

2021 SPONSORSHIP PROSPECTUS

Roots to Fruits:

Responsible Research for a Flourishing Humanity

How scientific virtues serve society



Don't miss this opportunity to become a Sigma Xi sponsor and connect with distinguished leaders in science, engineering, and technology.

November 4–7, 2021

Virtual Event

www.sigmaxi.org/amsrc21





Engagement Opportunities

The 2021 Sigma Xi Annual Meeting and Student Research Conference is a collective examination of the state of scientific inquiry and a celebration of research excellence across science and engineering disciplines. The multifaceted event offers a variety of opportunities to promote your organization and showcase your brand to thousands of the world's preeminent scientists, engineers, thought leaders, entrepreneurs, and emergent talent.

By becoming one of Sigma Xi's exclusive conference sponsors today, you will have the opportunity to reach this unique community to showcase your products and services, express your commitment to excellence in scientific research, and show your support for the next generation of problem solvers.

We are excited to offer sponsorship packages that expand your brand's visibility beyond conference attendees and for up to four months. With our sponsored digital advertising strategy, you get exposure to an exclusive digital audience of an estimated 250,000 Sigma Xi and *American Scientist* website visitors wherever they are online. Choose the package that meets your budget and target audience. All packages include access to real time analytics that allow you to track impressions, clicks, and geographical locations of ads served.

About the Conference

The Sigma Xi Annual Meeting and Student Conference is the Society's premier international event that attracts distinguished researchers and exceptional students across STEM disciplines and career stages. The theme for this year's conference is *Roots to Fruits: Responsible Research for a Flourishing Humanity—How scientific virtues serve society*.

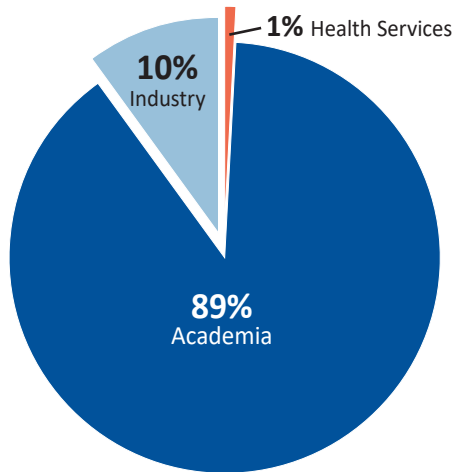
The 4-day virtual event will bring together researchers, ethicists, educators, and science communicators to examine what it means to conduct ethical, responsible research across science and engineering disciplines. The conference features keynote presentations, plenary sessions by Sigma Xi award winners, invited and contributed presentations, science communication and professional development workshops, networking opportunities, and multidisciplinary oral and poster presentations by exceptional researchers.



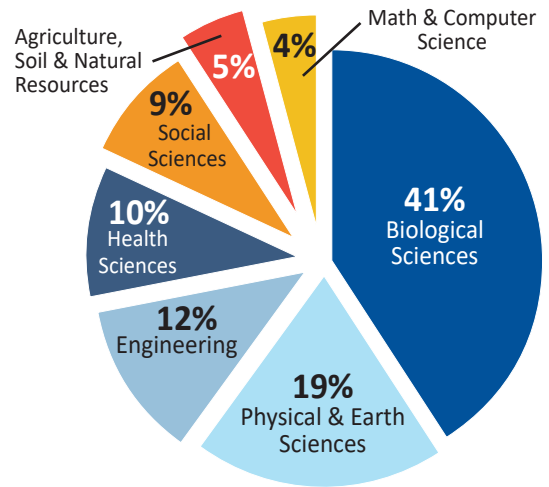
Our Attendees

Attendees of the Sigma Xi conference are well-educated, accomplished and affluent members of the science, engineering, education, and technology community including exceptional high school, undergraduate, and graduate students.

Employment Sector



Discipline Distribution



Our Reach in 2020

Followers



780K impressions on Facebook



771K impressions on Twitter



33.4K views of our YouTube videos



16K Impressions on LinkedIn

Media Reach

One **BILLION** impressions on newspapers, radio, and blogs. 222,374 visitors to the website





Student Research Conference

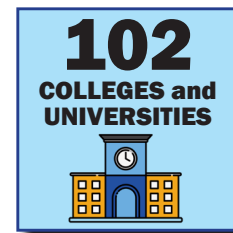
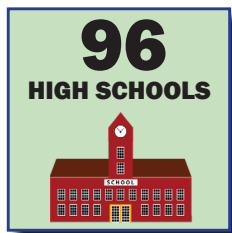
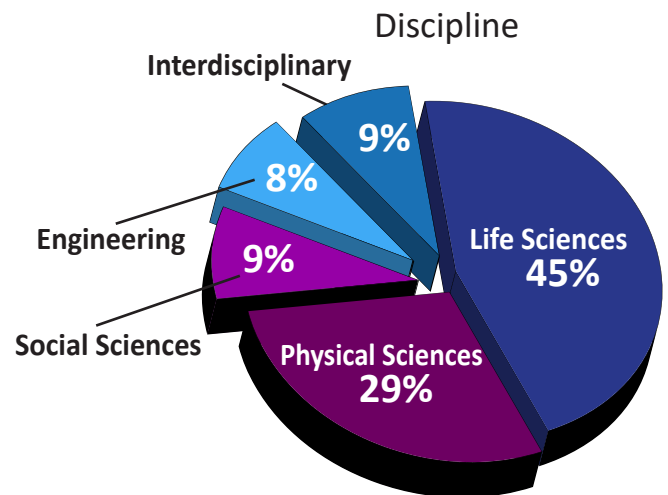
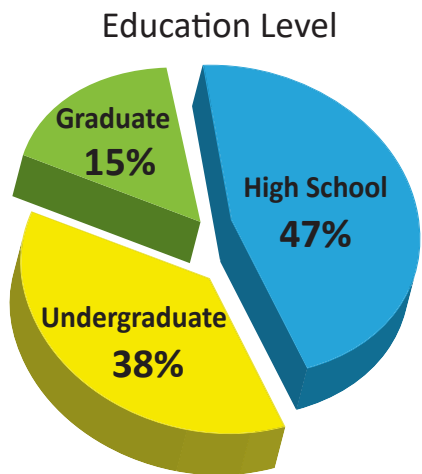


Students from around the world come together to discover new ideas and share their research.

The conference allows high school, undergraduate, and graduate students worldwide to showcase their research; understand the practical applications of their work; explore career opportunities; gain recognition; and exchange ideas and network with luminaries from academia, government, and industry.

"The feedback I received on my experiment was really valuable and worthwhile." - Student Presenter

Student Participants in 2020





STEM Art and Film Festival

November 7, 2021

"The greatest scientists are artists as well." — Albert Einstein

The Sigma Xi STEM Art and Film Festival culminates on the final day of the conference. The festival is open to the public at no cost.

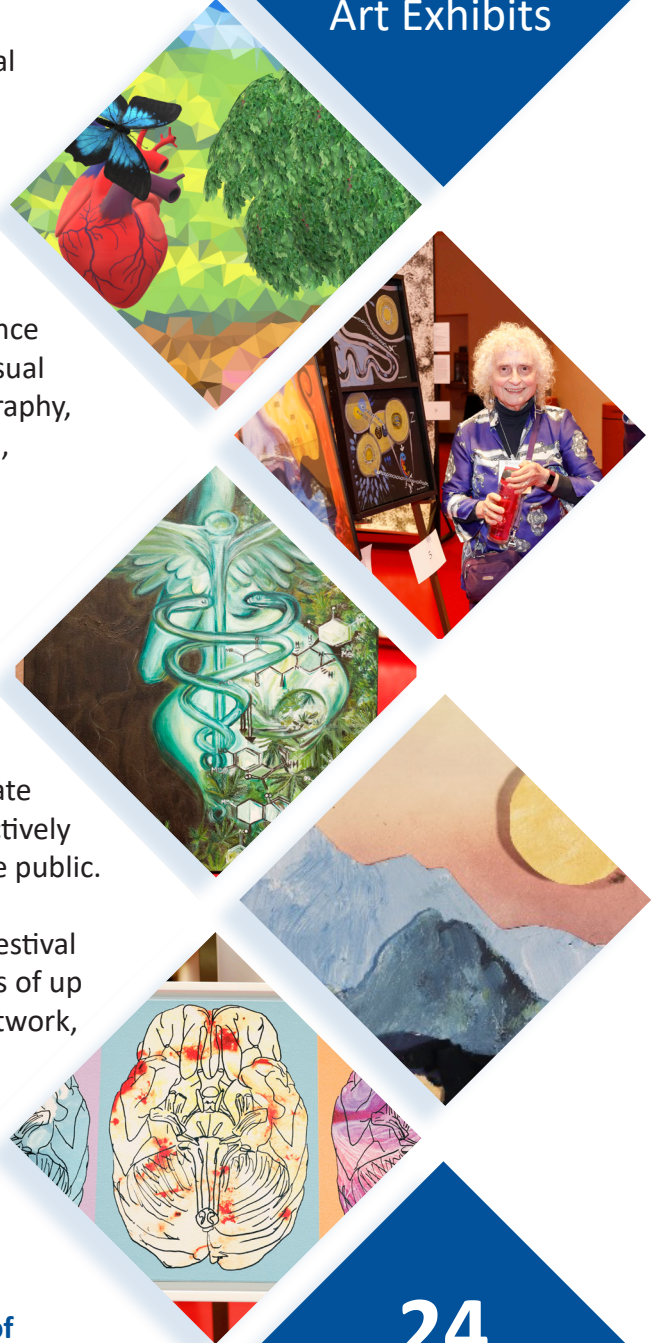
The event showcases creative science-art collaborations and provides a platform to broadly communicate science through different engaging forms of visual and performing arts, including photography, painting, 3D visualization, videos, films, and documentaries.

The festival also brings together participants of #SciCommMake, a competition organized by Sigma Xi and Science Talk to form interdisciplinary teams of scientists, artists, and science communicators. The teams compete for funding to create innovative artwork and films that effectively communicate scientific evidence to the public.

Participants may choose to enter the festival competition, featuring monetary prizes of up to \$500 in each of three categories: artwork, performing art, and film. The People's Choice Award in each category is selected by a public vote.

Becoming a sponsor of the STEM Art and Film Festival is a great way to demonstrate your commitment to promoting the public understanding of science and expands your reach beyond the scientific community.

53
Art Exhibits



24
Films



Sigma Xi College and Graduate School Fair

Showcase Your University or Graduate Program

The Sigma Xi College and Graduate School Fair is a great way to connect with the best and brightest high school and undergraduate students who are interested in pursuing an undergraduate or graduate degree in science, technology, engineering, math, or health professions. The fair is held jointly with the Sigma Xi Student Research Conference. The 2021 conference will welcome 300–500 high achieving students from schools and colleges across the United States and worldwide.

Exhibitor Package

- One complimentary conference registration (up to \$175 value)
- Customizable virtual booth
- Your organization's logo and website link on the Sigma Xi website
- Promotion on Sigma Xi's social media channels
- Two mentions in the Society's electronic Newsletter (readership of 40,000)
- Opportunities for live chats with participating students
- Access to virtual networking events
- Opportunities to browse students' presentations and connect with selected students
- Booth analytics

Exhibitor Pricing

Corporate booth – \$500

Academic and non-profit booth – \$250

Returning exhibitors from previous years receive a 20% discount.

Institutions with Sigma Xi chapters receive a 50% discount.



Sponsorship Packages

Benefits	Platinum \$7,500	Gold \$5,000	Silver \$3,000	Bronze \$1,500
ADVERTISEMENT				
Full color ad in <i>American Scientist</i> Magazine	Full Page	Full Page	Half Page	
Sponsored retargeting digital advertising (additional packages can be purchased separately)	20,000 Impressions	10,000 Impressions		
Rotating banner ad (virtual platform)	✓	✓		
LOGO VISIBILITY , LISTING, AND VERBAL RECOGNITION				
Logo on Sigma Xi online Showroom (one year)	✓	✓	✓	✓
e-Newsletter acknowledgment (40,000 readership)	✓	✓	✓	✓
Social media posts (2)	✓	✓	✓	✓
Verbal recognition before keynote and plenary sessions	✓	✓	✓	
Sponsored e-blast to event attendees	✓	✓	✓	
Logo on landing page of the event's virtual platform	✓	✓		
EXHIBIT BOOTH				
Virtual booth (refer to page 6 for booth description)	✓	✓	✓	✓
COMPLIMENTARY REGISTRATION				
Virtual registration	3	3	2	1
Conference t-shirt	3	3	2	1

Sponsorship Packages

EXCLUSIVE EVENT SPONSOR (Additional \$1,000)

Platinum and Gold sponsor may select to be a named sponsor for one of the following conference components:

- Student Research Conference (two available)
- STEM Art and Film Festival (two available)
- Thematic Conference Tracks (six available)

Named sponsors receive additional dedicated verbal recognition during each session of the conference component and logo visibility on associated promotional materials.

RETARGETING DIGITAL ADVERTISING ADD ON PACKAGES

Package	Duration	Impressions	Price
Event Package	4 months	100,000	\$6,000
Pre-Event Package	2 months before event	35,000	\$3,000
Post-Event Package	2 month after event	35,000	\$3,000
Small Event Package	1 month	20,000	\$1,000
Intro Event Package	1 month	10,000	\$500

Additional Add Ons

- Full page, full color ad in *American Scientist*—\$1,000
- Co-branded conference tote bag—\$500 (4 available)
- Collateral in registration packets—\$1,000 (examples: flyer, postcard, swag - provided by sponsor)

Thematic Conference Tracks

- Responsible Research and Discovery
- Responsible STEM Education
- Responsible Technology Innovation
- General Research Ethics
- Science Communication, Education, and Public Engagement
- Research Enterprise and Professional Development



Digital Ad-Retargeting Sponsorship

INTELLIGENT MARKETING STARTS HERE

Maximize your presence with trackable
and quantifiable digital exposure

Why Re-targeting?

Advertise directly to Sigma Xi's or *American Scientist's* website visitors. Get exposure to an estimated 250,000 digital audience wherever they are online. Enhance the value of your event sponsorship by priming our audience before, during, and after the event.

Quality Targeting

Ad re-targeting guarantees sustained, specific exposure to the exact qualified audience you're trying to reach. Tap into Sigma Xi's or *American Scientist's* exclusive network rather than relying on broad, generic targeting on common ad platforms.

Quantifiable Results

Receive detailed reports that allow you to see your campaign results in real time including impressions, clicks, and geographical locations of ads served.



Guaranteed Digital Reach

Our audience becomes your audience with retargeting. Get exclusive direct access to Sigma XI's or *American Scientist's* website visitors and retarget them with your company's ads that will showcase your brand, anywhere they visit online.

Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out with our organization's uniquely qualified audience.

Ad Sizes

Leaderboard: 728 x 90

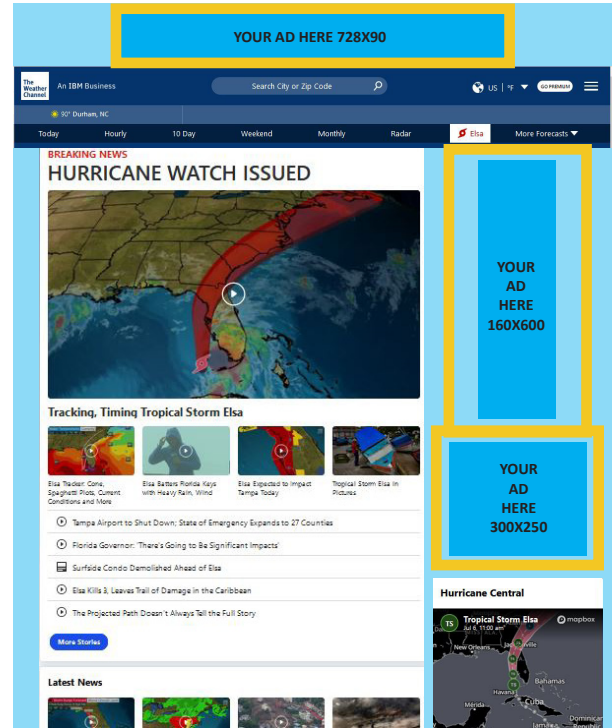
Wide Skyscraper: 160 x 600

Square Pop-Up: 300 x 250

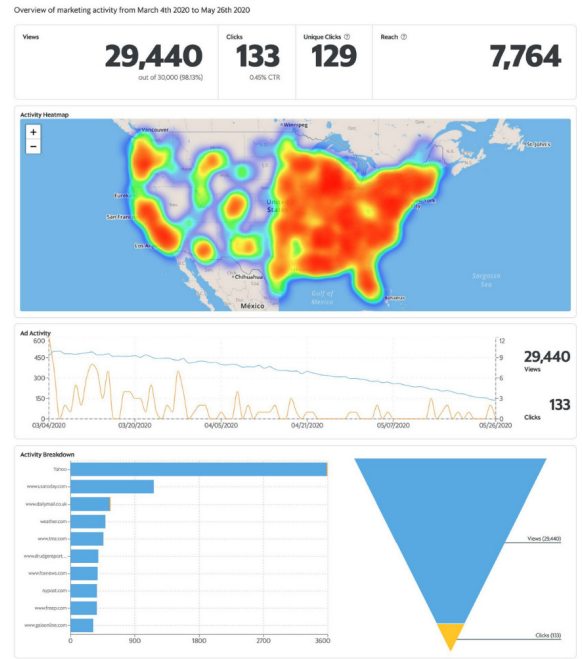
Sponsor provides artwork for ads in jpg or gif format: static images only, no flash.

Reports

Receive detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served.

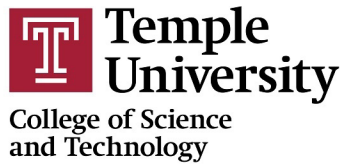
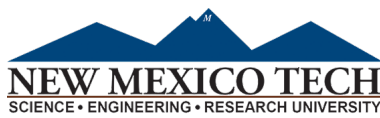


Ad Sizes



Reports

2020 Sponsors and Exhibitors



Do.
Make.
Innovate.
Reinvent the Future.

