

# Sponsorship Opportunities

AAPT Winter Meeting • Jacksonville, FL

January 8-12, 2011

**Your community, your market, your opportunity!**

## Promote excellence in physics education through Corporate Partnerships

If you are seeking ways to increase your corporate visibility and impact the future of science education, there is no better or convenient opportunity than a sponsorship at the 2011 AAPT Winter meeting.

See inside for details.

### To Discuss Sponsorship Opportunities

Contact Kristal Burgess at 301.209.3372

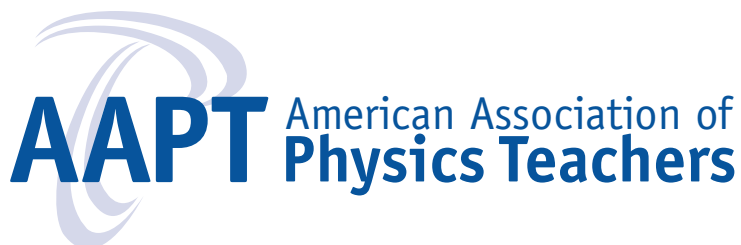
or email [kburgess@aapt.org](mailto:kburgess@aapt.org)

Deadline for sponsorships is Friday, December 17, 2010.

## The AAPT Winter Meeting

The American Association of Physics Teachers will celebrate 100 Years of Nuclear Physics at their 2011 Winter Meeting at the Hyatt Regency in sunny Jacksonville, FL, January 8-12. This is a popular meeting where physics educators from across the educational spectrum (high schools through research universities), physics undergraduate and graduate students, physicists from research centers and foundations interested in promoting and funding physics, and corporate partners whose products and programs are designed to strengthen physics research, gather for several days of teaching and learning.

The meeting, designed to meet the professional development needs of physics educators through all stages of their careers, encompasses more than 30 interactive workshops, a three-day academic meeting with 5 plenary sessions and award lectures, and more than 450 papers on a variety of topics relevant to physics. The business meetings of the Association (gatherings of committees, Board, Council, and section representatives) also take place during this conference.



## Excellence in Physics Education

The American Association of Physics Teachers is the premier national organization and authority on physics and physical science education—with more than 10,000 members worldwide who share a passion for physics and a commitment to excellence in physics education. Dedicated to advancing the quality of physics teaching for the public good, AAPT has identified four critical issues that guide our activities:

1. Increase AAPT's outreach to and impact on physics teachers
2. Increase the diversity and numbers of physics teachers and students
3. Improve the pedagogical skills and physics knowledge of teachers at all levels
4. Increase our understanding of physics learning and of ways to improve teaching effectiveness

Exhibit fees **do** count towards your sponsorship contribution.

## Sponsorship Benefits\*

*All Packages include the following benefits:*

- ◆ Acknowledgment in the Annual Report of the American Association of Physics Teachers, available to all members
- ◆ Acknowledgment in our online meeting Program Book
- ◆ Acknowledgment on signage at the AAPT Meeting
- ◆ Badge ribbon with "Sponsor" designation

## Sponsorship Packages

### Corporate Steward (\$2,500 - \$4,999)

Corporate Steward will receive all the benefits and opportunities listed above.

### *Additional Corporate Steward Opportunities*

- ◆ **Bag Stuffers** (at \$500/registration bag insert)  
Sponsors can provide a one-page flyer to be inserted in the registration materials of all attendees
- ◆ **40+ Continuing Education Workshops** (\$1,000/workshop sponsorship)  
You can support the future of the industry by helping the next generation of physicists and physics teachers participate in these workshops. Sponsorship covers the costs of A/V and workshop materials.
- ◆ **Two Poster Sessions** (\$1,500/ poster session sponsorship)  
Presenters and attendees have the opportunity to network and discuss posters illustrating the latest findings in research and education. Have your company listed as a sponsor next to the posters. Sponsorship covers the cost of the supplies and boards that are required for presentation.
- ◆ **Daily Coffee Break** (\$2,000/each daily break)  
Help perk up the attendees between sessions when they need to be refreshed. Your company's name will be at the break, located in the registration area or designated area each day.
- ◆ **Cyber Café** (\$2,500/daily sponsorship)  
A computer with an open internet connection is a magnet, and provides the perfect placement to achieve corporate visibility. Your company's logo will be prominently displayed and seen by attendees as they check their e-mail and print their boarding passes. Sponsorship covers e-mail stations and connectivity.
- ◆ **Two-Year College Breakfast** (\$3,000/sole sponsorship)  
Increase visibility among the physics educators at community and two-year colleges.
- ◆ **Retirees Breakfast** (\$3,000/sole sponsorship)  
Express your appreciation for these influential, knowledgeable, and loyal physics educators by sponsoring this popular event.

◆ **Award and Plenary Sessions** (\$3,000/session)

Be the exclusive sponsor of a general session featuring an AAPT award-winning speaker. Your company and logo will be featured on the program and signage outside of the session room.

◆ **Lanyards** (\$3,000/sole sponsorship)

Each attendee's name badge comes with a lanyard that will feature the Sponsor's logo, offering tremendous visibility for the entire conference.

◆ **Program Book (online)** (\$3,000/sole sponsorship)

Exclusive sponsorship is available for the Online Program Guide. Sponsor may place name/logo on front cover plus a full-page back cover ad to maximize your visibility.

**Corporate Leader (\$5,000 - \$9,999)**

Corporate Leader will receive all the benefits and opportunities listed above.

**Additional Corporate Leader Benefits Include:**

- ◆ Significant discount on a 10'x10' exhibit space (based on availability—you pay only \$750)
- ◆ One complimentary full conference registration, valued at over \$550

**Additional Corporate Leader Opportunities: Choose 1 at this contribution level.**

- ◆ **Exhibitors Breakfast** (\$5,000/sole sponsorship)  
Be a favorite amongst your peers and colleagues by sponsoring breakfast for them.
- ◆ **First-Timers Breakfast** (\$5,000/sole sponsorship)  
Make a strong favorable first impression on these first-timers. You will have the opportunity to help us welcome them to the meeting and share your special message.
- ◆ **Tote Bags** (\$5,000/sole sponsorship)  
Extend the visibility of your commitment to the physics education community by sponsoring re-usable tote bags featuring your company's logo. The bags will be distributed to all conference attendees for use during and after the meeting, at home and in the office.

**Corporate Visionary (\$10,000+)**

Corporate Visionary will receive all the benefits and opportunities listed above

**Additional Corporate Visionary Benefits Include:**

- ◆ One complimentary 10'x10' exhibit space (based on availability)
- ◆ Two complimentary full conference registrations, valued at over \$1,100
- ◆ Your company logo and link on the American Association of Physics Teachers website

**Additional Corporate Visionary Opportunities:**

- ◆ **Welcome Reception** (\$10,000/sole sponsorship)  
This unique networking reception is held in conjunction with the opening of the exhibit area.

*All sponsorship packages are subject to change and based on first-come, first-served availability.*

*\*sponsorship benefits also include non-meeting related sponsorship activities.*

**Don't see what you're looking for? Customized sponsorships are available.**

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## American Association of Physics Teachers

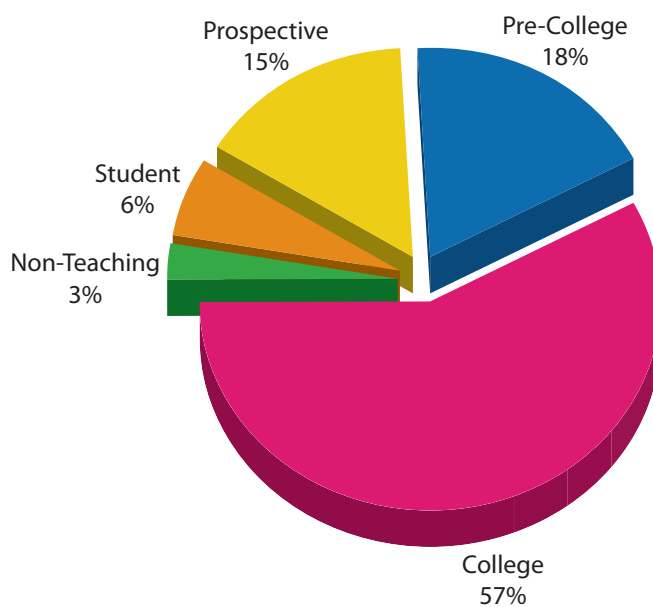
Supported by a strong volunteer base and a central professional operation at the American Center for Physics in College Park, MD, AAPT fulfills its mission by:

- ◆ publishing scholarly journals (the *American Journal of Physics* and *The Physics Teacher*);
- ◆ co-hosting online resources (ComPADRE, in partnership with APS, AAS and AIP);
- ◆ organizing two annual meetings, topical conferences and workshops (among them a Workshop for New Physics and Astronomy Faculty, with APS and AAS; and a Physics Department Chairs Conference, with APS);
- ◆ administering large-scale professional development programs (e.g., the 23-year-old PTRA program);
- ◆ engaging in public outreach and advocacy, including the PhysTEC Project to increase the number of physics teachers, with APS; and
- ◆ sponsoring the U.S. Physics Team at the International Physics Olympiad.

The twenty-first century is providing great opportunities as AAPT takes an active role in shaping the future of science education. Success will depend on the commitment, dedication, and continued input of our members, the physics education community, and our corporate partners who benefit from well prepared physics graduates. Join us in this journey to enhance the quality and effectiveness of physics education.

## Meeting Statistics

More than 800 physics educators, researchers, and students attend the Annual Winter Meeting. Plan to reach your audience your way!



American Association of Physics Teachers

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