Connect with NSTA:

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Exhibit at NSTA Conferences: Your Connection to Success

Here’s the proposal: More than 20,000 teachers, administrators, and buyers coming together on both coasts and points in between. Access to every region – and every market – in the country. Face time with hundreds of current and future customers for you and your sales force, all under one roof. People eager to meet you, learn more about your products, and buy, buy, buy...

NSTA connects you to your markets

NSTA maximizes your connections with your key markets by putting you in the right places at the right time. We put you and your products in front of the largest gathering of science-education buyers in the country, in an atmosphere infused with excitement and focused on the future. At NSTA conferences, science educators aren’t just thinking about what they might need – they’re thinking about how they can reshape a profession and move an entire generation of students to the cutting-edge of science and technology.

And, they come ready to buy. Nearly all NSTA attendees – 96 percent – report that they come to NSTA conferences to find out what exhibitors offer. They value the hands-on experience you provide, the relationships they build with you, and the vision you bring for changing their classrooms. They remember their time with you at NSTA.

NSTA connects you to opportunities

NSTA offers you ways to connect to your markets that expand your presence beyond the exhibit-hall walls, too. Connect with attendees before conferences even begin through advertising in NSTA publications and online options. Sponsor special events and workshops during the conferences. Put your name and logo on products that stay in front of attendees long after conferences end.

NSTA will help you connect with every corner of the country this year, taking you north, south, east, and west. You can go from a northern anchor with our annual conference in Philadelphia to points east in Baltimore, south in Nashville, and west in Kansas City.

Make the connection with NSTA

Contact us to learn more about how we can connect you with success.

Rick Smith
Managing Director, Advertising, Exhibits and Workshops
Science education isn’t just a few hours in the school week with beakers and test tubes anymore. It’s a national priority driven by workforce needs, competitive demands, and a society that relies more and more on technological innovation.

No one knows this better than science teachers, who are constantly looking for new ways to lead their students on a path that will stimulate even greater achievement. Every day, they turn to NSTA exhibitors for the tools, services, and ideas that help them get the job done.

**NSTA exhibitors connect teachers with the future.**

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**Connect to a National Imperative**

From Wall Street to 1600 Pennsylvania Avenue, the nation’s leaders are united on one point: Science education is critical for national success.

- President Obama has made education in science – and enhancement of federal science workforce development – one of his five national technology focus areas.
- The National Academy of Sciences continues to call for expanding science-teacher training and support to meet the need for more science education.
- The Carnegie Commission is calling for a national movement to transform science and math education to educate citizens for the future.
- Fortune 500 companies and federal agencies have launched dozens of programs in the last decade designed to expand science education and educational opportunities.

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**The Science Education Market**

- U.S. students in STEM courses: 52 million (K-grad)
- U.S. STEM teachers: 1.7 million (all levels)
- U.S. schools with STEM courses: 100,000+

(STEM: Science, Technology, Engineering, and Math)

*Source: U.S. Department of Energy*

“If we are going to continue to have an innovation-driven economy, we must improve education quality for all of our children, particularly in math and science.”

*Microsoft CEO Steve Ballmer*
**NSTA Connects You To:**
- 20,000+ attendees at four annual conferences
- Science educators from every level – kindergarten through post-graduate, across all science disciplines
- Administrators, curriculum specialists, teachers, and more
- Attendees ready to buy (98%)
- People who want to meet you (99%)
- Markets (representatives from every U.S. state and Canadian province)
- Competitors (more than 1,000 exhibitors annually)

**FACT:** 85% of measured growth in U.S. income per capita comes from technological innovation. *(Rising Above the Gathering Storm, NAS, 2007)*

“If we don’t step up to the challenge of finding and supporting the best teachers, we’ll undermine everything else we are trying to do to improve our schools.”

*Louis Gerstner, former chair, IBM*

**NSTA Attendees Are Buying:**
NSTA attendees are looking for hundreds of products and services from NSTA exhibitors. Here is a sample from our broad range of categories:
- Biology/Life Sciences
- Chemistry
- Classroom Technology/Media
- Earth/Environmental Sciences
- Educational Advancement
- Lab Equipment/Supplies/Furniture
- Non-Profit/Government Services
- Optical Equipment
- Physics
- Publications
- Safety

**FACT:** 96% of NSTA attendees make or influence buying decisions. *(NSTA Surveys)*

**Top Reasons Attendees Go to NSTA Conferences to:**
- Connect to exhibitors and establish vendor relationships (90% top reason)
- Connect to the future of science-education tools
- Connect in-person with classroom tools, experiments, gadgets, and more
Exhibit at NSTA Conferences: Connect to Your Markets

Science teachers can be a tough market to crack these days. Not only are they directed in their buying choices by standards of learning, but they’re often restricted by ever-tightening budgets. Plus, innovation keeps pushing the envelope outward – not only are teachers rushing to keep up with scientific breakthroughs, but they have to stay in sync with students who are accustomed to a dazzling array of technical tools and gadgets from pre-school.

(It’s no wonder that the average science teacher spends almost $500 of his or her own money on classroom supplies these days.) Fortunately, NSTA conferences connect you with more than 20,000 educators each year.

NSTA exhibitors connect to key markets.

Connect to opportunities:
NSTA Conferences are must-attend events for exhibitors. Your NSTA exhibit booth offers connections to your markets – and industry – that you can’t get anywhere else. As an NSTA exhibitor you:

- Meet buyers – more than 96% of attendees in a low pressure setting
- Demonstrate support and increase product awareness with science educators
- Generate more new prospects and support existing clients in 3 days
- Compete with your competitors
- Customize your booth to create an impression on attendees

Connect to benefits:
NSTA offers generous packages and benefits for exhibitors. You’ll enjoy:

- Exhibitor lounges where you can take a break and network with colleagues
- Dedicated staff available to assist you and answer questions
- Interactive Floor map listings
- Company listing in Conference Programs with description of booth materials
- Complimentary lead retrieval
Connect to the things that matter:
NSTA exhibitors return year after year — in fact, on average more than 63% of NSTA exhibitors return year after year. NSTA events work for you because:

- Teachers value — and remember — your participation
- Your material, image, and impressions go back to classrooms
- Locations help you target key markets across the country
- Competitors see how strong your market-share is
- Colleagues network with you and share new opportunities

Connect to people who matter:
NSTA connects you to the people you want to meet, all under one roof:

- Sales leads
- Existing customers
- Buyers from across the nation
- Competitors
- Colleagues with whom you wish to network
- Industry leaders and decision-makers

Connect to buying cycles:
NSTA covers every part of the United States through four major conferences each year. That means you’ll have the opportunity to pitch decision-makers in every state every year.

- **Spring conferences** — Talk to educators as the current school year wraps up and they turn their attention to budgeting for next year. Get your products into classrooms on a fast track.
- **Fall conferences** — Make an impression on educators as they begin the school year, and show them how your products can support their classroom goals right now.
Exhibit at NSTA Conferences: Connect to Opportunities

According to federal government statistics, just over half of all K-12 teachers teach science and math. Add that to the half million post-secondary STEM teachers, and you have a market of more than 2 million teachers.

That’s a huge potential market – and more sales calls than an army of representatives could reach.

Fortunately, NSTA is here to make it easy for you. Each year we take you to the locations and create the opportunities that let you reach this extraordinary and appreciative audience.

**NSTA connects exhibitors to buyers.**

**Connect to locations that work:**

NSTA selects conference cities to ensure that teachers throughout the United States and Canada have an opportunity to network with their colleagues and meet you. NSTA host cities:

- **Are transportation hubs** — Every NSTA city is part of the national and regional air, highway, and rail transportation system.

- **Have great attractions (but not ones that compete with you)** — Great conference cities have exciting attractions that draw attendees, but they don’t compete with the action on the exhibit hall floor.

- **Are top-notch convention centers** — NSTA works with convention centers for years in advance of conferences to ensure that your experience is as seamless and simple as possible.

- **Are great repeat performers** — NSTA listens to you about what makes a great conference city, and we go back to the places you love. This year, for instance, our national conference in Philadelphia will take us back to a city with record-setting attendance numbers and high marks from exhibitors and attendees alike.

**FACT:** Philadelphia has a new exhibitor-friendly convention center policy. That means fewer hassles, lower costs, and an even more productive conference for you.
Connect to Philadelphia:
58th Annual NSTA National Conference
Connecting Science Past with Science Future
March 18-21, 2010
Strands include:
- Meeting the Unique Needs of Urban and Rural Science Learners
- Connecting Content: Between, Within and Among Subjects
- Closing the Digital Generation Gap Between Teachers and Students
- Rekindling the Fires of Science Teaching and Learning

FACT: NSTA’s 2010-2011 schedule puts every teacher in the country — and most of Canada — within driving distance of an NSTA conference.

Connect to NSTA’s 2010 Regional Conferences
- Kansas City, MO: October 28-30, 2010
- Baltimore, MD: November 11-13, 2010
- Nashville, TN: December 2-4, 2010
Your booth contract provides for:

- 10’ x 10’ exhibit space
- 3’ high side-rail divider/8’ back drape
- 4 exhibitor badges
- 7” x 44” identification sign
- Company listing in Conference Program (subject to deadline)
- Listing on online Interactive Floor Plan
- Listing on handout floor map at the conference (subject to deadline)
- Aisle signs and aisle carpeting
- Complimentary Leads Retrieval device (subject to deadline)
- Dedicated staff available to answer your questions

Download Forms:
- National Conference
- Area Conferences

Use these forms when submitting your contract via fax or mail.

(703) 841-5114
*please include 50% deposit

Advertising, Exhibits and Workshops Dept.
National Science Teachers Association
PO Box 90214
Washington DC 20090-0214
Exhibit at NSTA Conferences: Exhibit Booth & Workshop Pricing

2010 National Conference – Philadelphia, PA
March 18-21, 2010

- 10’ x 10’ Corner: $2,550
- 10’ x 10’ In-Line: $2,350
- 10’ x 20’ Corner + In-Line: $4,900
- 20’ x 20’ Island: $10,200
- Exhibitor Workshop: $875 / one
  $825 / 2 or more
  $1,000 / Each Workshop for room size to accommodate 120+ participants

2010 Area Conferences

Kansas City, MO: October 28-30, 2010
Baltimore, MD: November 11-13, 2010
Nashville, TN: December 2-4, 2010

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Please note we offer custom size booths as well, please inquire for pricing.
Exhibit at NSTA Conferences: Future NSTA Conferences

**National Conferences**
San Francisco, CA: March 10-13, 2011

**2010 Area Conferences**
- Kansas City, MO: October 28-30, 2010
- Baltimore, MD: November 11-13, 2010
- Nashville, TN: December 2-4, 2010

**2011 Area Conferences**
- Hartford, CT: October 27-29, 2011
- TBD: November, 2011
- Seattle, WA: December 8-10, 2011
Exhibit at NSTA Conferences: Additional Marketing Opportunities

**Exhibitor Workshops** - Conducting an exhibitor workshop at an NSTA conference is an excellent opportunity for organizations to promote their products and services to attendees in a controlled, relaxed environment. NSTA will set the room either classroom or theater style with accommodations for any size audience (call for over 125 people). Your organization is the center of attention in a setting where you can take the time to explain in detail how your product or service works and how it would be of benefit to them in their profession. It’s easy to register, simply go to http://ecommerce.nsta.org/exhibitor/ and submit the application.

**Program Advertising** – The conference program is an essential resource for all attendees. NSTA conferences feature hundreds of seminars and a head-turning array of exhibitor booths, so attendees turn to our conference program throughout the day. You can make an impression on attendees through ads that reach your key audiences repeatedly. Plus, unlike most advertising opportunities, NSTA attendees will view your ads when they’re just steps away from the exhibit hall – and your products.

**Floor Map Advertising** – Handed out separately from the conference program, this 4-color piece has a map of the exhibit floor and exhibitor listing on the front, and a complete listing of all exhibitor workshops and map of the downtown area on the reverse. Your ad will receive continued attention as attendees will be referring to the map frequently to navigate the conference.

**Backpack Insert** (National Conference Only)– All attendees of the national conference will receive a complimentary bag/backpack and the first 10,000 will receive bags stuffed with information. *Must be exhibitor at the conference to participate in the Backpack Insert promotion.*

**Interactive Floor Plan Upgrade** – Upgrade your digital booth for attendees to browse and put on their must-attend list for the conference. Email Kimberly Hotz khotz@nsta.org with the Digital Package you would like.