

Exhibitor Prospectus

STAO2020: Looking to the Future

MARCH 26 – 27, 2020

DELTA HOTELS TORONTO AIRPORT
AND CONFERENCE CENTRE

Who We Are

Founded in 1890, the Science Teachers' Association of Ontario (STAO) is a non-profit, province-wide professional organization run primarily by volunteers. Its current membership of approximately 1,800 is made up of science educators from elementary schools, secondary schools, colleges, and universities.

STAO has had an integral role in professional development and leadership in the field of science education for elementary and secondary teachers for over 125 years.

The STAO Conference draws approximately 1,300 K-12 science educators and instructional coordinators, faculty instructors, teacher candidates and education policy makers. It is an important component of STAO's commitment to supporting and promoting science education in Ontario.



STAO2020 is waiting for you.

"What I liked as an Exhibitor: The really nice STAO volunteers checked in with exhibitors regularly plus the exhibitors' coffee and morning muffins and the Twitter sharing."

STAO2020 Conference

The purpose of STAO2020 is to highlight developments and innovations in science education and promote pedagogical excellence in science teaching.

STAO's Conference enables science teachers and education stakeholders to meet and exchange ideas, resources and information. The Conference also offers great opportunities for exhibitors to participate and directly interact with delegates from provincial education ministries, various education associations as well as teachers working in the public, private, and Catholic school boards.



Exhibitors

Exhibitors are an important component of the Conference and the Exhibits Hall is a practical adjunct to the professional learning and science exploration sessions being offered at the conference. Exhibitors provide delegates with the various types of products, services and information available to them. The Conference provides exhibitors the opportunity to engage with teachers and other exhibitors, to begin building a lasting relationship or strengthen an existing one.



A new opportunity available to exhibitors and vendors is the micro-session. Held in the International Foyer and lasting approximately 20 minutes, a micro-session is your chance to hold a commercial session showcasing your organization's products and services, and your commitment and relevance to science education. Please go to page 9 for additional information.

Request a micro-session application form [here](#). Submit a completed form by December 31st, 2019.

Support delegates by becoming a sponsor. Sponsorship opportunities are available on page 9.

Exhibits Hall

Delegates want to spend time in the Exhibits Hall. We've made it easy for them to find you by locating all exhibitors in International A, B, and C, on the main floor. This location is in the middle of the Conference floor plan.

The Exhibits Hall has direct access to the loading dock, making move in/out seamless.

What you receive

We have designed the Conference schedule to give you as much time with delegates as possible.

Be a part of STAO2020 to enjoy these benefits (and many more):



- ✓ Dedicated exhibits time is built into the schedule to maximize delegate interaction with exhibitors
- ✓ Opportunity to host a micro-session in the International Foyer
- ✓ 9' wide x 8' deep exhibit space with carpeting
- ✓ Choice of 4', 6', or 8' draped table with 2 chairs
- ✓ Standard drapery on the back wall and side dividers
- ✓ Two complimentary exhibitor badges per exhibit space
- ✓ Complimentary conference admission; access to all sessions
- ✓ Exhibitor only refreshments of pastries and hot beverages
- ✓ On-site security
- ✓ Company name and logo listed on the STAO website
- ✓ Opportunity to donate a prize to be drawn on closing day of the conference

Exhibits Location and Schedule

Venue



Delta Hotels Toronto Airport and Conference Centre
655 Dixon Road, Toronto, ON
Ground Level, International A, B, & C, Conference Centre

Schedule

Date	Hours
Wednesday March 25, 2020 (Set-up)	Starting at 1:00 p.m.
Thursday March 26, 2020	8:00 a.m. - 4:00 p.m.
Friday March 27, 2020	8:00 a.m. - 4:00 p.m.

Dismantle and move out begins at 4:00 p.m., Friday March 27, 2020
Exhibits Hall only time scheduled on each day

*"Stellar organization! Communications before the event made set-up a breeze
- no issues finding our booth and when we got there, it had everything we
needed."*

Application Process

Registration for exhibit booths begins in **September 2019**. Once your registration has been received you will be contacted by Jana Grubb, Marketing Coordinator. Payments may be made online at the STAO Store. There will be an Exhibits Hall schedule for the full duration of the Conference, **Thursday March 26 and Friday March 27, 2020**.

If you apply for a micro-session you will be contacted by Jessica Jarvis, Co-chair Operations. Payments may be made online at the STAO store. Micro-sessions will be included in Sched.

Rates

Exhibitors will have the opportunity to select the location of their booth(s) on the Application form. There are a limited number of premium booth spaces so act quickly to secure a prime location! See site map on page 6.

Booth location	Rate	13% HST	Total
1 Booth - Regular	\$1100	\$143	\$1243
1 Booth - Premium ☆	\$1200	\$156	\$1356

Liability and Insurance

Exhibitor agrees to assume all liability for loss or damage of any property of Exhibitor which Exhibitor may suffer during installation or removal or during the Annual Conference and Exhibits Hall if by reason of burglary, fire, accident, or any destructive cause. Exhibitors must provide a comprehensive commercial general policy naming the Science Teachers' Association of Ontario as an Additional Named insured under Exhibitor's general liability insurance policy. Although security guards will be provided, no guarantee of security is implied. Exhibitor retains sole responsibility for its own exhibit materials.

Proof of insurance required by **February 28, 2020**. Send document to [STAO Exhibits Chair](#).

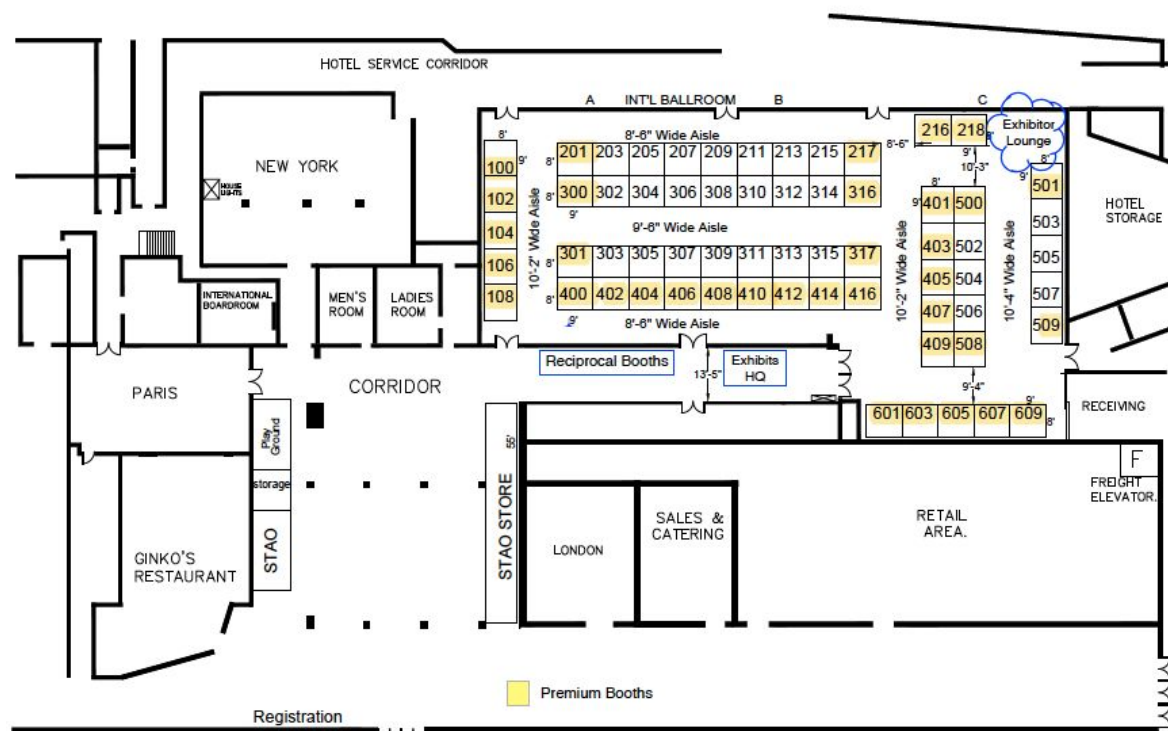
Cancellations

Written notice of cancellations received before **January 31, 2020** will be refunded (less the deposit) of the contracted booth space.

Dismantle and Move Out

Exhibitors are required to keep their exhibits fully installed and space supervised until the closing time of the Exhibits Hall. No Exhibitor shall pack or remove articles on the exhibit floor, including but not limited to booth displays, without approval in writing from Conference Management.

STAO2020 Exhibits Site Map



* Limited number of Premium Booths available

For current exhibit space availability or questions on how you can be involved in **STAO2020**, please contact:

Jana Grubb, Marketing Coordinator

 Jana.Grubb@stao.ca

 [STAO Store](#)

STAO2020 Sponsorship Opportunities

Sponsorship elevates your brand recognition, demonstrates your support for attendees, and creates a lasting impression on delegates.

Sponsors receive significant benefits for their contributions including:

- Associates your organization with STAO, a long-standing science education organization committed to promoting excellence and innovation in science teaching and learning for all
- Enhances your organization's name and brand recognition
- Demonstrates your company's commitment to science education
- Drives delegate traffic to your booth
- Provides unique benefit opportunities available solely for Sponsors

All Sponsorships include:

- Logo on sponsorship page of Conference Program / Sched and website
- Identified as sponsor on signage located in high-traffic locations
- Recognition in pre-conference marketing pieces and attendee communications
- Company featured on all signage and communications where sponsored item/event is highlighted

Maximize your exposure by sponsoring one of our many conference options and amenities:

Cost	Opportunity
\$800*	Morning Refreshment Sponsorship Be top of mind with STAO delegates! Premium logo placement and signage within the delegate refreshments (coffee and pastries) area located right outside of the Exhibits Hall. Sponsor either the Thursday morning, Friday morning, or both. <i>*per day sponsorship fee</i>
\$250	Sponsor a Delegate Each year, STAO receives requests about delegate sponsorship. This sponsorship opportunity is designed to support learning communities that do not have the necessary funding to increase their capacity and send educators to this year's STAO Conference.
\$200	STAO News Advertising Advertise in a special STAO2020 Exhibitors edition of STAO's bi-monthly publication, <i>STAO News</i> , with over 3,000 subscribers.
\$100*	Micro-Session Micro-sessions are commercial sessions and your opportunity to showcase a product, service, etc. Two consecutive micro-sessions may be purchased. Micro-sessions will be included in Sched, so delegates are able to plan to attend your session. <i>*per micro-session fee</i>
No Cost	Prize Donations Leave attendees with a lasting impression of your company. Donate a prize which will be drawn on the closing day of the conference.

Please contact us to discuss exclusive and limited opportunities. All sponsorships subject to STAO approval. Additional sponsorship opportunities may be available upon request.

Tips to Attract Delegates

★ **Generate a pre-conference buzz.** Get delegates excited about your booth before the show. Contact Jana Grubb to place your brand on the Conference website and advertise through virtual inserts. Delegates will see virtual inserts prior to conference and may plan to visit your booth.

★ **Plan early.** Set up a visually attractive booth. Be imaginative, use colour and set up clear signage that can be read from across the room. If giving away promotional items, ensure that you have sufficient inventory on hand.

★ **Interactives are always a draw.** One of the best ways to engage visitors is through hands-on demonstrations. Give delegates the opportunity to watch products being used or let them try out your product themselves.

★ **Customer service is key.** Exhibit space must be staffed at all times; especially during *exhibits hall only* hours. The booth space should be inviting. Representatives at your booth are your ambassadors.

★ **Give away promotional items or product samples.** When delegates see others walking around with a *cool* item, they'll want to get one too. Once they are at your booth, it's your job to *wow* them with information about your products and services.

★ **Use social media.** Use the conference hashtag (#STAO2020) and creative wording to catch the attention of delegates. *Why should delegates come to your booth? What makes your booth worth the stop?*

★ **Like bees to nectar.** Booths with a lot of visitors tend to attract more visitors because people want to know what's going on. Serving treats, candy or chocolate at your booth might be a good way to create a crowd.

Important Dates

Deposit (\$500) on regular exhibitor application: **November 29, 2019**

Micro-session application due date: **December 31, 2019**

Full payment on Exhibitor Application: **January 31, 2020**

Cancellation of booth space (*deposit non-refundable*): **January 31, 2020**

Eligibility to exhibit (liability coverage): **February 28, 2020**

Identify organization as prize donor: **February 28, 2020**

Stronco Show Services additional services: **March 2, 2020**

Exhibits Hall installation: **March 25, 2020 (beginning at 1:00 p.m.)**

Exhibits Hall set-up: **March 26, 2020 (completed by 7:30 a.m.)**

Exhibits Hall dismantle: **March 27, 2020 (after 4:00 p.m.)**

“The conference was well-organized and I enjoyed interacting with peers and suppliers.”