

ASA 2018 – 73rd Annual Meeting



## BIOETHICS AND BIOTECHNOLOGY

July 27–30, 2018

Gordon College in Wenham, MA

Genesis 1:28, NIV – God blessed them and said to them,  
“Be fruitful and increase in number; fill the earth and subdue it. Rule over the fish in the sea and  
the birds in the sky and over every living creature that moves on the ground.”

### Promotional Opportunities at the Annual Meeting of the American Scientific Affiliation

Friday, July 27 – Monday, July 30, 2018  
Gordon College  
Wenham, Massachusetts

*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 Gordon College in Wenham, MA, from July 27–30, 2018. 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 Massachusetts!

### **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 Gordon College are outstanding, and exhibits will be located in close proximity to the plenary and breakout sessions. The table size is 8' long x 30" wide. Exhibit space is open throughout the conference, providing maximum opportunities for connecting with scientists, educators, and students. There are several 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



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 Friday, June 29, 2018.

## Exhibitor Options

Package includes:	Exhibitor Packages				
	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 27. Displays must be taken down by 1:00 pm on Monday, July 30.

## Shipping and Receiving

Ship display materials to:

ASA Conference Services - KOSC  
 Your Name and Organization  
 255 Grapevine Rd  
 Wenham, MA 01984

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 Friday, June 29, 2018.

## 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](mailto:vicki@asa3.org).

**Ad submission deadline is  
Friday, June 29, 2018**



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 Friday, June 29, 2018.

## Potential Sponsorship Options

ASA works with each group, organization, and individual to determine the most appropriate sponsorship opportunity. Sponsorships typically range from \$500 - \$2,500 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 1,200 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 Friday, June 29, 2018.

- Email: [vicki@asa3.org](mailto:vicki@asa3.org)
- Phone: 978-807-5189

# ASA Conference Promotions Order Form

**Deadline: Friday, June 29, 2018**



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

- \_\_\_ Unattended Exhibitor (\$250)
- \_\_\_ Standard Exhibitor (\$500)
- \_\_\_ Premium Exhibitor (\$1,000)
- \_\_\_ Silver Exhibitor (\$2,000)
- \_\_\_ Gold Exhibitor (\$3,000)      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](mailto: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):

\_\_\_\_\_  
\_\_\_\_\_