



237



237TH MEETING OF THE AMERICAN ASTRONOMICAL SOCIETY

VIRTUALLY ANYWHERE **11-15 JANUARY 2021**

Exhibitor, Sponsor and Partner Opportunities

Reservation Deadline: 22 October

Webinar Submission Deadline: 23 November

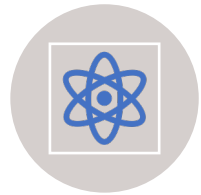
Build Deadline: 23 December

How is your organization engaging the community during COVID?

- Do you miss collaborating in a face-to-face setting?
- Switch to the virtual world!
- Promote your brand, showcase your offerings and services at the 2nd Virtual AAS Meeting.
- Exhibitors will have the opportunity to meet with scientists who are actively engaged in astronomy research.
- Discover how your organization can help them stay on pace with an ever-changing academic and research landscape.



Upside to Virtual



AAS Summer
1,350 (2.5 x
larger than
normal)



Global



More Students



More Amateurs



24x7 Access and
Beyond



No Travel

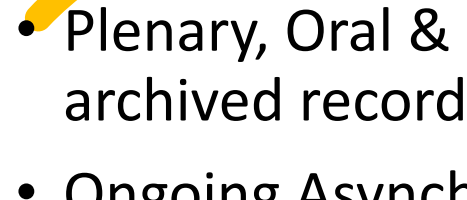



Lower Price
Point

237th AAS Meeting Schedule 7 – 15 January 2021

- Thursday, January 7
 - Workshops, iPoster Asynchronous Turbo Talks
- Friday, January 8
 - Workshops, iPoster Asynchronous Turbo Talks
- Sunday, January 10
 - 11:00 – 15:00 ET Exhibit Hall Preview and Grad School & REU Fair
- Monday, January 11 – Friday, January 15 LIVE
 - 10:50 – 18:40 ET (Science Program / Exhibit Hall)
 - Daily Designated Unparalleled Time for Exhibit Hall
 - Evening events until 20:20 ET



- 
- Plenary, Oral & iPoster Live Sessions with archived recordings
 - Ongoing Asynchronous Topical Discussions via Slack
 - Interactive Exhibit Halls with Dedicated Visiting Hours
 - Pre-meeting Workshops
 - Committee & Splinter Meetings
 - Exhibit, Partner and Sponsor Webinars
 - Employment Recruiting and Career Center
 - Graduate School and REU Fair
 - Mentoring Sessions
 - Social and Networking Events



What will the
237th AAS
Meeting look
like?

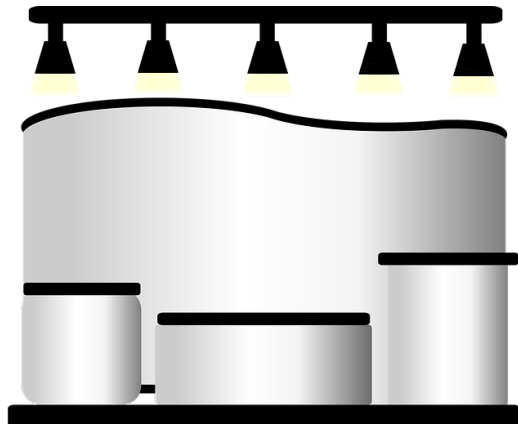
Who exhibits at the AAS Meeting?

- Government Agencies
- Space Missions
- Current and Future Programs
- Observatories
- Publishers
- Member Societies
- Aerospace Companies or Astronomical Consultants
- Vendors (telescopes, domes, cameras, software, clothing, jewelry)
- Domestic and International Organizations

- Leaders & Decision Makers
 - Academia
 - Government
 - Private Sector
- Research Scientists
- Postdocs
- Students (Graduate & Undergraduates)
- Amateur Astronomers
- Emeritus Members

**Who attends
the AAS
Meeting?**

How can you participate?



Virtual
Exhibit Only



Sponsor/Partner
with Exhibit

vFairs Virtual Meeting Platform



Not familiar with vFairs?

- Test out the AAS Summer Meeting
 - Go to aas236.vfairs.com
 - Click on **Exhibitor Login**
 - Username: trial@aas.org
 - Password: **trial2020**
- Click around and browse the exhibits
- Note: not all features are available (Chat, Zoom, Slack are missing)

Virtual Standard Exhibit Booth Only

AAS Corporate
Members
\$1,300

Government/
Non-Profit
\$1,450

Nonmembers
\$2,050
(\$900 1st Time)

Individual Registrants

- To access all the meeting tools, individuals need to register.
- Exhibit booths **DO NOT** come with any complimentary registrations
- Some sponsorships and corporate membership do include complimentary registrations
- **Full Registration Discount \$149 with Code***
 - Attend all meeting activities
 - Visit all exhibit booths
 - Perform role of booth staff as needed
- **Booth Staff Only Sold in Packages of FIVE (\$250)**
 - Very limited access (visit YOUR booth only, your Zoom Room & booth Chatroom)
 - No Slack Access

* Full Rates: \$297 Members; \$473 Non-members

Included with a Virtual Exhibit

- Self serve build-out of virtual booth
- Select from over 25 templates
- Fully Branded with Your Custom Graphics
- Designated Zoom Account with breakout rooms
- Designated Slack Channel
- In-app Chat (text/voice/video)
- Lead Retrieval for Attendees that Opt-In
- Video Library
- Document Library
- Job Board for Recruiting Efforts
- Appointment Scheduler (Calendly)
- Leave a Message/Request Info/Upload CV/Sign Up
- Social Links (Twitter, Facebook, Instagram, YouTube)
- Links to External Websites

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Sky & Telescope Magazine

Sky & Telescope is the world's leading magazine about the science and hobby of astronomy. We serve the full spectrum of astronomy practitioners, from the novice eager to purchase his or her first telescope, to the devoted amateur looking to enhance observing skills and equipment, to the professional desiring to keep up with this dynamic field.

In addition to our monthly magazine, we provide news and community coverage through our website, skyandtelescope.org; products through our online store, shopatsky.com; and opportunities to see amazing celestial and terrestrial sights with [our array of tours](#). We also publish an annual guide to the sky called *SkyWatch*, geared toward novices.

We were founded in 1941 by Charles A. Federer, Jr., and Helen Spence Federer. In 2019, we became part of the American Astronomical Society.



Every full registrant will receive an invitation to connect to the **#AAS237** Slack Workspace

Each exhibit will have its own Slack Channel.

- # exb_aas_pub
- # exb_astro_haven
- # exb_astrophys_data_sys
- # exb_astrophysics_data_s...
- # exb_aura
- # exb_ball
- # exb_caltech_ipac
- # exb_elsevier_icarus
- # exb_lpi
- # exb_nasa_irtf
- # exb_nexsci
- # exb_planetary_data_syst...
- # exb_planetary_sci_inst
- # exb_space_dynamics_lab
- # exb_startorialist
- # exb_stsci
- # exb_swri
- # exb_trex
- # exb_univ_arizona_press
- # exb_univ_central_florida
- # exb_usra



- Send Messages
- Threaded Conversation
- Direct Message Users
- Upload Files
- Pin Important Content

The screenshot displays a Slack workspace interface. On the left, a sidebar shows a list of channels under the heading "#DPS2020 / 52nd A...". The channels listed include #exb_aas_pub, #exb_astro_haven, #exb_astrophys_data_sys, #exb_astrophysics_data_s..., #exb_aura, #exb_ball, #exb_caltech_ipac, #exb_elsevier_icarus, #exb_lpi, #exb_nasa_irtf, #exb_nexsci, #exb_planetary_data_syst..., #exb_planetary_sci_inst, #exb_space_dynamics_lab, #exb_startorialist (highlighted in blue), #exb_stsci, #exb_swri, #exb_trex, #exb_univ_arizona_press, and #exb_univ_central_florida. A "More unread" button is at the bottom of the list.

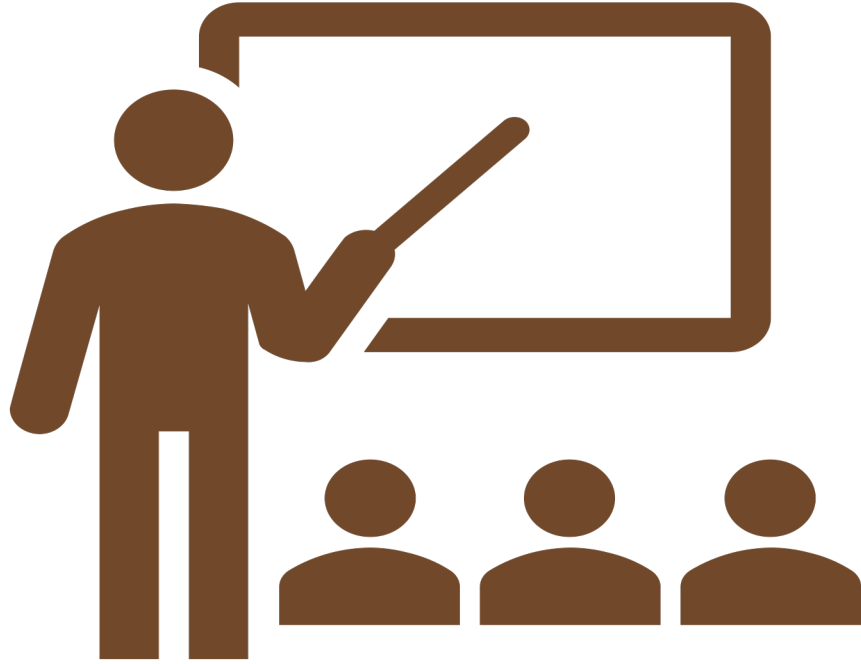
The main channel view is for "#exb_startorialist". The channel header shows "1 | STARtorialist Online Shop - Sponsor of Game Night Prizes". A pinned message by Emily Rice (10:32) reads: "Shop online now: <https://shop.startorialist.com>". Below this is a message from STARtorialist (10:32) with a file attachment: "STARtorialist Online Shop. Where science meets fashion and scientists get fabulous! STARtorialist curates and shares astronomy and science-themed products, supports small women/minority-owned businesses, and contributes to STEM outreach efforts. (93 kB)". The file is a graphic with the text "STARtorialist SCIENCE + FASHION" and a sunburst design.

Below the pinned message, a message from Debbie Kovalsky (10:42) says: "Welcome to the DPS Exhibit Hall, we are so glad you are here." Another message from Debbie Kovalsky (10:47) says: "set the channel topic: STARtorialist Online Shop - Sponsor of Game Night Prizes". A message from Emily Rice (10:54) is partially visible with a smiley face emoji.

The bottom of the interface shows a message input field with the placeholder "Send a message to #exb_startorialist" and a rich text editor toolbar with icons for bold, italic, link, code, link, list, and image.

zoom

- Each exhibit will have its own Zoom Account
- Booth Contact (Host) will manage the account
- Hangout as group and wait for visitors
- Host can setup breakout sessions within your Zoom Room
 - Note that Zoom can be used over through a browser
- Screen Sharing/Video Playback and more capabilities



Exhibitor Webinars

Listed and Promoted on Meeting Schedule

15-minute presentation with 15-minute Q&A

2 staff assistants provided (technical and logistical support)

\$500 Members

\$525 Government/Non-Profit

\$600 Non-Members

\$500 First-Time

Upgrade to Sponsor/Partner



Silver Level

ONE Exhibitor Webinars

TWO Complimentary Registrations

FIVE Booth Only Staff

ONE In Event Push Notification

Silver Level Naming Rights

\$5,000/\$5,500/\$6,000



Gold Level

THREE Exhibitor Webinars

FOUR Complimentary Registrations

TEN Booth Only Staff

TWO In Event Push Notification

70,000 Impressions / 3 Month Ad

Campaign

Digital Banner Virtual Lobby

Digital Ad Meeting Website

GOLD Level Naming Rights

\$10,000/\$10,500/\$11,000



Platinum Level

Customized Exhibit Booth

FIVE Exhibitor Webinars

SIX Complimentary Registrations

FIFTEEN Booth Only Staff

FOUR In Event Push Notification

100,000 Impressions / 3 Month Ad

Campaign

Digital Banner Virtual Lobby


Digital Ad Meeting Website

PLATINUM Level Naming Rights

\$15,000/\$15,500/\$16,000

Summary Sponsors/Partners/Exhibitors

	AAS MEMBER	GOVERNMENT NON-PROFIT	NON MEMBER	FIRST TIME
Platinum	\$15,000	\$15,500	\$16,000	\$15,000
Gold	\$10,000	\$10,500	\$11,000	\$10,000
Silver	\$5,000	\$5,500	\$6,000	\$5,000
Exhibitor	\$1,300	\$1,450	\$2,050	\$900



Naming Opportunities

Platinum Level

Exhibit Hall (Named for Your Org)
Auditorium (Named for Your Org)
Networking Lounge (Named for Your Org)
iPoster Sessions

Gold Level

Plenary Session
Oral Sessions (Choose 2)
Press Room (SOLD)
Graduate School Fair
Pre-Meeting Training Webinars
Scavenger Hunt

Silver Level

Oral Session
Open Mic Night
Banner in Exhibit Hall
General Donation

Make a Plan for Your Exhibit

- Review registrant list and meeting program then reach out to individuals
- Have a plan for activities in your booth
 - Product demonstrations, post schedule
 - Make videos (tour facilities, create tutorials, interviews, etc.)
 - Host a booth event
 - Meet a special guest (author, plenary speaker, prize winner)
 - Trivia, scavenger hunt, survey, contest – mail prizes
 - Provide special offers and discounts
 - Send digital swag
- Promote on Slack and Social Media **#AAS237**
- Monitor social media, slack channels
- Pre-promote and reach out

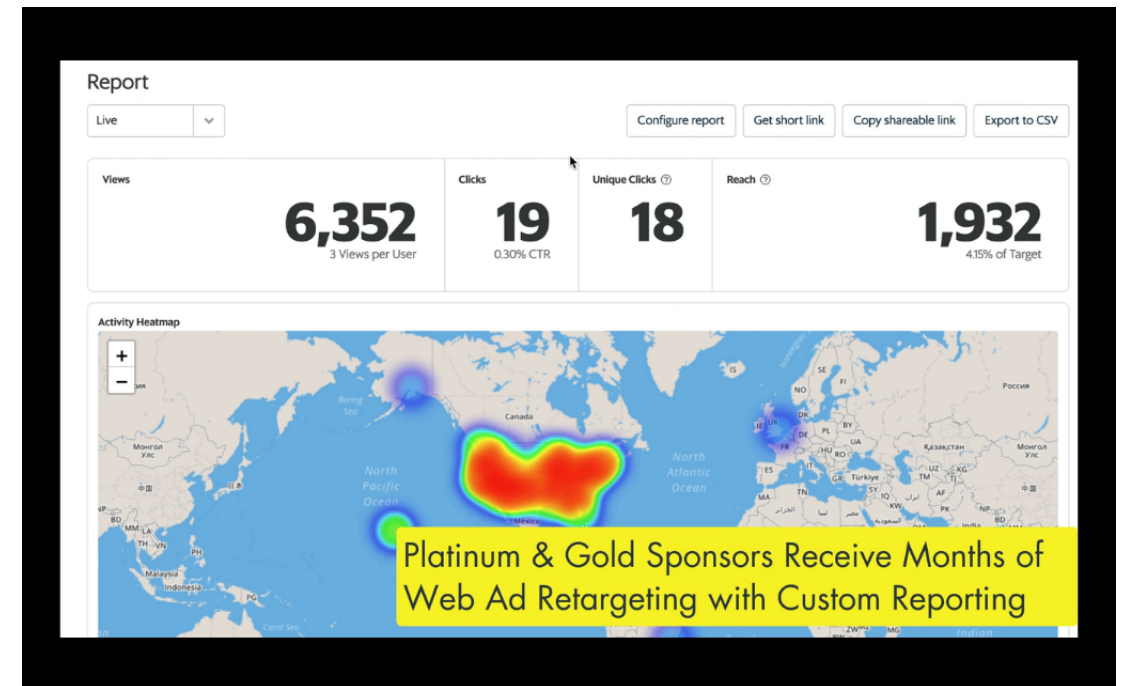
Other Options

- Customize Exhibit Booth
- Gamification
- Giveaways
- Digital Ads



Shared Publishers Booth

Ad Retargeting Campaigns

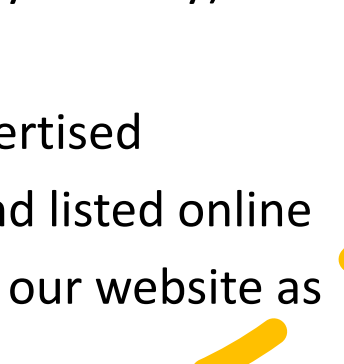


What Happens Next?

- You Decide What works for your organization
- We can help you customize a sponsorship/partnership/exhibit package
- Place an order
 - <https://aas.org/meetings/aas237/exhibits-sponsors> for details

Order Form

After Order is Processed

- Exhibitors will receive link to begin designing booth
 - Graphics
 - Collect all documents, videos and links
 - Collect job listings
 - Determine activities at booth
 - Register booth staff as full attendees
 - Schedule booth staff and assign them generic booth staff accounts
 - Submit Webinar titles/presenters/descriptions (Deadline November 23)
 - Complete booth buildout by December 23
 - Train booth staff and webinar presenters (early January)
 - Go live at meeting
 - Exhibitor Webinars will be scheduled and advertised
 - Sponsor/Partner collateral will be arranged and listed online
 - Exhibitors/Sponsors/Partners will be listed on our website as they come in
- 

Questions?

Debbie Kovalsky

Director of Exhibits & Development

debbie.kovalsky@aaas.org

Website

<https://aaas.org/meetings/aaas237/exhibits-sponsors>