

# KEY REASONS TO EXHIBIT WITH NSTA



Exhibiting with NSTA is your first and biggest step in building relationships with the wealth of the science teaching community. NSTA Conferences on Science Education— one National, three Areas, and the STEM Forum & Expo – cover your sales territories across the country. Leverage our years of experience and the strength of our relationships with science teachers to build new contacts and business. We are here to help you maximize your ROI and achieve your Marketing and Advertising goals.

## DID YOU KNOW?

- ◆ NSTA offers the largest Conferences for science educators and curriculum planners dedicated to Professional Development and eager to stay ahead of the curve in science education
- ◆ NSTA delivers thousands of Science Teachers, Administrators, and STEM Educators to you for face-to-face interactions – Over 18,000 people attended our events last year
- ◆ 86% of attendees use face-to-face at exhibitions to become aware of new products, evaluate vendors for future purchases and/or narrow their choices to preferred vendor  
*[Source: Center for Exhibition Industry Research]*
- ◆ The cost of making first face-to-face contact with a potential customer through an exhibition lead is \$96, compared to \$1,039 without  
*[Source: Center for Exhibition Industry Research]*
- ◆ Our Exhibitors generate hundreds of targeted leads at each event – Over 77,000 unique leads were generated by NSTA Conferences last year
- ◆ Over 41% of Conference Attendees are first-time attendees – make a strong first impression and build lasting relationships
- ◆ 45% of Attendees develop an emotional connection with a brand after interacting with it at a trade show  
*[Source: Exhibit Surveys, Inc.]*
- ◆ Data shows 56% of NSTA Conference Attendees spend three or more hours in the Exhibit Hall.
- ◆ 87% of purchasing decision-makers stated that national exhibitions are an “extremely useful” source of needed purchasing information  
*[Source: Center for Exhibition Industry Research]*
- ◆ NSTA Conferences boast an incredible 25:1 attendee to exhibitor ratio