

NATIONAL ASSOCIATION OF BIOLOGY TEACHERS

# 2012 PROFESSIONAL DEVELOPMENT CONFERENCE

OCTOBER 31-NOVEMBER 3, 2012  
HYATT REGENCY DALLAS  
DALLAS, TX



YOUR OPPORTUNITY TO INTERACT WITH THE  
LEADERS IN BIOLOGY & LIFE SCIENCE EDUCATION



# LEARN MORE ABOUT OUR ATTENDEE BASE



NABT conference participants will enjoy visiting a modern and sophisticated city that is the most visited spot in Texas. With **renowned speakers**, **hands-on workshops**, **field trips** and **a bustling expo hall**, this is the must attend event for teachers looking to expand curriculum and professional development resources in 2012 and beyond.

# 96%

of NABT members have final decision making or strong influence on the products & services used in their classrooms

# 43%

of past attendees teach at the high school level

# 47%

of past attendees teach at the 2/4 year college level

# 75%

**OF ATTENDEES HAVE 8+ YEARS OF TEACHING EXPERIENCE**

Only **2%** of attendees were members of NSTA

## Why exhibit at NABT's Professional Development Conference?

**Reach an influential, active group of educators:** Over 1,000 high school and college level educators turn to the NABT Conference each year to gain new knowledge and tools for their classrooms

**Interact with attendees on and off the show floor:** Take advantage of up to 4 full conference registrations with each booth and network with attendees both on and off the exhibit floor

**Connect your brand, products and mission with a respected association:** NABT is the leader in life science education!

**Enjoy networking with your clients and prospects in a great metro location!**

# EXHIBIT OPPORTUNITIES

## Benefits of an Exhibit Booth

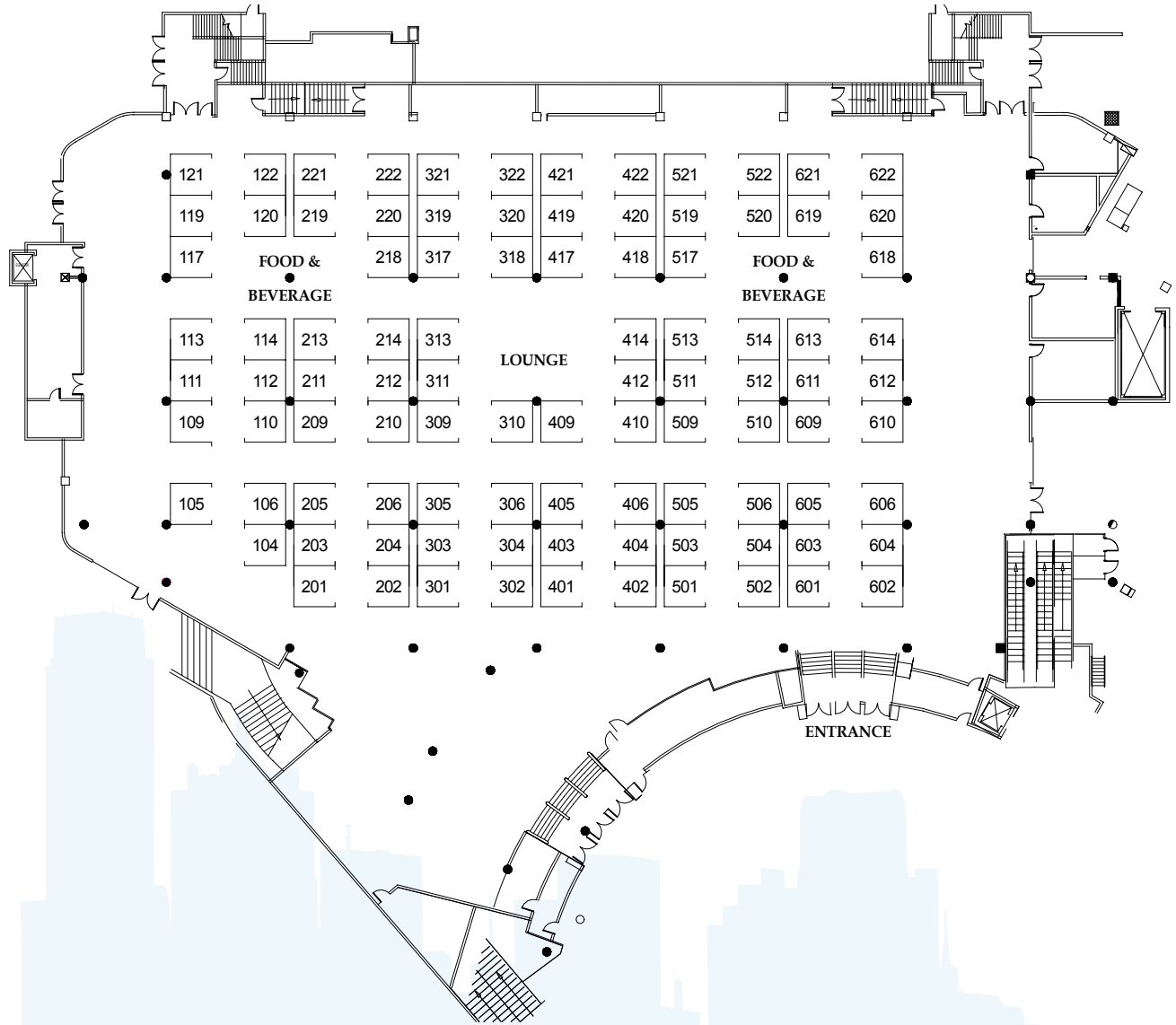
Four full registrations per booth, 10' x 10' booth with pipe and drape, exhibiting company sign, company listing on the NABT conference website, and company listing in the on-site print Program.

	Standard	Nonprofit
In-Line Booth	\$1,700	\$1,300
Corner Booth	\$1,900	\$1,900

Custom sponsorship opportunities available upon request. Please contact Allison Zippert for further information.

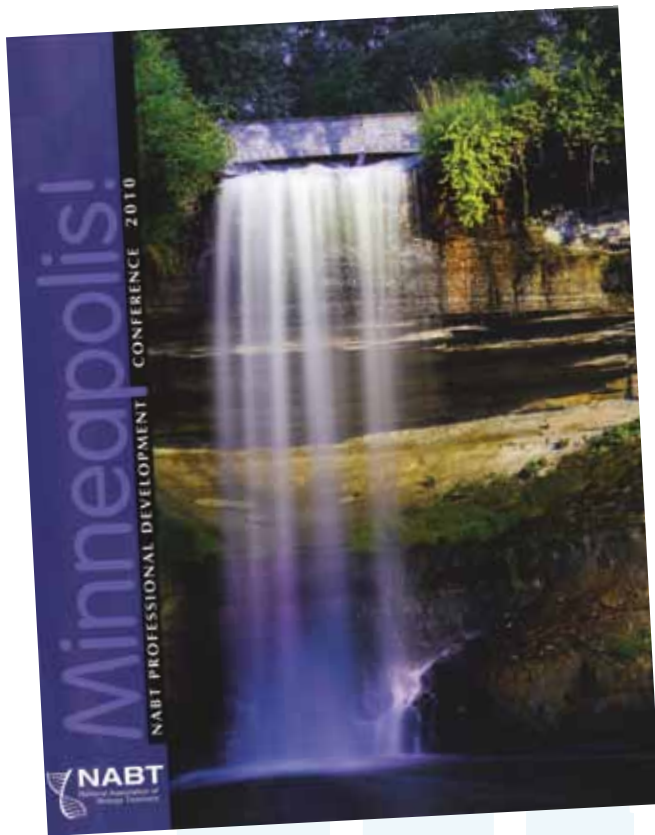
## Past exhibitors and sponsors include...

- Texas Instruments
- Carolina Biological
- Ward's
- PASCO
- AdInstruments
- NASCO
- Flinn Scientific
- Food and Drug Administration
- National Institutes of Health
- Mississippi State University
- Clemson University
- Vernier
- Science Kit
- Skulls Unlimited
- Lab-Aids
- Sheldon Manufacturing
- Holbrook Travel
- Costa Rican Adventures
- Swift Optics
- Pearson
- McGraw-Hill
- Nature Education
- Fotodyne
- Cyber Anatomy
- Edvotek
- Wiley
- Sargent-Welch



# NABT CONFERENCE PROGRAM

The official guide to NABT's **biggest event of the year**. Attendees will receive this publication at registration and use it all day, every day on site! With session schedules, updates on networking events, hotel and expo hall maps it is **the all-around 'Attendees Best Friend'** in Dallas.



**Make sure that each time NABT members open their Program Guide they see your name and message by advertising in this annual piece!**

## ADVERTISING RATES

Black & White Ads	
Full Page	\$1000
1/2 page	\$700
1/4 page	\$450
Color	
4-color process	add \$715
Premium Positions (Cover rate includes cost for 4-color)	
Cover 2	\$1965
Cover 3	\$1965
Cover 4	\$2085

Guaranteed Position — 10% premium on a non-cancelable basis

## DIMENSIONS

SIZE	WIDTH	LENGTH
Full page		
(NON-bleed)	7"	x 10"
(bleed)*	8-3/4"	x 11-1/4"
*NOTE: Trim size of publication is 8-1/2" x 11". For bleed, extend artwork 1/8" beyond all four edges, to arrive at Bleed Size above. Keep all text elements at least 3/8" inside all edges.		
1/2 V	3-5/16"	x 9-3/8"
1/2 H	7"	x 4-5/8"
1/4 V	3-5/16"	x 4-5/8"
1/4 H	4-9/16"	x 3-5/16"