event was a huge success in 2013 and we are planning for attendance of several hundred teachers. As a sponsor of the event, it will be branded with your company name and a representative of your company will be allowed to deliver welcoming remarks (not to exceed 2 minutes) to the audience. We will work with you to customize your sponsorship to achieve your ROI.



Closing Keynote Address – Featuring Physics Girl Dianna Cown (\$10,000)

The Closing Keynote Speaker event will take place on Sunday, October 23. The sponsor of the keynote speakers are one of the premier sponsors of the conference. It includes the opportunity to address an audience of 800+ prior to the start of the keynote address (not to exceed 2 minutes). You may also distribute a flyer or small gift to be placed on the chairs of the keynote speaker room for distribution to audience members (item/flyer must be approved by CSTA). CSTA volunteers will assist in the distribution. End the conference with your company's name on every attendees mind.



TOSA/Science Coaches Pre-Conference Event (\$7,500)

Play a role in supporting the implementation of NGSS in California. This high quality professional development pre-conference event is exclusively designed for leaders across the state responsible for NGSS implementation. When it comes to NGSS everyone is still learning including the TOSAs and coaches responsible for training teachers in their respective districts. The sponsor of this unique event will have the opportunity to introduce the luncheon speaker and receive two tickets to the lunch. This all day event will feature a breakfast keynote, two in-depth breakout sessions and a luncheon keynote with NGSS expert Brian Reiser.

Coffee Breaks (Friday & Saturday: \$5,500 each; Sunday: \$3,500; Exclusive: \$14,000)

Give conference attendees a morning boost to start their day. By far the most popular with attendees, coffee breaks will consist of coffee and tea options along with breakfast pastries. Service for up to 750 people will be provided. A coffee sleeve with the sponsor's logo will be available for attendees to take with them. A sponsor representative is encouraged to be at the coffee breaks to greet attendees. The coffee break will be branded with your company name.



Primary and Upper Elementary Pathways (\$7,000 each)

The California Science Teachers Association (CSTA) has created two conferences within the conference! These compact and powerful nine hour professional development courses are specially designed for teachers of TK-2 and 3-5 to help them integrate NGSS, CCSS, and ELD standards into their daily curriculum. These courses will provide thorough grounding in science instruction and fortify teachers with an understanding of the three dimensional learning associated with NGSS.

Sponsorship Opportunities (Item Descriptions) continued

Awards Lunch (\$5,500)

Join CSTA in honoring excellence and achievement! Featuring an exclusive presentation by NGSS expert Brian Reiser, the event is sure to draw a small crowd.

Awards to be presented include state finalists for the Presidential Awards for Excellence in Math and Science Teaching (PAEMST), Margaret Nicholson Distinguished Service Award, and the Distinguished Contributions Award. Your sponsorship includes two tickets for company representatives.



Name Badge Holder/Wallet (\$5,000)

The conference name badge holder/wallet are provided to every attendee of the California Science Education Conference. The name badge holder/wallet is made of reusable materials. The name badge holder will feature the sponsor's logo (in one color). This is a high visibility opportunity—don't miss out!

Leadership Development Program (\$5,000)

Implementing NGSS means change. Effective change requires leadership. In response to seeing a need for leadership in science education, CSTA has developed a leadership program that is now its fourth year. This event supports the leadership and the people needed for the change in science education by connecting existing leaders with rising leaders and by offering several pathways to leadership and leadership development. Support the future leaders in science education with us by being a sponsor of this special event. Participation in the event for up to two sponsor representatives is included with the sponsorship.

Field Course Transportation (\$5,000)

CSTA provides transportation between the convention center and outlying areas used for field courses. The sponsor would receive recognition on the bus via signs and/or vehicle magnets.



Focus Speaker Lecture Series (Six Opportunities @ \$1,000)

The Focus Speaker Lecture Series features one-hour presentations by science experts on subjects of interest to science educators in California. This year we are proud to feature presentations on girls in STEM, Computational Thinking, Modeling, and Simulation in NGSS, a NASA Engineer, and effective use of comedy in science instruction. In total there will be six Focus Speaker presentations. A complete listing of presenters is available at http://www.cascience.org/csta/conf_focus.asp.

Sponsor a Teacher - Registration, Membership, Hotel (Starting at \$750)

Did you have a favorite science teacher? Do your children enjoy science? This is a great opportunity to help pay it forward. Sponsor a science teacher's attendance at the 2016 California Science Education Conference. The level of sponsorship is dependent on the total donation made. This sponsorship would offset a science teacher's registration cost, membership in CSTA and the cost of lodging during the conference.

Sponsor a Teacher - Registration Only (Starting at \$150)

Did you have favorite science teacher? Do your children enjoy science? This is a great opportunity to help pay it forward. Sponsor a science teacher's attendance at the 2016 California Science Education Conference. The level of sponsorship is dependent on the total donation made. This sponsorship would offset a science teacher's registration cost.

General Donations

General donations sponsors receive all the benefits of the level at which they sponsor. The minimum donation is \$500 and donations in any amount above \$500 are accepted.

**SECURE YOUR
SPONSORSHIP TODAY!**

Contact Gretel at
gretel@cascience.org or (916) 979-7004

Exhibitor Opportunities

The California Science Education Conference is a great opportunity to meet and gain exposure with educators and other key customers face-to-face. This year's exhibits will be held October 21-23, 2016, at the Palm Springs Convention Center.

**CLICK
HERE TO
REGISTER**

Space is limited so act now!

EXHIBITOR RATES

Exhibitor
(corner/aisle)
\$950/\$750

Non-Profit: A registered non-profit may sign up for an exhibitor table top at our discounted rate of \$195. Non-profit, table top exhibitors are not eligible to receive the complimentary registration badges.

EXHIBITOR HOURS

**Thursday
October 20**
Exhibitor Move-in:
3:00pm-7:00pm

**Friday
October 21**
Exhibit Hall:
9:30am-6:30pm

**Saturday
October 22**
Exhibit Hall:
9:00am-3:00pm
Exhibitor Move-Out:
3:00pm-6:00pm

EXHIBITOR FEE INCLUDES

- Carpeted Exhibit Hall
- 10' x 10' draped back wall, 8' high back wall, 3' high draped sidewalls
- One 7" x 44" one-line booth ID sign
- Two full conference registrations and four booth personnel registrations
- Exclusive, non-conflicting Exhibit Hall hours to meet attendees
- Complimentary company listing in conference program and app

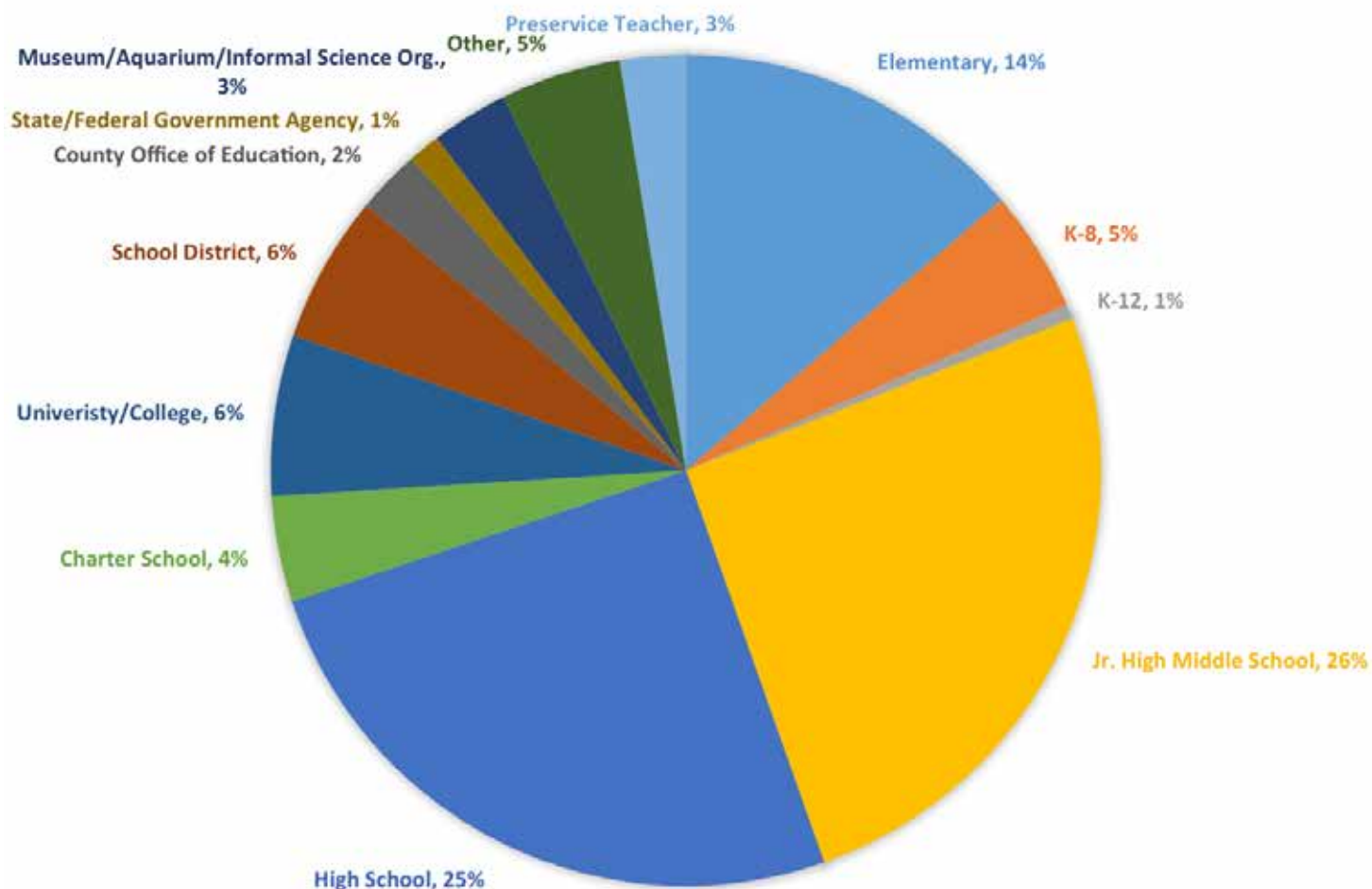


Exhibitor Opportunities

YOUR AUDIENCE

Teachers attending the conference are always excited to visit the exhibit hall. They recognize the exhibit hall as the once-a-year opportunity that it is for them to meet with representatives from the companies they buy products from to ask questions and get answers. They enjoy learning about new products for their classrooms, buying supplies and books, shopping for fun and quirky science-themed gifts, clothing, and jewelry.

ATTENDANCE BY EDUCATION TYPE



Complete details are available at www.cascience.org/csta/conf_exhibits.asp.

Questions? Contact Gretel MacLeod at gretel@cascience.org or 916-979-7004.

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