

California Science Education Conference

OCTOBER 13-15, 2017 • SACRAMENTO, CA



SPONSORSHIP
& EXHIBITOR
OPPORTUNITIES



California Science Education Conference

OCTOBER 13-15, 2017 • SACRAMENTO, CA

Dear Science Education Supporter:

For 25 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 Sacramento on October 13-15, 2017.

Sincerely,


Jessica L. Sawko
Executive Director



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About the Conference

The California Science Education Conference is hosted and organized by the California Science Teachers Association (CSTA). The annual event takes place over 2 ½ days, Friday, 8:00am – Sunday, 1:00pm. Over 1,800 science educators from around the state are expected to attend this year's conference. The CSTA Conference is well-known by science educators as the place to make connections, generate new ideas, energize their teaching, and learn and grow as professionals.

With the adoption and progressing implementation of the Next Generation Science Standards for California and the rising demand for a quality STEM education, the California Science Education Conference offers a unique and valuable opportunity for all California science educators.

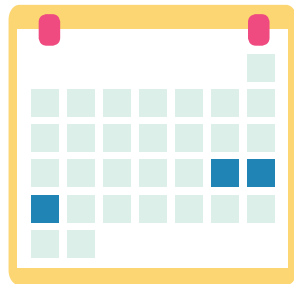
No other event will bring together this many California science educators in one location that is large enough to offer the diversity of programming our educators need, but also small enough to create an environment that allows for connections to be made, inspirations to be had, and moments to be shared.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



California Science Education Conference

OCTOBER
13-15
SACRAMENTO
CALIFORNIA

3 DAYS



1800+
ATTENDEES

170+

INTERACTIVE
BREAKOUT
SESSIONS



100+
EXHIBITORS

offering new
technologies
and approaches



CONFERENCE HIGHLIGHTS

- Exclusive Workshops by CA 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, 6-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) OPENING SOLD!	◆				
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	◆	◆	◆		
Advertisement in official event program (for sponsorships confirmed by August 18, 2017)	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 18, 2017)	◆	◆	◆	◆	
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 e-newsletter, <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 18, 2017)	◆	◆	◆	◆	◆
Company name recognition during opening and closing general sessions	◆	◆	◆	◆	◆
Company name on conference signage (for sponsorships confirmed by August 18, 2017)	◆	◆	◆	◆	◆
Company name in the printing of the conference registration brochure (for sponsorships confirmed by August 18, 2017)	◆	◆	◆	◆	◆
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.

Evening Events (\$1,500 per event)

Sponsor one of the events that are sure to be the talk of the conference. These events were a huge success in past years and we are planning for attendance of several hundred teachers. As a sponsor of one of the events, 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 (\$10,000)

The Closing Keynote Speaker event will take place on Sunday, October 15. 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.

Coffee Breaks (\$5,000 per day; Exclusive: \$15,000)

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 (\$2,000 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! 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)

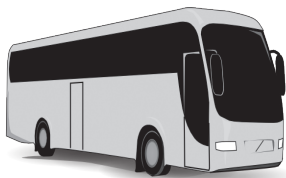
The conference name badge holder/wallet are provided to every attendee of the California Science Education Conference. The name badge holder/wallet is made of reusable materials. The name badge holder will feature the sponsor's logo (in one color). This is a high visibility opportunity—don't miss out!

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 fifth 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 (\$8,000)

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 (Eight Opportunities @ \$1,000 each or exclusive \$7,500 for all seven)

The Focus Speaker Lecture Series features one-hour presentations by science experts on subjects of interest to science educators in California. In total there will be seven 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 1,000)

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 2017 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 2017 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 Beth at
beth@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 13-14, 2017, at the Sacramento Convention Center.

**CLICK
HERE TO
REGISTER**

Space is limited so act now!

EXHIBITOR RATES

Exhibitor
(aisle/corner)
\$1,000/\$1,250

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 12**
Exhibitor Move-in:
1:00pm-7:00pm

**Friday
October 13**
Exhibit Hall:
9:00am-4:30pm

**Saturday
October 14**
Exhibit Hall:
8:00am-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
- NEW: Furniture Package

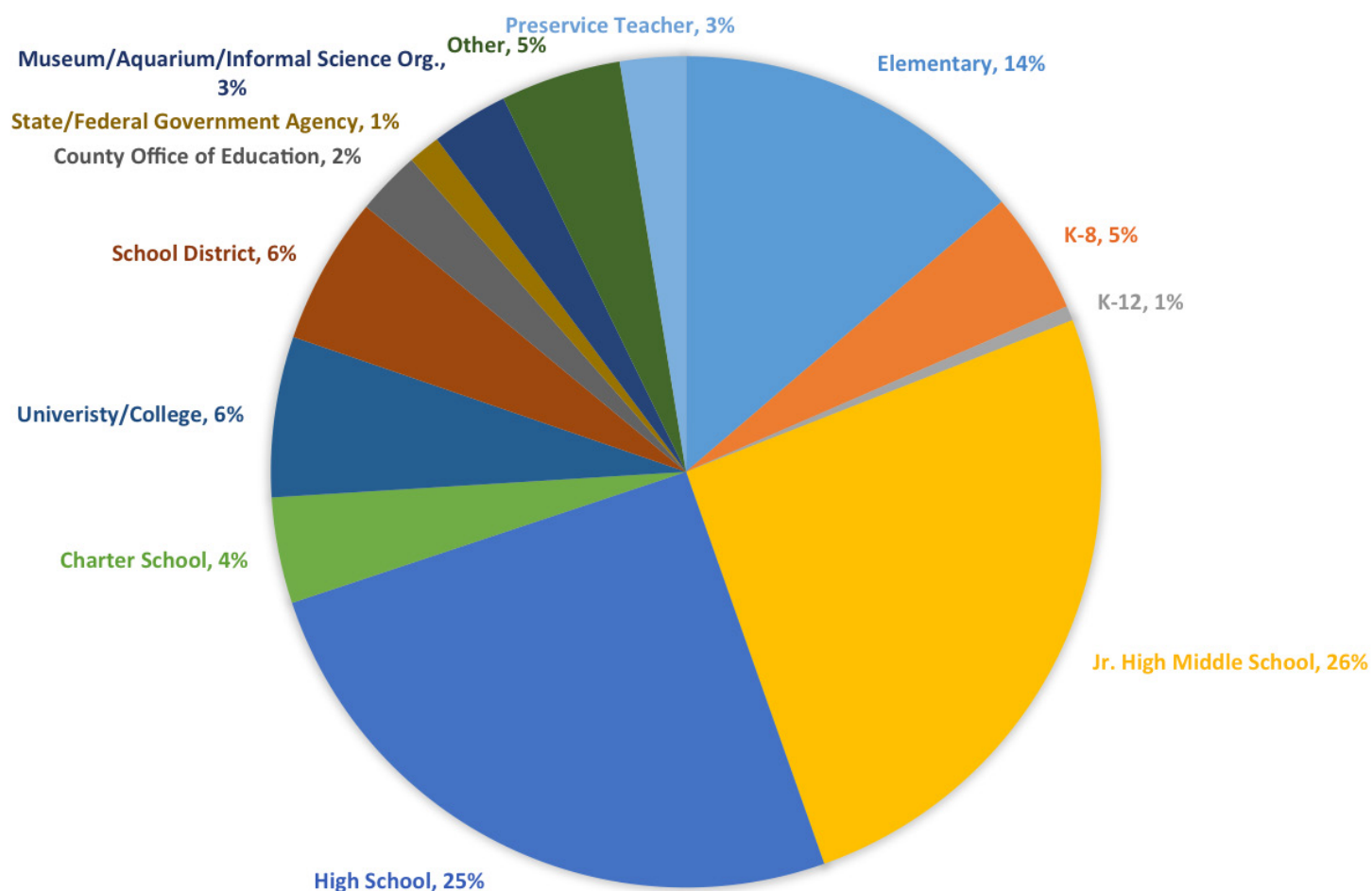


Exhibitor Opportunities

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 Beth Bettencourt at beth@cascience.org or (916) 979-7004.

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