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 (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 instruction materials and an additional $186 on other classroom supplies for an average total of $945 for 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!

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

- Over 9,000 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
- 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

ST. LOUIS WILL DRAW EDUCATORS FROM THE SIGNIFICANT MIDWEST MARKET:

• 2,370 Public schools in MO; 20,800 in other Midwest states (including AR, IA, IL, IN, KS, MI, MN, MO, ND, OH, SD)
• 883,000 public school students, 117,000 private school students enrolled in MO; and 10 million in all schools within the Midwest states
• $16 billion budgeted for MO education this year; over $195 billion for all education spending in the Midwest states

23,000 TOTAL SCHOOLS • 10 MILLION STUDENTS • $210 BILLION IN SPENDING
CONVENIENTLY LOCATED TO ATTEND THE CONFERENCE

DON’T MISS THE 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:

DISCIPLINES

GRADE LEVELS

INSTITUTION TYPE

**DISCIPLINES**

- General Science: 47%
- Biology/Life Science: 46%
- Physical Science: 37%
- Earth/Space Science: 39%
- Environmental Science: 37%
- Chemistry: 34%
- Technology/Education: 32%
- Engineering: 26%
- Math: 20%
- Comp. Science: 13%
- Technology: 9%
- Other: 7%

**GRADE LEVELS**

- Grades K-6: 32%
- Grades 9-12: 42%
- Grades 7-8: 31%
- College/University: 13%

**INSTITUTION TYPE**

- Public School: 66%
- Private School: 13%
- College/University: 13%
- Other: 8%

**JOB TITLE**

- Teacher: 67%
- Administrators, School & District Leaders: 20%
- Consultant: 6%
- Professor: 5%
- Scientist: 2%
- Student: 6%

Don’t miss your opportunity to meet face-to-face with buyers! **Contact NSTA TODAY** to reserve your booth and sponsorship.
NSTA CONSISTENTLY ENSURES ROBUST NATIONAL ATTENDANCE AT THE CONFERENCE & EXHIBITION WITH STRONG EDUCATION PROGRAMMING, EXPANDED MARKETING REACH AND EXTENSIVE PROMOTION PROGRAM:

Educator Reach:
• 500,000+ teachers, administrators and curriculum developers in NSTA's database and outside lists receiving direct mail, emails and calls
• 220,000+ engaged followers on NSTA's Twitter, Instagram, Facebook, LinkedIn and other social media sites
• 265,000+ weekly e-newsletter subscribers
• 125,000+ monthly website visitors and 450,000+ page views
• 50,000+ Active NSTA Members in the US and abroad
• 50,000+ subscribers to NSTA's journals and publications
• 17,000+ Teachers attending professional development conferences and webinars each year

Promotion Program:
• Millions of marketing and advertising impressions promoting the conference & exhibition year round across channels – website, emails, direct mail, publications, and social media
• Strategic Partnerships with state teaching associations to provide cutting-edge programming and promotional support
• NSTA Sales Representatives covering all 50 States that work with local schools and districts to promote the National Conference and encourage groups of educators to attend
• Group and early bird conference rate discounts, airline ticket and book bundle giveaways, VIP experience offers and other promotions to drive registration
• Telemarketing campaign focusing on past conference attendees and local educators
• Print advertisements in all NSTA journals and Reports member newspaper to drive Conference awareness
• Publicity outreach to national media outlets to attend and cover the Conference, including District Administration, The New York Times, PBS NewsHour, and others reaching millions of readers
• NEW transportation programs to make it easier and more cost-effective for educators to attend, including charter buses from key Midwest cities, negotiated hotel rates and discounted airfare and parking

WHAT ATTENDEES SAY ABOUT THE NATIONAL CONFERENCE:

“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!”

“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
VISIT US ONLINE AT WWW.NSTA.ORG/EXHIBITSADV

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

• **Access to over 9,000 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!
2019 National Conference Pricing

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CUSTOMIZE YOUR EXHIBIT AND SPONSORSHIP PROGRAM TO MAXIMIZE YOUR ROI!

“"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

EXHIBIT IN THE NATIONAL CONFERENCE!
Secure your booth before it is sold out!

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EVENT SCHEDULE:
- Thursday, April 11, 2019 – 11 a.m. to 6 p.m.
- Friday, April 12, 2019 – 9 a.m. to 5 p.m.
- Saturday, April 13, 2019 – 9 a.m. to 3 p.m.
*Exclusive Exhibit Hall Hours on Thursday from 11 a.m. to 12:30 p.m.

EXHIBIT BOOTH INCLUDES:
- Four exhibitor badges providing full conference access
- 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

SPONSORSHIP OPPORTUNITIES:
- Conference App
- General Session
- Special Grade Level Programs – Elementary Extravaganza, Meet Me in the Middle Day and High School Share-a-Thon
- Community Connections Event
- Networking Sessions
- Charter Bus Program
- Custom Sponsorship programs

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
- Aisle Signs
- Backpack Inserts

CONTACT NSTA TO CUSTOMIZE YOUR COMPANY’S PARTICIPATION TODAY
2018–2019 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

2019 National Conference on Science Education
St. Louis, MO • April 11-14 • America’s Center Convention Complex

KEY CONTACTS

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NSTA EXHIBITS, SPONSORSHIP & CONFERENCE MARKETING OPPORTUNITIES