



Promotional Opportunities at the
Annual Meeting of the American Scientific Affiliation

Friday, July 28 – Monday, July 31, 2017
Colorado School of Mines
Golden, Colorado

Exhibit Hall Space

Program Advertising

Conference Sponsorship





The American Scientific Affiliation (ASA) is pleased to offer a variety of opportunities for groups and organizations to participate in the Annual Meeting at Colorado School of Mines in Golden, Colorado, from July 28–31, 2017. This promotional packet will provide information for the ways exhibitors, advertisers, and sponsors can engage in this special annual event. We hope to see you in Colorado!

Who We Are

The ASA was founded in 1941 as an international network of Christians in the sciences. As scientists, members of the ASA take part in humanity's exploration of nature, its laws, and how it works. As Christians, ASA members want to know not only how the universe operates and came into being, but also why it exists in the first place.

What We Do

ASA's unique mission is to integrate, communicate, and facilitate properly researched science and theology in service to the Church and the scientific community. We believe that honest and open studies of both scripture and nature are mutually beneficial in developing a full understanding of human identity, relationships, and our environment. Additionally, the ASA is committed to advising churches and our society in how best to employ science and technology while preserving the integrity of God's creation.

Our Membership includes scientists, scholars, researchers, and undergraduate and graduate students in the sciences. This includes those affiliated with institutions of higher education, industry, and organizations involved in non-formal education such as denominational and para-church organizations.

Our Annual Conference: Attending the ASA annual meeting provides educators and scientists with a spectrum of opportunities to both enrich their professional life and contribute to the sciences. Many exhibitors have also expressed how the conference is a professional opportunity for them because of their connections to students and emerging scholars

Promotional Opportunities

Exhibit Hall Space: The facilities at Colorado School of Mines are outstanding, and exhibits will be located in close proximity to the plenary and breakout sessions. The table size is 6' long x 30" wide. Exhibit space is open throughout the conference, providing maximum opportunities for connecting with scientists, educators, and students. There are three opportunities for your organization to display at the conference, and we strive to ensure that you will receive a strong return on your investment.

Program Advertising: An extensive program book is provided to all conference attendees and contains detailed information on speakers, workshops, and symposium presentations. Advertisements are available in multiple sizes and offer premium exposure to a wide range of academic and industry professionals.

Conference Sponsorship: There are many opportunities for sponsorship during the Annual Meeting. Groups, organizations, or individuals may underwrite a specific program or feature of the Annual Meeting to partner with ASA and enhance the conference experience for attendees.



Exhibit hall space is available to organizations aligned with the mission of ASA and/or the theme of the conference. A variety of packages are available offering a range of engagement with conference attendees. Complete the attached order form to reserve your exhibit space. Exhibit hall space orders are due by Wednesday, May 31, 2017.

Exhibit Hall Space



Exhibitor Options

	Exhibitor Packages				
Package includes:	Unattended \$250	Standard \$500	Premier \$1,000	Silver \$2,000	Gold \$3,000
# of tables (includes table cloth and skirt)	1	1	1	2	2
Organization brochure in conference packet	Yes	Yes	Yes	Yes	Yes
Organization ad in conference program		1/4 page	1/2 page	Full page	Full page
Meal tickets		1 daily lunch ticket	1 daily lunch ticket	lunches, 2 banquet tickets	lunches, 2 banquet tickets
Conference registration (allows one exhibit staff to attend all conference sessions)			1	2	2
Organization ad in the fall issue of the ASA journal, <i>Perspectives on Science and Christian Faith</i> .			1/2 page	1/2 page	Full page
Organization ad in an ASA NewsNote prior to the conference.					Yes

Exhibit Hall Set-Up

Exhibitors may begin set up at 9:00 am and should complete it by 6:30 pm on Friday, July 28. Displays must be taken down by 1:00 pm on Monday, July 31.

Shipping and Receiving

Ship display materials to:

ASA Conference Services – Maple Hall
Your Name and Organization
CSM 1301 19th St.
Golden, CO 80401

Please label each box of multiple boxes, for example "Box 1 of 6." Your organization is responsible for all shipping expenses to and from the conference.



The ASA conference program provides detailed information about all aspects of the conference. The conference features first-class plenary speakers, exciting field trips, excellent workshops and much more. The program will be distributed to all attendees, reaching an estimated 300 people from academia, industry, and faith-based organizations. To place an ad, complete the attached order form. All advertisement orders and artwork must be received by Wednesday, May 31, 2017.

Program Advertising



Advertisement Options

1. Quarter-page program ad
 - 3 1/8" wide by 4 1/2" high
 - Price: \$75
2. Half-page program ad
 - Horizontal: 6 1/2" wide by 4 1/2" high
 - Vertical: 3 1/8" wide by 9" high
 - Price: \$150
3. Full-page program ad
 - 6 1/2" wide by 9" high
 - Price: \$250
4. Full color back cover program ad
 - 6 1/2" wide by 9" high
 - Price: \$500

Graphic Requirements

Advertisements should be submitted electronically in .pdf or .jpg format. ASA is not able to create advertisement graphics or layout ad contents.

Submission of Graphics

Please send all advertisement files to Vicki Best at vicki@asa3.org.

**Ad submission deadline is
Wednesday, May 31, 2017**



Conference sponsorship enables groups, organizations, or individuals to underwrite (all or in part) the cost of various elements of the conference. This is a wonderful way to partner with ASA and enhance the conference experience for all attendees. Suggestions for possible sponsorships are provided below, and ASA welcomes creative suggestions for additional sponsorship initiatives. Sponsorship requests are due by Wednesday, May 31, 2017.

Potential Sponsorship Options

ASA works with each group, organization, and individual to determine the most appropriate sponsorship opportunity. Sponsorships typically range from \$500 – \$1,500 and sponsors determine the amount they would like to contribute. Types of sponsorships vary from year to year, but there are several components of the conference for which the cost can very easily be sponsored. These include:

Conference Program Elements

- Morning beverage breaks;
- Afternoon refreshment breaks;
- Hosted receptions (based on schedule availability);
- ASA branded give-away item, for example, a t-shirt, water bottle, tote bag, frisbee, to be given to every conference attendee.

Student Scholarships

ASA has over 1,000 student members. Attendance at the conference can be difficult for students on limited budgets. Sponsors may designate scholarship funds of any amount to cover student registration, lodging, and meals.

Activity or Meal Meet-Ups

Sponsors can invite conference attendees to “meet-up” to engage in an activity together or for a meal at a local restaurant to discuss a particular topic.

Sponsorship Requests

To request a sponsorship option, contact Vicki Best. Requests are due Wednesday, May 31, 2017.

- Email: vicki@asa3.org
- Phone: 978-807-5189

ASA Conference Promotions Order Form

Deadline: Wednesday, May 31, 2017



Please complete all information and select your option(s) below.

Name of Organization: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Office Phone: _____ Cell Phone: _____

Email: _____

Exhibitors, please provide the names of people who will represent your organization at the conference. This is necessary for us to prepare name badges.

1. _____

2. _____

Options

1. Exhibit Hall Space

_____ Option 1: Unattended Exhibitor (\$250)

_____ Option 2: Standard Exhibitor (\$500)

_____ Option 3: Premium Exhibitor (\$1,000)

Total Exhibitor Fee: _____

2. Program Advertising

_____ Quarter-page Ad (\$75)

_____ Half-page Ad (\$150)

_____ Full-page Ad (\$250)

_____ Full-page Back Cover (\$500)

Total Advertising Fee: _____

3. Sponsorship:

_____ Student Scholarship (indicate amount)

Scholarship Amount: _____

_____ Other: Please contact Vicki Best to discuss the details of your sponsorship.

TOTAL ENCLOSED: _____

Please send completed form and payment to:

Vicki Best, Director of Operations and Development
American Scientific Affiliation
218 Boston St., Suite 208
Topsfield, MA 01983

Submit form by email to: vicki@asa3.org

Payment Type:

☐ Check (payable to ASA) ☐ Invoice Me

☐ Credit Card

Name on card: _____

Number _____

Exp Date: _____ Code: _____

Billing Name/ Address (if different from above):
