



NSTA STEM Forum & Expo SPONSORSHIP INFORMATION

The National Science Teachers Association is hosting its first ever STEM Forum & Expo. This is a unique, focused event that will bring together educators and exhibiting companies dedicated to the successful implementation of STEM education in our schools and communities. Sponsorship is a great way for your company to gain additional visibility as being committed to the NSTA STEM objectives and initiatives.

For **full recognition** in the final Conference Program you must submit a completed Sponsorship Agreement form **no later than April 2, 2012**.

Demonstrate your support of the NSTA mission to promote excellence and innovation in science teaching and learning for all. In return, you will:

- Get additional traffic at your booth.
- Enhance your organization's name recognition.
- Get special signage acknowledging sponsorship at Conference and on the NSTA website.
- Get the return on investment that you deserve.

We welcome your help and support, and offer several ways in which your company can gain recognition as a sponsor:

Support the NSTA STEM Forum & Expo with a monetary contribution which we will use to underwrite program costs,

_____ \$ 250 _____ \$500 _____ \$1,000 _____ Other (Amount:\$ _____)

or choose one or more of the following featured sponsorships:

Pre-Forum Exhibits Preview & Reception (on Exhibit Hall) - \$12,000 exclusive sponsorship

Sponsorship for this main event that will kick-off the STEM Forum & Expo offers optimum exposure where invited attendees enjoy an evening of networking and refreshments on the Exhibit Hall.

- Logo on Sponsorship page of final program, NSTA website and backlit Sponsor list on-site.
- Recognition in ribbon cutting ceremony with an opportunity for a company representative to welcome attendees to the inaugural STEM Forum & Expo.
- Signage at event acknowledging sponsorship.
- Permission to provide napkins/cups with company logo, and additional signage. (If applicable)
- Half-page, 4-color ad in final Conference Program. (Exclusive Sponsor only)

E-mail Station(s) – please inquire

Sponsor an E-mail station "satellites" located on the exhibit floor and earn instant gratitude of NSTA attendees. Each station consists of a minimum of 4 computers on which you can advertise your company. Lead retrieval has never been so easy!

- Signage acknowledging sponsorship.
- Logo on Sponsorship page of final program, NSTA website and backlit Sponsor list on-site.
- Logo and booth number displayed at e-mail station.
- 3 Customized survey questions for attendees to answer.
- Company website as default e-mail station homepage.
- Company logo as background.

Attendee Name Badge Holders – please inquire

Put your company's name and logo in the hands of each attendee! Name badge holders with convenient pouch, for attendees to carry valuables are always a hit. NSTA logo must also appear on each badge holder. NSTA reserves the right to approve final selection.

- Company logo and/or company information on every attendee badge holder.
- Logo on Sponsorship page of final program, NSTA website and backlit Sponsor list on-site.

Headquarter Hotel “Drops” – please inquire

Have your company information delivered directly to attendees in their hotel rooms. *Additional hotel fees will apply. Material must be approved by NSTA.*

- Logo on Sponsorship page of final program, NSTA website and backlit Sponsor list on-site.
- Sample drop, with table sign at Hotel Registration desk.
- Signage at hotel informing conference participants of your sponsorship.

Hotel Keys – please inquire

Put your logo and/or company information in the hands of attendees and exhibitors alike on the hotel magnetic stripped room keys for NSTA block hotels. *Additional hotel fees will apply. Material must be approved by NSTA.*

- Logo on Sponsorship page of final program, NSTA website and backlit Sponsor list on-site.
- Signage at hotel informing conference participants of your sponsorship.

To customize a sponsorship to maximize your organization’s visibility, please contact Rick Smith at 703.312.9282 or Jason Sheldrake at 703.312.9273. Email Rick and Jason at rsmith@nsta.org or jsheldrake@nsta.org.

Application and Sponsor Agreements Additional Details and Rules and Regulations

Firms and organizations must agree to abide by these regulations when making a commitment to participate in any sponsorship opportunity offered by the National Science Teachers Association.

Sponsor recognizes and agrees that NSTA retains full power and authority to interpret and enforce Rules and Regulations for the conference, including the authority to adopt new Rules and Regulations that NSTA considers necessary and proper for the sponsor.

NSTA will comply with the IRS issued final regulations for the corporate sponsorship rules of Code Section 513. Below summarizes the basics of corporate sponsorship rules and changes in the final regulations. However, it is only meant as a reference, and should not be considered as a substitute of detailed knowledge of the rules or professional advice in this area.

Summary of Code Section 513:

Qualified sponsorship payments are sponsorship payments from a business to an exempt organization for which there is no expectation of a substantial return benefit other than the use or acknowledgement of the name, logo or product lines of the sponsor’s trade or business. An acknowledgement cannot contain advertising language (defined as containing qualitative or comparative language, price information or various other inducements to buy or use the sponsor’s products or services). The acknowledgement may also contain the sponsor’s address, telephone number, list of products or services and slogans that are “an established part of a payer’s identity”.

A payment that contains qualified sponsorship payments and payments for return benefits will be considered as two separate payments. For a portion of the payment to be considered as corporate sponsorship payment, the organization must establish that some portion of the payment exceeds the fair market value of the benefit received by the business.

Exclusive *sponsorship* arrangements can be qualified sponsorship arrangements. Any services provided along with such an arrangement would be considered a return benefit.

Exclusive *provider* arrangements that limit the sale, distribution, availability, or use of competing products, etc. in connection with the organization’s activities will generally result in a return benefit and *will not be a qualified sponsorship*.

RULES AND REGULATIONS:

1. NSTA must review and approve all printed, or electronic company information being utilized on conference sponsorship items being offered by NSTA. This includes all copy, logos, slogans, etc.
2. Fifty percent (50%) of sponsorship level is due upon agreement of terms.
3. Balance must be received 60 days prior to the given conference. Notice of cancellation must be in writing and be received no later than 60 days prior to the opening conference date.
4. NSTA is not liable for any contract / agreement company or organization makes with any suppliers or vendors to meet their obligation to sponsor items, or services, at any of NSTA’s conferences. NSTA will not be considered the “third party” in these agreements.
5. While some exception can be made with approval from NSTA, it is NSTA’s policy that companies or organizations that sponsor an item or service must also exhibit at the given conference.