



2024 MSTA ANNUAL CONFERENCE
**HOME GROWN
SCIENCE**
2.29.24 - 3.02.24 | LANSING, MICHIGAN

**2024 EXHIBITOR & SPONSORSHIP
OPPORTUNITIES**

EXHIBITOR BOOTH OPPORTUNITIES

Showcase your organization and what you have to offer MSTA attendees by participating in the benefits below:

COMMERCIAL BOOTH RATES

Each commercial booth includes one eight-foot covered & skirted table, complete skirting and draping (8 ft. high back, 3 ft. high sides) of the booth, two chairs, one wastebasket, one booth identification sign, and two complimentary breakfast and lunch vouchers, per booth, per day. One-time recognition in the monthly MSTA newsletter.

- 10' x 10' Premium Booth ----- \$950
- 10' x 10' Booth - Single End Space ----- \$800
- 10' x 10' Booth - Single Inside Space ----- \$750
- 10' x 20' Booth - Double (1end/1inside) Space ----- \$1,200
- 10' x 20' Booth - Double Inside Spaces ----- \$1,100

Each commercial booth is allowed two (2) workers/associates badges per booth. Any additional workers/associates' badges will be required to pay \$150 per additional badge.

NON-PROFIT BOOTH | \$400

Each non-profit table includes one six-foot covered and skirted table, one chair, one wastebasket, one table identification sign, and two complimentary breakfast and lunch vouchers, per booth, per day.

Each non-profit booth is allowed two (2) workers/associates badges per booth. Any additional workers/associates' badges will be required to pay \$150 per additional badge.

EXHIBIT SCHEDULE

Friday, March 1, and Saturday, March 2, 2024 | 8:00 am – 5:00 pm

Exhibitors also have 5 hours of non-conflict time, which means that visiting your booth is the only activity available during the attendees' scheduled break. *Times subject to change

Setup Thursday, February 29, 2024 1:00 – 5:00 pm

Friday, March 1, 2024

7:00 - 8:00 am
9:00 - 9:30 am
10:30 - 11:00 am
1:30 - 2:00 pm
3:00 - 3:30 pm
4:30 - 5:00 pm

Saturday, March 2, 2024

7:00 - 8:00 am
9:00 - 9:30 am
10:30 - 11:00 am
2:00 - 2:30 pm
3:30 - 4:00 pm

SPONSORSHIP OPPORTUNITIES

MSTA offers a range of sponsorship opportunities for the 2024 annual conference. We will work with you to customize any sponsorship opportunity that aligns with your goals and objectives and gives the maximum return on your investment for your organization and the attendees.

BENEFITS OF THE: "SPONSOR-A-TEACHER" PROGRAM

Each individual who receives a scholarship will be notified who their scholarship was paid by, and your information so that they can contact you! You will also receive a list of the individual(s) that you sponsor, so that you may contact them.

SPONSOR A TEACHER: MULTIPLE AVAILABLE

Single Scholarship | \$300

- Allows one teacher to register for the two-day conference at no cost to them.
- Pays for one full year MSTA membership for the selected teacher.
- MSTA will send the teacher who receives a scholarship an email indicating who their scholarship was paid by and your information so they can contact you.
- Sponsor recognition during the conference.
- One-time recognition in a monthly MSTA newsletter.

Four Scholarships | \$1,200

- Includes all benefits listed above + one-time recognition on MSTA social media.

Six Scholarships | \$1,800

- Includes all benefits listed above + one complimentary banner ad on conference mobile app.

BREAKOUT SESSION SPONSOR | \$500

Multiple available

- Sponsor recognition during a select breakout session (multiple to choose from).
- Sponsor serves as moderator of the breakout session with welcome and presenter introductions.
- One-time recognition in a monthly MSTA newsletter.
- One-time recognition on MSTA social media.

EXHIBIT HALL COFFEE SPONSOR | \$500

Two available

- Refreshments will be provided to attendees in the registration area and throughout the conference.
- Sponsor recognition during the conference and signage recognition in the refreshment area

EXHIBITOR WELCOME BAGS | \$1,000

- Provide welcome bags (at sponsor's expense) to all conference attendees. The option to provide swag in the conference bag.
- Sponsor recognition during the conference.

CONFERENCE MOBILE PLATFORM | \$1,750

- As a sponsor of the event platform, your company logo will appear as the main banner within the mobile app which is accessible to all attendees with their personalized schedules and all conference details.
- Special table favors (Swag Item) to give to the attendees in their conference bags (at the sponsor's expense).
- Sponsor recognition during the conference.

WIRELESS INTERNET FOR ATTENDEES | \$3,000

One available

- Get your digital key for attendees to access Wi-Fi at the event.
- Sponsor recognition during the conference.

KEYNOTE SPONSOR | \$5,000

Four available

- Sponsor recognition during the chosen keynote.
- Logo recognition in a keynote presentation.
- Half-page ad in conference program book.
- Recognition in a monthly MSTA newsletter throughout the year.
- Recognition on MSTA social media throughout the conference registration.

AWARDS CEREMONY SPONSOR | \$5,000

One available

- Sponsor the Michigan Science Teacher Association Awards Ceremony on Friday... to honor the profession's best!
- Special table favors (Swag Item) to give to the attendees (at sponsor's expense).
- Sponsor recognition during the ceremony and MSTA annual conference.
- Half-page ad in conference program book.
- One-time recognition in a monthly MSTA newsletter.
- One-time recognition on MSTA social media.

BREAKFAST PLENARY SPONSOR | \$7,500

One available

- Sponsor recognition during the chosen breakfast.
- Sponsor presentation provided to all attendees for 15 minutes.
- Logo recognition in presentation.
- Half-page ad in conference program book.
- Recognition in a monthly MSTA newsletter throughout the year.
- Recognition on MSTA social media throughout the conference registration.

LUNCH PLENARY SPONSOR | \$10,000

One available

- Sponsor recognition during the chosen lunch.
- Sponsor presentation provided to all attendees for 15 minutes.
- Logo recognition in presentation.
- Half-page ad in conference program book.
- Recognition in a monthly MSTA newsletter throughout the year.
- Recognition on MSTA social media throughout the conference registration.

ADVERTISING OPPORTUNITIES

MSTA offers the opportunity to place an ad in the 2024 MSTA Annual Conference Program. Please choose from the options below:

- Full Page Ad.....\$600
- ½ Page Ad.....\$400
- ¼ Page Ad.....\$275

For additional advertising opportunities throughout the year, please visit [MSTA Website](#) for more information.

REGISTER HERE

CANCELLATION

In the event of cancellation by the exhibitor at any time, or if the rental space is unoccupied on opening day, the exhibit manager shall have the right to retain the exhibit fee as liquidated damages. Exhibitors may not sublease, reassign, or apportion a whole or any part of the space assigned. If a cancellation is requested, refunds will be done on the following scale:

- 1 to 30 days out from date of show – no refund.
- 31 to 120 days out from the date of show – 25% of booth fees paid will be refunded.
- 121 days to 180 days out from the date of show – 50% of booth fees paid will be refunded.
- 181 or more days out from the date of the show – the total cost of your booth fee will be refunded if we are able to fill the space(s) that you were assigned. Otherwise, the maximum amount refunded will be 75% of the booth fees paid. (The date of the show refers to February 29, 2024).

QUESTIONS? CONTACT US!

For additional information or questions, please contact our event manager at events@msta-mich.org.

Lansing Center – To order electric, natural gas/compressed air, water/drains, and telephone lines for your exhibit please use the button below to fill out the order form.

