



Bay Area
**SCIENCE
FESTIVAL**
10.26-11.11.17



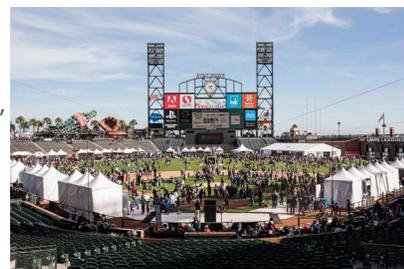
The Bay Area Science Festival is a weeklong celebration of the unique science and technology of the Bay Area. Scientists from our local universities, companies, and museums will share their stories, passion and science at over 50 events. Programs will feature hundreds of hands-on-activities, provocative conversations, electrifying performances, and tours of cutting-edge facilities. Are you ready to unleash your inner scientist?



Festival Highlights

Discovery Days

Hands-on science is the heart of Discovery Days! These large expos days bring together thousands of attendees and hundreds of scientists and engineers, for a day of non-stop science fun. Expect over 300 hands-on booths, dozens exhibits, numerous performances, and family-oriented science entertainment across the multiple events. Attendees are families generally with children aged 0-14, with a special emphasis on those who traditionally do not have access to quality science education.



2017 Locations!

- Discovery Day at AT&T Park
- Discovery Day at Cal State East Bay - Hayward
- Contra Costa Discovery Day

Explorer Days

Dozens of the Bay Area's leading science organizations will provide exclusive opportunities to see science-in-action at the region's research laboratories. These unique behind-the-scenes tours showcase the region's amazing scientific resources - all in one day. In 2017, over 20 tours, hikes, and adventures will be coordinated across the Bay Area.

Signature Performances

Each year, the festival brings in high profile science entertainment programs from leading performers including Radiolab, Alton Brown, Adam Savage, and many more. This year's program will include BAHFest, Adam Savage's annual Tested show, and a special show highlighting the culture of science journalism in the Bay Area.

World Conference of Science Journalists

The Bay Area Science Festival partnered with the biannual WCSJ conference, attracting over 2000 of the top science journalists from across the world. The festival is hosting multiple events mixing conference attendees with the Bay Area public, highlighting the culture and breadth of science communication in the area.



Festival Results

Attendance

- Total attendance across 43 events: 72,000
- Discovery Days at AT&T Park: 32,000
- Discovery Days – North Bay: 15,000
- Discovery Days – Contra Costa: 1,500
- 4th largest Science Festival in U.S.
- Largest free education event in Bay Area History
- Events stretched from Santa Rosa to San Jose

Festival Ratings (out of 5)

- 2016 Average: 4.35
- Discovery Days at AT&T Park: 4.26
- Discovery Days – North Bay: 4.47

Attendee Feedback

- Interacted with a scientist/engineer: 96.3%
- Had fun with STEM: 92.3%
- Became aware of STEM in daily life: 91.4%
- Learned something new: 83.1%



Our Mission is to engage Bay Area residents in a region-wide celebration of its scientific wonders, resources, and opportunities by exploring the role of science, engineering, and technology locally & in the world.



History

UCSF Science and Health Education Partnership

The Bay Area Science Festival is a collaborative public education initiative that brings together our leading academic, scientific, corporate, and non-profit institutions to showcase the region as an international leader in science and innovation. Organized by UCSF, the festival's home is the Science & Health Education Partnership (SEP), a 30 year old department dedicated to quality science instruction and outreach. The festival was brought to Bay Area through the leadership of UCSF Professor Bruce Alberts, editor-in-chief of Science, and past president of the National Academy of Sciences.

The festival was initially seed funded by the National Science Foundation in 2009 along with 3 other sites across the nation: San Diego, Cambridge, and Philadelphia. Since 2009, the festival movement has grown rapidly across the nation with over 55 science festivals planned in 2016. The NSF has renewed its support of the Bay Area Science Festival through 2016.



Jad Abumrad and a dancing T-Rex during Radiolab: Apocalyptical

Education Partners



Corporate Partners



Engage

Making science engaging for the diverse region requires the entire scientific community. The benefits of participating are countless—the ways to participate are limitless! Please contact Bay Area Science Festival Director Kishore Hari (Kishore.Hari@ucsf.edu) to get started.

Why a Festival?

Festivals unite. Science Festivals bring together institutions and individuals dedicated to public understanding of science and establishing new collaborations.

Science should be celebrated. Our culture celebrates sports, music, food, shared history, and cultural icons. Science is a cornerstone of our society and festivals provide a way to honor scientists for their ongoing efforts.

Workforce development. Festivals show our community that STEM careers are interesting fun, cool, lucrative, and the jobs of the future.

Regional pride. The festival emphasizes ongoing innovation and development in the Bay Area, bolstering our identity as an international science hub.





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Sponsorship Assets
& Entitlements



	Platinum \$100K	Gold \$50K	Silver \$25K	Copper \$10K	Krypton \$5K	Titanium \$2.5K
General Festival Recognition						
Top billing on all 2017 Materials	●					
Appointment of Advisory Board Member	●	●	●			
Discovery Days Onsite Recognition						
Exhibit Space	Custom	Custom	Custom	10'x30'	10'x20'	10'x10' Preferred
Placement (# of Discovery Day Events)	3 Preferred	3 Preferred	2 Preferred	2	1	1
Dedicated Event Signage at all Discovery Day Events	3	2	1			
Logo Recognition on sponsor appreciation signage	●	●	●	●	●	Name Only
Name/Logo on On-Site Maps	●	●	●	●	●	Name Only
Attendee Giveaway/Collateral Distribution at Information Booths	●	●	●			
Reception Area (AT&T Park Only)	●	●	●	●	●	
Marketing						
Radio Spot Mentions	●	●				
Print Ads - Logo Inclusion	●	●	●	●		
Television Ads - Logo Inclusion	●	●				
Name/Logo inclusion on 1,000 posters distributed throughout Bay Area	●	●	●	●	Name Only	Name Only
Programs - Name/Logo inclusion (25,000 Minimum Print Run)	●	●	●	●	Name Only	Name Only
Premium Recognition on official Festival Homepage	●	●	●			
Listing on official event website with logo recognition and link	●	●	●	●	●	●
Logo Recognition on Festival e-newsletters	●	●	●	●		
Feature in all press releases and public relations efforts	●	●	●			
Mention in all press releases and public relations efforts				●		
Hospitality						
Host a Reception (Suite at AT&T Park)	●	●				
Tickets to private sponsor event	●	●	●			
Additional Benefits						
Speaking opportunities at high profile events	3	2	1			
Final Report	●	●	●	●		





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About Discovery Days

It's always festival time in the Bay Area! The Discovery Days program brings the fun and excitement of science to a huge crowd. In conjunction with local science outreach groups, Discovery Days will have hundreds of hands on activities, numerous performances, interactive demonstrations, and family-oriented science entertainment. Attendees are families generally with children aged 0-14, with a special emphasis on those who traditionally do not have access to quality science education resources.

Discovery Day at AT&T Park

About: AT&T Park becomes a science wonderland when the Bay Area Science Festival concludes again with this FREE science extravaganza. With more than 150 exhibits, get ready to unleash your inner scientist.

When: November 11th, 10AM-4 PM

Expected Attendance: 35,000

Changes for 2017:

We're reducing the total exhibit spaces available to ensure there is plenty of space for both attendees and the activities. We're asking every exhibitor to ensure they have scientists/engineers part of their activity where possible, as that has been shown to have the biggest impact on attendee's interest in science.

Exhibitors: 150 Total Exhibit Spaces

- Field: 10'x10'
- Promenade Level (Main Floor): 6' x 8' (Larger Spaces available as needed)
- Club Level (2nd Floor): 6'x8'

Premium Exhibits

- Spaces on the field
- Willie Mays Plaza (Main Entrance) /O'Douls Plaza (3rd St Entrance)
- Promenade level nooks (large booth spaces)

Standard Exhibit

- Placement on Promenade/Club Level

Discovery Day - North Bay

About: Discovery Days North Bay highlights the amazing STEM programs of the North Bay! Last year, activities included liquid nitrogen ice cream, an emergency room patient robot, airplane and catapult launches, marble machines, and elephant toothpaste.

When: Saturday, October 29th, 10AM-4 PM

Expected Attendance: 15,000

Exhibitors: 125 Total Exhibit Spaces

- Inside: 10'x20' minimum
- Outside: 10' x 20'

Premium Exhibits: High Visibility Areas

Discovery Day - Contra Costa

About: 2016 marks the 2nd Contra Costa Discovery Day, bringing together 25+ exhibitors from locations throughout Contra Costa County to the CSU East Bay Concord Campus. Students and families from local underresourced school districts will be bussed to the event featuring hands-on demonstration tables and STEM career enrichment for high school students.

When: Sunday, October 29th, 9AM-12 PM

Expected Attendance: 2,000

Exhibitors: 25 Total Exhibit Spaces, all outside

Exhibit Pricing

Prices reflect 1 exhibit space. See page 2 for details. Additional spaces are available with a 10% discount per unit. Fee waivers are available for groups unable to afford exhibition costs.

	East/North Bay	AT&T Park
General	\$250	\$450
Non-Profit	\$150	\$200
Festival Partner	Free	Free
Emerging Business (<50 employees)	\$350	\$600
Established Business (>50 employees)	\$350	\$1000





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Included with Exhibit Space

- (1) Exhibitor listing on the Bay Area Science Festival website**
- (1) Exhibitor listing on onsite Discovery Day Guide/Map**
- (1) 10'x10' tent with (3) sidewalls if on field at AT&T Park
- (1) 6'x8' space with 6' table and (2) chairs if on Promenade/Club Level at AT&T Park
- (1) 8' table with (2) chairs per 10' exhibit area at North Bay/East Bay
- (1) ID sign
- (1) 110V outlet (20 amp circuit, not dedicated)***

**Inclusion based on receipt of exhibitor's materials no later than September 23, 2016.

*** Available only upon request. Additional charges may apply. Request needs to be submitted by September 23, 2016.

Available for additional fees*

Additional Power Requirements	As Quoted
Booth Space	Current Rate with 10% discount per additional space
Tables	\$10 per additional Table
Outdoor Space	Available at all three Discovery Days. With permission, pop-up tents are allowed.

* Please contact us with any special requirements/permits needed



Exhibitor Application

All exhibitors will need to file an exhibit form at <http://www.bayareascience.org/festival/apply/>. Every exhibit/activity will be reviewed for safety and science content by a festival committee. Terms and conditions for participation will be available at the portal site.

The application will open by June 26th through September 26th. File your exhibitor form as soon as possible to reserve your space!

Questions?

Email us at exhibit@bayareascience.org!

