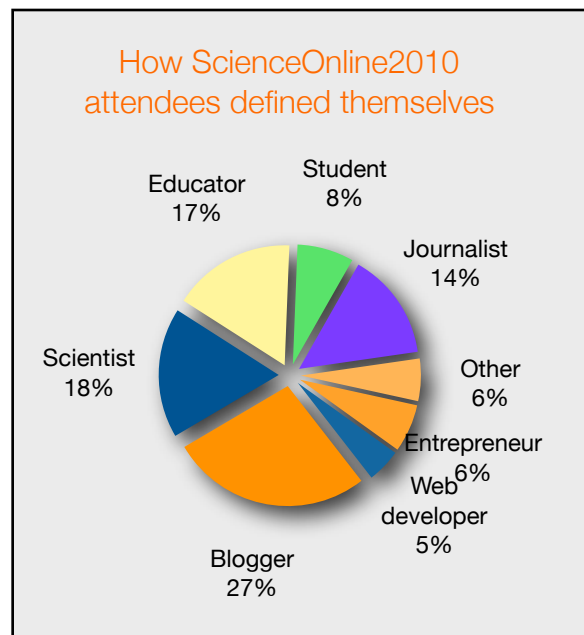


What is ScienceOnline2011?

ScienceOnline2011, the fifth annual international meeting for “Exploring Science on the Web,” is the world’s largest and most prestigious science blogging conference. From January 13th to 15th, the Research Triangle area of North Carolina will once again host scientists, students, educators, physicians, journalists, librarians, bloggers, programmers and others interested in the way the World Wide Web is changing the way science is communicated, taught and done.

Last year’s conference included:

- 275 bloggers (and a wait list of another 125) with a readership well over 3 million
 - Science blog writers and readers tend to be well-educated, with above-average income.
 - Science blog writers and readers meet the classic definition of “opinion elites” — representing the top 10 percent of society in terms of media consumption, civic engagement and interest in public policy issues.
- 50/50 mix of men and women, a rarity at science conferences.
- More than 500 blog posts and 8000 tweets related to the conference program, and ongoing connections and conversations online.
- Journalists in attendance from New York Times, Reuters Health, BBC, The Atlantic, NPR, US News & World Report, Charlotte Observer, PBS, Conde Nast, Nature, Wired, Discover, New Scientist, and Scientific American.



Why should I be involved?

- **To be where the science writers are.** According to the Pew Research Center, science accounted for 10% of all stories on blogs but only 1% of the stories in mainstream media coverage in 2009. No other topic has such a dramatic online-to-mainstream ratio. It’s clear that people who are interested in sustained science dialogue won’t find that in traditional publications – so they go online to find and follow intelligent discussions. And, since so much science writing takes place in well-established networks, these bloggers rank very high in search engine results, so people can find what they’re looking for very quickly and easily. ScienceOnline2011 gives sponsors an opportunity to meet and build relationships with influential science writers and bloggers so you can share ideas and perspectives.



- **To strengthen your company's position as a leader in innovation.** No conference you sponsor will represent the cutting edge more than ScienceOnline2011 – attendees include experts in biology, chemistry, physics, medicine, and a number of other scientific disciplines, as well as some of the world's most respected health and science journalists. More importantly, the conference focuses on making scientific topics and conversations accessible to a wide spectrum of the public, from policy elites to consumer audiences – and explores how companies, organizations, and individuals can convey their messages with transparency and credibility. Companies that associate their brands with this conference send a direct message to consumers and competitors – “We are leaders in innovation.”
- **To be part of a renaissance in science journalism and science writing.** The science blogosphere has seen amazing growth in 2010, with at least 5 new prominent science blogging networks launched or under development. SEED Media's flagship Scienceblogs.com (with its more than one million unique visitors per month) and blog networks from Discover and Nature have been joined by independent network Scientopia, as well as networks created by established names in publishing such as Scientific American, Wired, The Guardian (UK), and Public Library of Science. Representatives from all of these networks will attend ScienceOnline2011, and they'll be discussing the future of the field.

What does sponsorship look like?

ScienceOnline2011 will work with you to develop creative sponsorship opportunities to meet your needs and your budget. Previous sponsors include the Burroughs Wellcome Fund, Sigma XI, Invitrogen, Google, RTI International, The Research Triangle Park, AAAS, and NESCent. We offer standard levels of sponsorship:

- Marie Curie level: \$5,000
- Albert Einstein level: \$10,000
- Charles Darwin level: \$25,000

We can also work with you on in-kind (space, materials, etc.) or specific cost-covering donations (wi-fi, food, etc.) or specific sessions or events that are especially relevant to your organization. All sponsors will receive:

- Logos prominently displayed at the conference entrance and sign-in tables
- Access to all conference sessions, workshops, and keynote
- Logo placement in the conference program and conference website
- A mention of thanks at the keynote address
- Exhibit space (10x10 basic booth, additional space is negotiable)
- Logistical support at the conference for your booth

Contact us today

For more information about sponsorships and assistance, please contact Anton Zuiker at zuiker@gmail.com and 919.724.4220. Additional conference details, and a link to the conference program-planning wiki, is at <http://scienceonline2011.com>.