

Sponsorship Opportunities



**February
13-17, 2010**

**Do you have something to
offer physics educators,
researchers, students
and policy makers?**

Corporate Partnership for Physics Education Why Your Organization Should be a Sponsor

With over 30 exhibitors vying for the attention of over 2,000 attendees, you will need to ensure you stand out from your competitors and attract visitors to your exhibit space. To increase your chance of doing so, we have created a range of sponsorship opportunities for the 2010 APS/ AAPT joint Meeting. See inside for details.

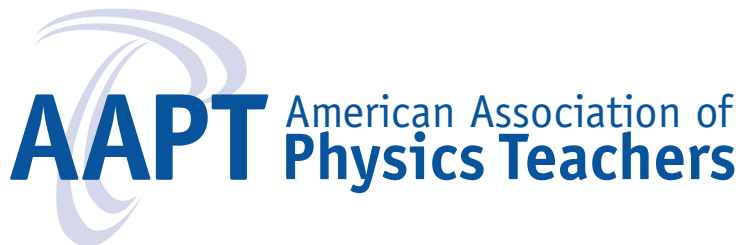
To Discuss Sponsorship Opportunities

Contact Philip Hammer at 301.209.3310
or email pwhammer@aapt.org
Deadline for sponsorships is Friday, January 15, 2010.

The APS/AAPT Joint Meeting

The American Association of Physics Teachers will hold a joint 2010 Winter Meeting with the American Physical Society, to be held in Washington, D.C. at the Marriott Washington, Wardman Park, from February 13-17. The meeting will bring together approximately 2,000 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, teaching and learning.

The meeting, designed to meet the professional development needs of physics educators through all stages of their careers, encompasses more than 40 interactive half-day workshops, several special day-long programs on teacher preparation and physics education research, a three-day academic meeting with 6 plenary sessions and award lectures, and more than 500 papers on a variety of topics relevant to physics. The business meeting of the Association (gatherings of committees, Board, and section representatives) also takes place during this conference.



Excellence in Physics Education

A 78-year-old organization, the American Association of Physics Teachers is an international society of 10,000 members who share a great passion for physics and a strong 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

Sponsorship Benefits

All Packages include the following benefits:

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

Sponsorship Packages

Corporate Friend (\$500 – \$1,500)

Corporate Friend will receive all the benefits listed above.

Additional Corporate Friend 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.
- ◆ **Four 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.

Corporate Steward (\$2,000 - \$4,999)

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

Additional Benefits Include:

Discount on a 10'x10' exhibit space (based on availability—you pay only \$750)

Additional Corporate Steward Opportunities

- ◆ **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.
- ♦ **International Breakfast or Multi-Cultural Luncheon** (\$3,000/sole sponsorship)
Expand your marketing efforts by increasing your visibility with our international attendees.
- ♦ **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 Benefits Include:

- ♦ **Significant discount on a 10'x10' exhibit space (based on availability—you pay only \$500)**
- ♦ **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**

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 and will be co-hosted with the American Physical Society.

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

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.



For more information, visit aapt.org

American Association of Physics Teachers

One Physics Ellipse • College Park, MD 20740-3845 • www.aapt.org • ph. 301.209.3311 • fax 301.209.0845