

# 22nd Biennial Conference on Chemical Education

Penn State University - University Park, PA July 29-Aug. 2, 2012



## Education for Everyone: Celebrating the Sesquicentennial of the Land-Grant College Act

### An Overview

In 2012, Penn State University will host the **22nd Biennial Conference on Chemical Education (BCCE)**. Sponsored by the American Chemical Society, this international event is the largest gathering of chemistry teachers in the world and will bring together an estimated 1500 science educators committed to inspiring tomorrow's leaders in the sciences. At this four-day event, college and university faculty, graduate and undergraduate students, along with high school teachers will connect with colleagues through plenary sessions, symposia, workshops, poster sessions, and a vendor exhibition with the latest chemical education materials and instrumentation for the classroom. Both new and veteran teachers will find materials, techniques and course content to energize their students and promote active learning.

We would be honored to welcome you as a partner in this important event.

### Conference Partnership Opportunities

Platinum Sponsor	\$ 20,000
Palladium Sponsor	\$ 10,000
Gold Sponsor	\$ 5,000
Silver Sponsor	\$ 2,500
Bronze Sponsor	\$ 1,000

### Additional Underwriting Opportunities

Conference Totebag	\$ 15,000
<del>Water Bottles</del>	<del>\$ 5,000</del>
<del>Conference Badge Holder</del>	<del>\$ 3,000</del>
Opening Ceremony Reception - Sunday Evening	\$ 10,000
<del>Tuesday Evening Picnic</del>	<del>\$ 2,500</del>
Wednesday Evening Reception	\$ 2,500
Monday Break Refreshments	\$ 3,000
Tuesday Break Refreshments	\$ 3,000
Wednesday Break Refreshments	\$ 3,000
5 High School Teacher Registrations	\$ 1,000
Sponsor a High School Student	\$ 500
Sponsor an Undergraduate Student	\$ 500

### For More Information:

#### Sponsorship Opportunities

Joe Keiser  
Director of the General Chemistry Labs  
Penn State University  
(814) 863-3209  
jtk1@psu.edu

#### BCCE Program

Dan Sykes  
General Chair  
Senior Lecturer & Director, Analytical Labs  
Penn State University  
(814) 863-0796  
dgs12@psu.edu

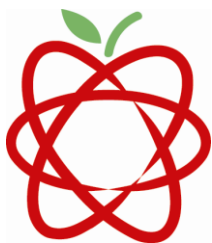
## Partnership Benefits

<b>Platinum Presenting Sponsor</b>	<ul style="list-style-type: none"> <li>› Corporate/organization name, logo and link on <a href="#">BCCE web site</a>.</li> <li>› Corporate/organization name or logo on <a href="#">flash screens</a> during the entire symposium.</li> <li>› Prominent acknowledgement of sponsorship of all conference email messages to attendees</li> <li>› Skyscraper ad on conference e-program guide (run of site)</li> <li>› 1 online ad in conference e-program guide</li> <li>› Corp/org logo and name with link on e-program guide list of sponsors.</li> <li>› Full page ad in pocket guide and printed program guide - 1<sup>st</sup> page of both books</li> <li>› Corp/org name in pocket guide list of sponsors</li> <li>› Recognition as sponsor of 5 \$200 high school teacher registrations.</li> <li>› Opportunity to include an insert or materials in the <a href="#">BCCE participant packet</a>.</li> <li>› Acknowledgement during opening and closing remarks.</li> <li>› 3'x5' <a href="#">banner</a> in the exhibition hall.</li> <li>› If desired, two 8'x8' booths in exhibition hall.</li> <li>› If desired, 4 hours free Executive Board Room use (focus groups, etc.)</li> </ul>
<b>Palladium Level</b>	<ul style="list-style-type: none"> <li>› Corporate/organization name, logo and link on <a href="#">BCCE web site</a></li> <li>› Corporate/organization name and logo on <a href="#">flash screens</a> during the entire symposium</li> <li>› 2<sup>nd</sup> tier acknowledgement of sponsorship of 3 conference email messages to attendees</li> <li>› Skyscraper ad on conference e-program guide</li> <li>› Corp/org logo and name with link on e-program guide list of sponsors</li> <li>› Full page ad in pocket guide and printed program guide</li> <li>› Corp/org name in pocket guide list of sponsors</li> <li>› Opportunity to include an insert or materials in the <a href="#">BCCE participant packet</a>.</li> <li>› Acknowledgement during opening and closing remarks.</li> <li>› 3'x4' <a href="#">banner</a> in the exhibition hall</li> <li>› If desired, one 8'x8' booth in exhibition hall</li> <li>› If desired, 2 hours free Executive Board Room use (focus groups, etc.)</li> </ul>
<b>Gold Level</b>	<ul style="list-style-type: none"> <li>› Corporate/organization name, logo and link on <a href="#">BCCE web site</a></li> <li>› Corporate/organization name on <a href="#">flash screens</a> during the entire symposium</li> <li>› Corp/org logo and name with link on e-program guide list of sponsors</li> <li>› Half-page ad in pocket guide and printed program guide</li> <li>› 2 Online ads in conference e-program guide</li> <li>› Corp/org name in pocket guide list of sponsors</li> <li>› Opportunity to include an insert or materials in the <a href="#">BCCE participant packet</a></li> <li>› Acknowledgement during opening and closing remarks</li> <li>› 3'x2' <a href="#">banner</a> in the exhibition hall</li> <li>› If desired, 2 hours free Executive Board Room use (focus groups, etc.)</li> </ul>
<b>Silver Level</b>	<ul style="list-style-type: none"> <li>› Corporate/organization name, logo and link on <a href="#">BCCE web site</a></li> <li>› Corp/org logo and name with link on e-program guide list of sponsors</li> <li>› Half-page ad in pocket guide and printed program guide</li> <li>› 1 online ad in conference e-program guide</li> <li>› Corp/org name &amp; logo in pocket guide list of sponsors</li> <li>› Acknowledgement during opening and closing remarks.</li> <li>› If desired, 1 hour free Executive Board Room use (focus groups, etc.)</li> </ul>
<b>Bronze Level</b>	<ul style="list-style-type: none"> <li>› Corporate/organization name, logo and link on <a href="#">BCCE web site</a></li> <li>› Corp/org logo and name with link on e-program guide list of sponsors</li> <li>› Corp/org name &amp; logo in pocket guide list of sponsors</li> <li>› If desired, 1 hour free Executive Board Room use (focus groups, etc.)</li> </ul>

## Additional Underwriter Benefits

<b>Conference Bag Conference Badge Holder Conference Water Bottle</b>	<ul style="list-style-type: none"> <li>› Corporate/organization name or logo on <a href="#">item</a> along with the BCCE Logo</li> <li>› Acknowledgement during the keynote introduction.</li> <li>› Listing on the <a href="#">BCCE web site</a>.</li> <li>› Listing in the <a href="#">BCCE program</a>.</li> </ul>
<b>Receptions Refreshment Breaks</b>	<ul style="list-style-type: none"> <li>› Corporate/organization name and logo prominently displayed during the <a href="#">reception/break</a>.</li> <li>› Listing on the <a href="#">BCCE web site</a>.</li> <li>› Listing in the <a href="#">BCCE program</a>.</li> </ul>
<b>HS Teacher Scholarships</b>	<ul style="list-style-type: none"> <li>› Listing on the <a href="#">BCCE web site</a>.</li> <li>› Listing in the <a href="#">BCCE program</a>.</li> </ul>

**PLEASE COMPLETE THE ATTACHED SPONSORSHIP CONTACT FORM**



## 22<sup>nd</sup> Biennial Conference on Chemical Education

The Pennsylvania State University  
University Park, PA 16802

**July 29 – August 2, 2012**

**BCCE**  
PENN STATE  
**2012**

*“Education for Everyone”*

Exhibitors at the 22<sup>nd</sup> BCCE and other groups may purchase advertising space in the e-program book and/or pocket guide.

### **Advertising in the 22<sup>nd</sup> BCCE e-Program Guide**

#### Single Ad Space

Ad placement on a main Category page      \$500

Ad dimensions: 300 x 250 pixels; Includes link to advertisers' website

Ad placement on a Subcategory page      \$350

Ad dimensions: 300 x 250 pixels; Includes link to advertisers' website

Multiple ad spaces may be purchased

Electronic files should include all necessary elements such as layout file(s), linked and embedded graphics, and all fonts needed for output. Supported graphics are EPS and TIFF. Grayscale graphics should be 300 dpi at 100%. All line art logos and graphics should be bitmapped at 1200 dpi at 100%. An appropriate http address link must be provided as well.

### **Advertising in the 22<sup>nd</sup> BCCE Pocket Guide**

The BCCE pocket guide (4” tall x 9” wide – with 0.5” margins) contains the complete conference schedule in abridged form and is given to all who attend the conference. Full-page interior (4” tall x 9” wide), and half-page interior (4” tall x 4.5” wide). To purchase ad space, please complete the form below. Details for submission will be sent to paid advertisers.

**Size of Ad in Pocket Guide:**    Full-Page (\$325)      Half-Page (\$225)

**DEADLINE FOR PURCHASING AN AD IS APRIL 1, 2012**

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**PLEASE COMPLETE THE ATTACHED SPONSORSHIP CONTACT FORM.**

**SPONSORSHIP CONTACT FORM**  
2012 BIENNIAL CONFERENCE ON CHEMICAL EDUCATION (BCCE)  
July 29-August 2, 2012

Primary Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, ZIP Code: \_\_\_\_\_ Fax: \_\_\_\_\_

**Sponsorship Level fee:**

**Preferred Booth #:**

Platinum Sponsor \$20,000 – includes two exhibit booths\*, if desired 1<sup>st</sup> choice \_\_\_\_ 2<sup>nd</sup> choice \_\_\_\_

Palladium Sponsor \$10,000 – includes one exhibit booth\*, if desired 1<sup>st</sup> choice \_\_\_\_ 2<sup>nd</sup> choice \_\_\_\_

Gold Sponsor \$5,000       Silver Sponsor \$2,500       Bronze Sponsor \$1,000

Additional Underwriting Opportunity: \_\_\_\_\_

**Advertising in BCCE e-Program Guide:**  main Category Page (\$500)     Subcategory Page (\$350)

**Advertising in BCCE Pocket Guide:**  Full-Page (\$325)     Half-Page (\$225)

*Exhibit space will be assigned on a first-come, first-served basis.*

- *Exhibit space cannot be reserved without payment in full and signed Exhibitor Agreement.*
- *An Exhibitor Registration form will be sent to you in March 2012 to enroll your exhibit booth attendees.*

Booth Sign\* (COMPANY NAME) – If *Platinum (2)* or *Palladium (1)* Sponsor Level - should read:

\_\_\_\_\_

**Payment Method:** Your payment must accompany your registration form.

Enclosed is a check for the total amount indicated payable to Penn State.

Purchase Order (A copy of the purchase order must accompany this form.)

Charge the amount of \$\_\_\_\_\_ to my: \_\_American Express \_\_Discover \_\_MasterCard \_\_VISA

Cardholder's name (please print) \_\_\_\_\_

Cardholder's signature \_\_\_\_\_

Cardholder's E-mail \_\_\_\_\_

Card no. \_\_\_\_\_ Exp. Date (mo./yr.) \_\_\_\_ / \_\_\_\_

*(Credit card charges cannot be processed without signature and expiration date.)*

Return to: **BCCE Sponsor Registration, Attention: Conferences and Institutes Registration**, Box 108, State College PA 16804-0108; Phone: 814-863-5164; Fax: 814-863-5175  
10-ci-453