



66th National Conference on Science Education

ATLANTA, GA • MARCH 15 – 18, 2018



NSTA Exhibits, Sponsorship & Conference Marketing Opportunities

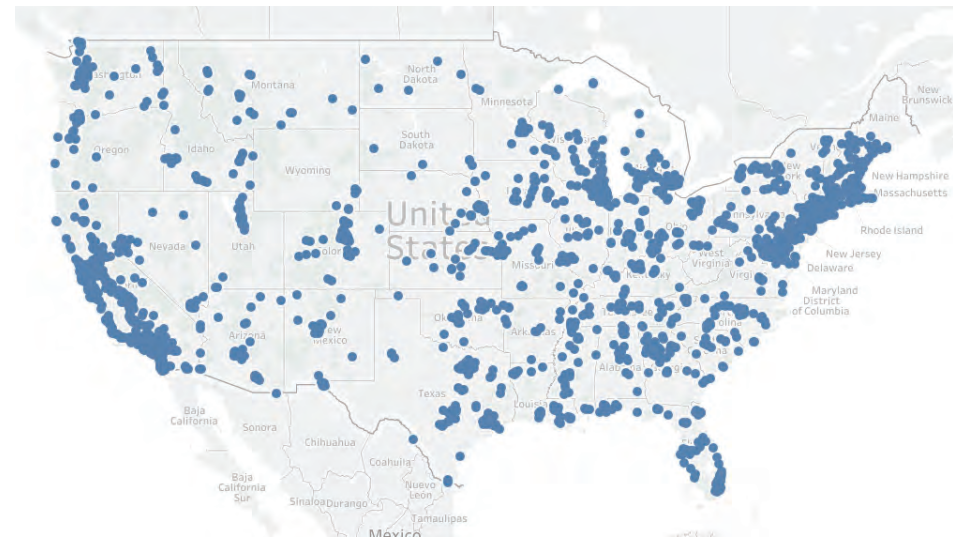


NSTA'S NATIONAL CONFERENCE IS A MUST FOR ANY COMPANY WHO WANTS TO REACH BUYERS OF EDUCATION PRODUCTS, SERVICES, PUBLICATIONS AND TECHNOLOGIES

- Public school teachers **spent \$3.2 billion** in educational products in a school year – with **\$1.6 billion** of it from their own pockets (2013 NSSEA Retail Market Awareness Study)
- US Market for STEM toys with scientific/educational focus is **\$576 million annually** (Toy Association statistics)
- On average, teachers surveyed said they **spent a total of \$268 on school supplies in a school year, \$491 on instructional materials and an additional \$186 on other classroom supplies for an average total of \$945 on materials for the classrooms** during the last school year (2013 NSSEA Retail Market Awareness Study). With hundreds of thousands of science and elementary school teachers in the US, that is **millions on school purchases every year!**
- **99.5% of teachers reported spending their own money** on school supplies, instructional materials and/or other classroom materials. **10 percent spent \$1,000 or more of their own money** in total for the school year (2013 NSSEA Retail Market Awareness Study)

NSTA DELIVERS THE LARGEST AND MOST COMPREHENSIVE AUDIENCE OF TEACHERS IN THE EDUCATION MARKET, INCLUDING

- **Over 10,000 science teachers** from middle and high school and college, as well as elementary school and pre-service teachers - **A 27:1 attendee to exhibitor ratio**
- **Meet institutional and independent purchasers** – Science teachers drive institution sales, and they also buy for their classroom directly
- **Over 90% directly purchase or influence** the purchases of products, services, technologies and publications
- Attendees representing schools and districts from **all 50 states and internationally**



2017 LOS ANGELES NATIONAL CONFERENCE ATTENDEES BY SOURCE

- The only conference to **deliver the entire buying team** from schools and districts that **directly develop or influence the teaching curriculum and technologies used** by teachers, curriculum developers, department chairs, administrators, and principals
- Teachers from **public, private and catholic institutions**
- **Award winning and nationally recognized** teachers and speakers
- **Your customers and new prospects attend** – 68% of attendees have 10+ years of experience; 46% are first-time attendees

ATLANTA WILL DRAW HEAVILY FROM THE GEORGIA AND SOUTHEAST EDUCATION MARKET, A VITAL PURCHASING GROUP:

- **2,300 Public schools in GA, 12,500 in southeast** (including NC, SC, TN, AL, MS, and FL)
- **1.7 million students enrolled in GA public schools, 145,000 students enrolled in private schools and 8.8 million in all schools** within the southeast
- **\$9.4 billion budgeted for GA education in 2018; over \$100 billion for all schools in the southeast**

15,000 TOTAL SCHOOLS • 10 MILLION STUDENTS • \$100 BILLION IN SPENDING – ALL IN DRIVING DISTANCE

DON'T MISS YOUR OPPORTUNITY TO PRESENT YOUR COMPANY TO TEACHERS THAT PURCHASE MILLIONS OF DOLLARS WORTH OF PRODUCTS AND TECHNOLOGIES EVERY YEAR!

CALL NSTA TODAY AT 703-312-9240 TO SECURE YOUR BOOTH AND SPONSORSHIP

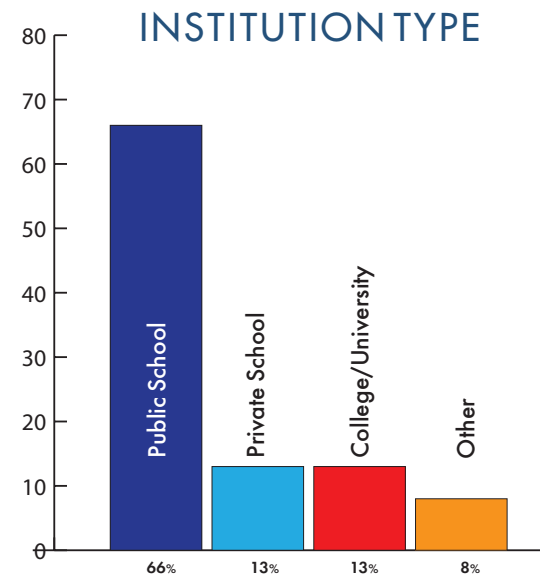
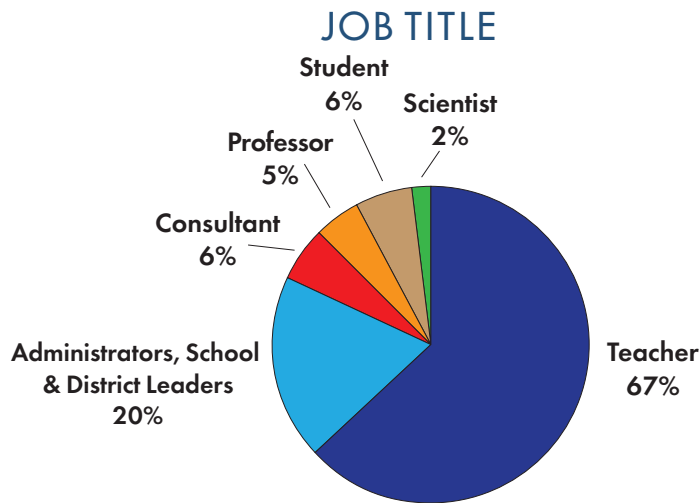
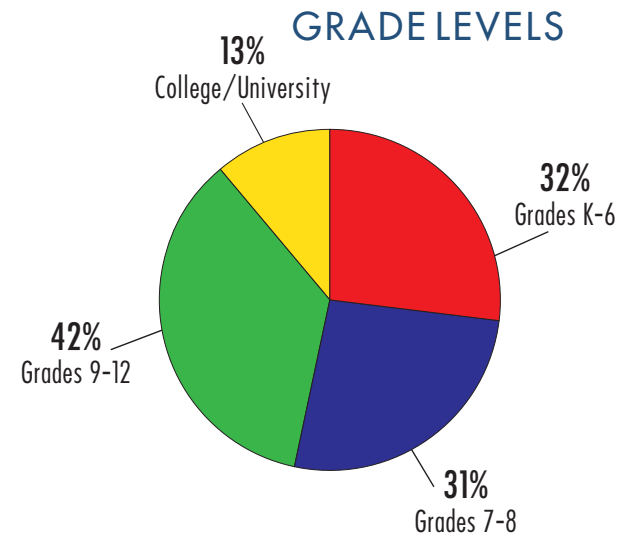
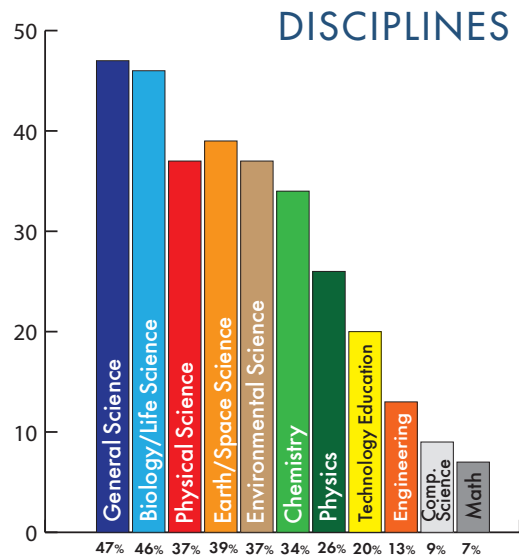
WHAT EXHIBITORS SAY ABOUT THE NATIONAL CONFERENCE:

“We found this to be a very professional meeting with attendees clearly interested in our products and willing to spend time in the booth with us and learn about IPG. We exhibited for three days and sold hundreds of books to science educators; members ranging from science and math teachers, curriculum coordinators, scientists, ESL educators, to STEM coordinators, department heads and college professors.”

*-Educational Sales Representative,
Independent Publishers Group*



NSTA DELIVERS BUYERS ACROSS ALL DISCIPLINES, GRADE LEVELS, INSTITUTION TYPES AND BUYING TEAM ROLES:



Don't miss your opportunity to meet face-to-face with buyers! **Contact NSTA TODAY** to reserve your booth and sponsorship.

NSTA WILL ENSURE A STRONG ATTENDANCE WITH A CONFERENCE PROGRAM OF 1,200+ EDUCATION SESSIONS AND EXPANDED MARKETING CAMPAIGNS REACHING:

- **Millions of marketing and advertising impressions promoting the conference & exhibition** across channels – website, emails, direct mail, publications, and social media
- **50,000+ Active NSTA Members** in the US and abroad
- **265,000+ weekly e-newsletter subscribers**
- **125,000 monthly website visitors and 450,000+ page views**
- **17,000+ Teachers** attending professional development conferences and webinars each year
- **500,000+ teachers, administrators and curriculum developers** in our database receiving direct mail and emails
- **220,000+ followers** on NSTA's Twitter, Instagram, Facebook, LinkedIn and other social media sites
- **50,000+ subscribers** to NSTA's journals and publications
- **Partnerships with state teaching associations**, including GA, AL and many others
- **National media outlets attend and promote** the conference, plus coverage across 10 major media publications including District Administration, The New York Times, PBS NewsHour, and more reaching millions of readers
- **NSTA Sales Representatives covering all 50 States** who are working with local schools and districts to improve their science programs and will be promoting the National Conference
- **Exciting bundle contests, exclusive airline ticket giveaways, VIP experience offers** and more being promoted to encourage registration
- **Print advertisements** in all NSTA journals and Reports member newspaper to drive visibility with our 50,000+ members
- **Telemarketing campaign** focusing on past conference attendees and local educators



WHAT ATTENDEES SAY ABOUT THE NATIONAL CONFERENCE:

“I used to purchase large quantities of supplies for a popular experiment, and then I came to an NSTA conference and found an exhibitor who had a kit that was easier to use and a time saver.”

“I met with some great vendors in the Exhibit who I will go back to for future school purchases.”

“I want to geek out with my science teacher friends from around the country!”

“As a department chair and coordinator of a medical STEM program at an urban girls school, I am always searching for resources on a budget. The NSTA conference is a treasure trove of ideas, resources, and contacts.”

“I am the only science teacher in my district attending this year. It's my responsibility to bring back great ideas and best practices to share with my district.”

“I am really excited to learn about flipped classrooms, STEM, and implementing NGSS in my classroom.”

“I appreciate the NSTA opportunities. My affiliation with your organization has changed the way I teach science. In the end, my students benefit from what NSTA has to offer.”

“I LOVED the exhibits! I received so much information that I was able to bring back to my school; not to mention all of the fun stuff I got.”

-Attendee Interviews and Survey Responses

EXHIBIT IN THE NATIONAL CONFERENCE!

Secure your booth before it is sold out!

NSTA PROVIDES COMPANIES WITH A UNIQUE AND POWERFUL MARKETING PLATFORM TO REACH TEACHERS AND ADMINISTRATORS:

- **Access to over 10,000 teachers and administrators** across grade levels and disciplines interested in learning about your solutions
- **Marketing exposure** in millions of marketing impressions promoting the National Conference across all channels – website, emails, advertising, social media and other NSTA conferences and industry events
- **Exclusive Exhibit Hall hours** and over **20 hours of show hours** to conduct business
- NSTA Science Store and other programs in the expo to **drive traffic to exhibit booths**
- **Engaging, hands-on Exhibitor workshops** to educate the market on important topics and solutions – STEM, maker movement, robotics, forensics and other innovative products and solutions
- **Bypass gatekeepers** – meet directly with your target audience and educate them on how your program, product or service is a solution for their classrooms.

EXHIBITING AT NSTA IS COST-EFFECTIVE!

2018 National Conference Pricing

BOOTH PRICE	
10' x 10' CORNER \$2,700	10' x 10' INLINE \$2,400
EXHIBITOR WORKSHOPS	
ONE WORKSHOP \$875	TWO WORKSHOPS OR MORE \$825 EACH

“The magic of NSTA is that we can meet customers face-to-face.”

**-Chief Educational Officer,
Educational Innovations, Inc.**

“NSTA treats its exhibitors very well and supports us to ensure we are ready to succeed before, during and after the conference.

-CTSM, School Specialty, Inc.

Good interest and we talked to some AMAZING people!”

-Exhibitor Survey Response

“We had over 900 leads, which beat last year’s total by over 200.”

-Exhibitor Survey Response



CUSTOMIZE YOUR EXHIBIT AND SPONSORSHIP PROGRAM TO MAXIMIZE YOUR ROI!

VISIT US ONLINE AT WWW.NSTA.ORG/EXHIBITSADV

EXHIBIT BOOTH INCLUDES:

- Four exhibitor badges providing full conference access
- FREE LEAD RETRIEVAL - Exhibitors averaged 311 unique leads per booth
- Draped side rails, back wall, and ID signs
- Online and printed floorplan promotion with exhibitor categories and interactive / new products highlighted
- Exhibitor Lounge access with light refreshments daily
- Cost-effective booth packages are also offered by the show decorator.

SPONSORSHIP OPPORTUNITIES:

- Conference App
- General Session featuring Ron Clark
- Elementary Extravaganza Share-a-Thon
- Meet Me in the Middle Day + Share-a-Thon
- Community Connections Event
- NSTA Chapter Social
- NSTA President's Reception
- Pre-Service & New Teachers Breakfast
- NSTA Student Reception



ADVERTISING AND MARKETING OPPORTUNITIES

- Exhibitor Workshops
- Sponsored emails and direct mail lists to reach tens of thousands of teachers for pre- and post- event marketing
- Conference Program advertising
- NSTA Conference Daily e-newsletter advertising
- App Bundle including banner & push notifications
- Focus Groups
- Exhibitor Suites
- Company Showcase signage
- Banner Displays
- Column Wraps
- Escalator Runners
- Sidewalk Graphics
- Aisle Signs
- Exterior Banner Boxes
- Backpack Inserts



CONTACT NSTA TO CUSTOMIZE YOUR COMPANY'S PARTICIPATION TODAY

VISIT US ONLINE AT WWW.NSTA.ORG/EXHIBITSADV

2018 CONFERENCES & FORUM

STEM Forum & Expo

Philadelphia, PA • July 11–13 • Pennsylvania Convention Center

Area Conferences on Science Education

Reno, NV • October 11–13 • Reno-Sparks Convention Center

National Harbor, MD • November 15–17 • Gaylord National Resort & Convention Center

Charlotte, NC • November 29–December 1 • Charlotte Convention Center

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