

RENO, NV  
OCT. 11-13



NATIONAL HARBOR, MD  
NOV. 15-17



CHARLOTTE, NC  
NOV. 29-DEC. 1



# 2018 NSTA AREA CONFERENCE PROSPECTUS

WHERE BUSINESS AND THE CLASSROOM COME TOGETHER

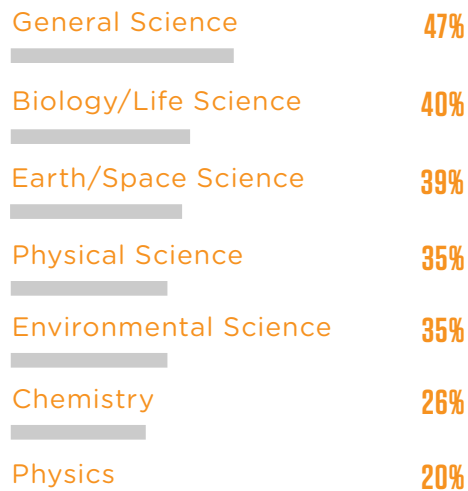


**NSTA** National  
Science  
Teachers  
Association

# Who Attends an NSTA Conference

## DISCIPLINES

### SCIENCE



### TECHNOLOGY



### ENGINEERING



### MATH



## What are attendees looking for?

Curriculum

E-Learning

Lab Equipment

Laboratory/  
Classroom Furniture

School Supplies

Educational Travel/  
Eco Tourism

Learning Communities

After School Activities

Forensics

Games and Apps

3D Printing

Robotics

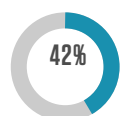
Publications

Professional Development

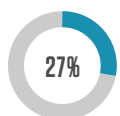
Hands-On Activities

Software

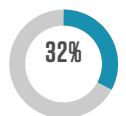
## GRADE LEVELS



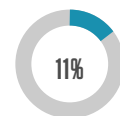
GRADES  
K-6



GRADES  
7-8

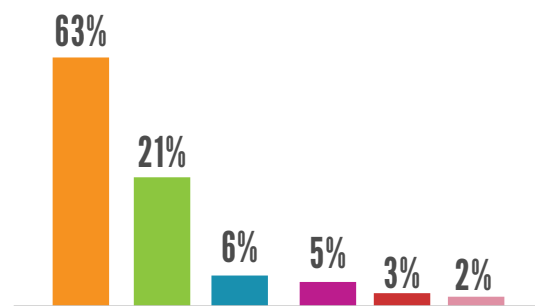


GRADES  
9-12

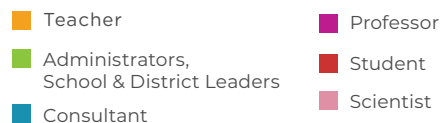


COLLEGE/  
UNIVERSITY

## JOB TITLES



\*attendees may fit into more than one classification





# Why You Should Exhibit at NSTA

Exhibiting with NSTA offers you the opportunity to take advantage of important face-to-face networking time, allowing you to interact with customers from all over the country that would otherwise take days or months of calls and emails to reach.

**NSTA** provides a sales and networking environment for your team to meet with science educators in one place.

**You can reach your target audience** both on and off the exhibit hall floor through workshops, advertising, and sponsorship opportunities.

**Our lead retrieval system** allows you to maintain and build relationships with NSTA members and attendees helping you become an integral part of their educational programs

**NSTA** offers you a professionally organized, decorated and polished business environment in which to meet your customers

**Hands-on Experience** – Customers explore products in ways catalogues, websites, and emails can't offer

**Relationship Building** – Customers and Reps form connections and create ties for future collaboration and business

**Meet Institutional and Independent Purchasers** – Teachers drive institution sales, but they are also individual buyers. On average, teachers spend \$479 or more per year on classroom supplies out of their own pockets.

**Brand Exposure** – Whether you are a new company seeking to generate awareness or an established organization, exhibiting reinforces your market presence and keeps you top of mind with attendees.

**NSTA Sales staff** offers you a dedicated team of professionals that will work with you, listen to your needs, make suggestions and help you put together a marketing plan that best suits your needs, without any pressure or hassle.



**16 hours of Exhibit Hall access for attendees per show**

**Access to educators at all grade levels PreK-College**

**Unlimited lead generation opportunities**

**National reach at significant scale**

**Branding directly to your target market**

**Dedicated presentation space**

# What You Need to Know as an Exhibitor

## Exhibit Space Includes:

- **Contracted** exhibit space
- **4 full-access** conference registration badges per 10'x10' contracted space (allows attendee-level access to sessions and workshops)
- **FREE** Company Description and Contact information in Final Program, on the conference app, and on the online floor plan (if contract is submitted by deadline)
- **FREE** 24 hour Security guard service
- **The following items are available for purchase from the Official Show Contractor:** Furniture, Electricity, Internet, Flooring\*, Cleaning, or any other items that you may need for your booth.\*

\*NSTA does allow exhibitors to provide their own booth flooring or materials provided that they abide by local union and labor rules and regulations.

## SCHEDULE

IS THE SAME FOR ALL 3 AREA CONFERENCES

### Exhibitor Set-up and Move In:

**Wednesday** 8:00 am–5:00 pm

**Thursday** 7:00 am–9:00 am

**ALL EXHIBITS MUST BE SET UP NO LATER THAN 9:00 AM ON THURSDAY**

### Exhibit Hall Hours:

**Thursday** 11:00 am–5:00 pm

**Friday** 9:00 am–4:00 pm

**Saturday** 9:00 am–Noon

### Exclusive Exhibit Hall and Exhibitor Workshop Hours:

**Thursday** 11:00 am–12:30 pm

**Friday** 3:00 pm–4:00 pm

### Exhibitor Tear Down and Move-Out

**Saturday** 12:00 pm–6:00 pm

**ALL EXHIBITS MUST BE BROKEN DOWN BY 6:00 PM**

## PRICING

Booth Prices  
per sq. Foot

Standard

Non-Profit, Academic  
Institutions, Government

Per Sq. foot  
100sq.ft  
minimum

**\$15.95**

**\$13.95**

# Marketing and Advertising

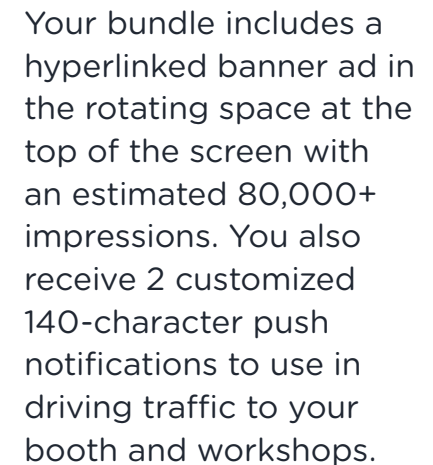
Signing up for a booth is just the first step to ensuring you reach as many customers as possible in a very short amount of time. Let NSTA help you maximize your time and on-site presence by taking advantage of the many marketing and advertising opportunities available.

- Pre and Post Conference e-mail e-Blasts/Direct Mail lists
- Conference App Bundle
- Sponsorships
- Year Round Journal Advertising
- Preview Program and Conference Program Advertising

## EXHIBITOR CHECKLIST

- |   |   |
|---|---|
| ✓ Reserve Your Booth                                | ✓ Order Additional Materials for your Booth and Workshop Room |
| ✓ Sign-up to host an Exhibitor Workshop             | ✓ Invite your customers to attend                             |
| ✓ Advertise your Booth Number and Workshop Schedule | ✓ Develop a year-round marketing plan                         |

## CONFERENCE APP BUNDLE



Your bundle includes a hyperlinked banner ad in the rotating space at the top of the screen with an estimated 80,000+ impressions. You also receive 2 customized 140-character push notifications to use in driving traffic to your booth and workshops.

## WAYS TO ENGAGE

Exhibitor Workshops

Program and Conference App Advertising

Sponsorships

Numerous Marketing/Branding Opportunities

# Exhibitor Workshops



Exhibitor Workshops offer you dedicated presentation space to build on your exhibit booth presence by:

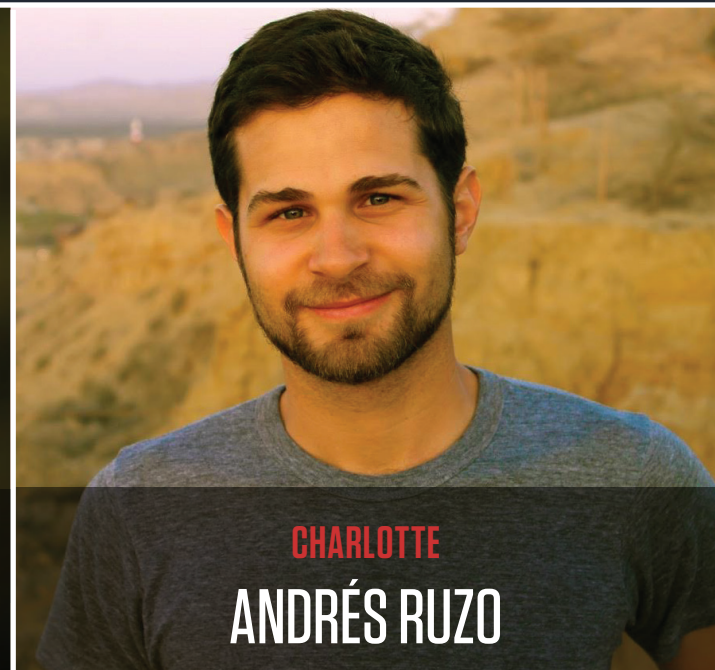
- Offering the opportunity for exhibiting companies wishing to present new products or services in an environment suitable for active audience participation.
- Providing participating companies the chance to meet with science educators and disseminate information about your product or program effectively.
- Teach current and potential clients about your products and services through face-to-face seminars in an intimate setting.

Exhibitor Workshops: \$775 for one  
or \$695 each for two or more.

Want to do a full day of workshops?  
Ask about Dedicated Workshops rooms.  
Space is limited so sign up soon!



## Keynote Speakers



## CONFERENCE HIGHLIGHTS

- Over 300 presenter sessions and over 100 exhibitor workshops giving attendees a plethora of PD to choose from
- An exhibit hall featuring companies from all over the country eager to share their products and services with science educators
- Each conference offers unique educational strands selected by the planning committee because of educational needs in that area
- Three days of solid professional development for science teachers and administrators from all over the US.

## 2018 SPONSORS



# SAVE THE DATE



S T. L O U I S

M I S S O U R I

APRIL 11-14, 2019

## CONTACT US

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## 2019 AREA CONFERENCES

SALT LAKE CITY, UT

OCT. 24-26, 2019

CINCINNATI, OH

NOV. 14-16, 2019

SEATTLE, WA

DEC. 12-14, 2019



**Forum & Expo**

**HOSTED BY NSTA**

San Francisco, CA

July 24-26, 2019