



August 5-7 Adelaide Showground

2016 PROSPECTUS



Welcome to SCIENCE ALIVE! 2016.

All kinds of awesome.

South Australia's SCIENCE ALIVE! is the largest single interactive science exhibition in Australia.

Its remarkable success is proof positive that our community is indeed hungry to engage with this fascinating and infinitely valuable field of human endeavour. Launched in 2006 as an initiative of the SA Coordinating Committee of National Science Week, it was initially held on a single day, in a modest 2,400 m² space. Today, it's held over three full days, spans 17,000 m² of the Adelaide Showground, and attracts an audience of over 26,000.

SCIENCE ALIVE! brings together a 'Who's Who' of science and technology in this state: all three major universities, TAFE SA and the SA Museum, together with industry heavyweights Defence Science & Technology Group, BAE Systems and Lockheed Martin.

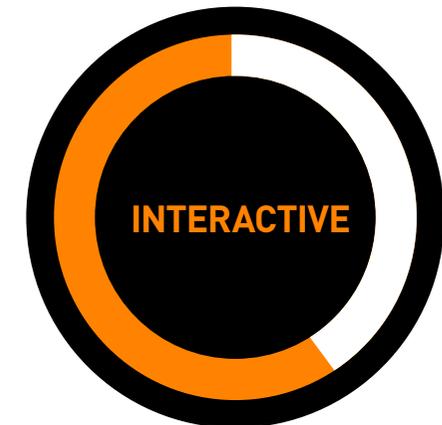
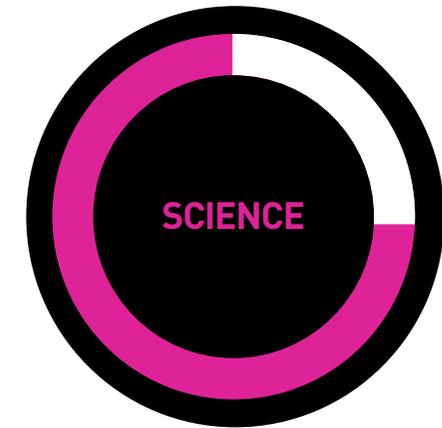
A large number of science-related organisations – from the Australian Society of Medical Research to Nature Foundation SA – also participate, to raise awareness of their particular part of the world of science.

SCIENCE ALIVE! has a very clear purpose. The event exists to build our community's awareness of the scope and importance of science and technology, celebrate South Australia's successes in many of these fields, and inspire future generations of science and technology professionals.

We enjoy strong ongoing relationships with National Science Week, Australia's annual celebration of science and technology, which of course shares our goals. Timed one week ahead, SCIENCE ALIVE! serves as a valuable community 'primer' for the many official National Science Week events taking place in South Australia.

We're also proud to say we enjoy extremely positive feedback from our audiences. Our research shows that our visitors consciously seek out information about SCIENCE ALIVE!, stay for an extended time, feel that they learn something, and – importantly – intend to visit again next year.

In short, SCIENCE ALIVE! is something our whole state can be proud of. It's a fantastic time to get involved.





Our **SCIENCE ALIVE!** objectives

RAISE AWARENESS	Help the community, and particularly children, understand and appreciate the impact of science and technology on everyday life.
	Promote public awareness of, and pride in, South Australian scientists' excellence and achievements.
ENTERTAIN	Provide interesting, interactive science exhibits that appeal to kids and the general public.
CHANGE PERCEPTIONS	Change community perceptions of science as formal and academic, and promote female interest and participation.
FUEL CAREERS	Raise aspirations and awareness of career opportunities and pathways in science, technology, engineering and maths.
STIMULATE LEARNING	Increase interest in studying science among children, teenagers and their families.
	Provide exhibits that are relevant to the science curriculum, and that use resources not readily available in schools.



BIG STAYS

Visitors stayed an average of 3hrs*

BIG WOW!

83% of visitors said they learnt something new*

BIG LOVE

92% of visitors rated it 7 or more out of 10*

2016 will be even better

High-profile celebrity presenter: Ruben Meerman, The Surfing Scientist

Ruben Meerman is one of Australia's greatest science communicators. A surfer with a physics degree and a passion for all things scientific, he is a regular presenter on the ABC's flagship science program Catalyst, and the first resident scientist on Play School.

Ruben completed a Graduate Diploma in Science Communication at the Australian National University in 1995 and, as part of his coursework, toured with the Shell Questacon Science Circus performing in primary and high schools throughout regional Australia.

He has produced science education materials for ABC Science Online and delivers new content to his personal website – www.thesurfingscientist.com.au – every day.

All kids under 18 are FREE

Many partners already confirmed







2016 will be even better (continued)

Science Theatre

This 800-seat venue will provide a fantastic stage for regular professional presentations around science and technology (with a vocational tweak on Careers Day—see below). Already confirmed to present a 25-minute show are:

- Ruben Meerman, 'The Surfing Scientist'.
- Adelaide science legends Professor Rob Morrison AO and Deane Hutton, with Curiosity Show Revisited.
- Animals Anonymous, with Animal Awareness Show.
- Flinders University and the Royal Australian Chemistry Institute.

Twilight Science

New to SCIENCE ALIVE! in 2016, Twilight Science offers families the opportunity to preview the interactive displays of SCIENCE ALIVE! at a measured pace ahead of the weekend crowds.

The event will run from 4pm – 8pm on Friday 5 August, with two Science Theatre shows to be presented in full. Audience numbers will be strictly limited, ensuring an intimate atmosphere.

Careers Day

SCIENCE ALIVE! will again include an information-packed Careers Day for secondary students from around the state.

Always extremely popular—over 5,000 students from over 80 schools attended in 2015—the Day will this year be conducted on Friday 5 August, and feature engaging exhibits and shows designed to inform students' study and vocational choices in science.

Science Evening

As a prelude to SCIENCE ALIVE! and an opportunity to promote National Science Week, we'll be hosting an invitation-only Science Evening for the state's most prominent figures in science and technology on Thursday 4 August.

This prestigious event will feature a prominent keynote speaker. As with previous years high profile speakers will again be guests and present at the 2016 Science Alive!. In 2015 Professor Ingrid Scheffer, winner of the Prime Minister's Prize for Science for her ground breaking work on epilepsy was a keynote speaker. The 2016 speaker will be of a similar calibre and State and Federal Government Ministers are likely to attend.

We'd love you to be part of it

Just some of what you stand to gain

HIGH EXPOSURE

Spread your word to 26,000 positive, eager-to-engage visitors.

HUGE RESPECT

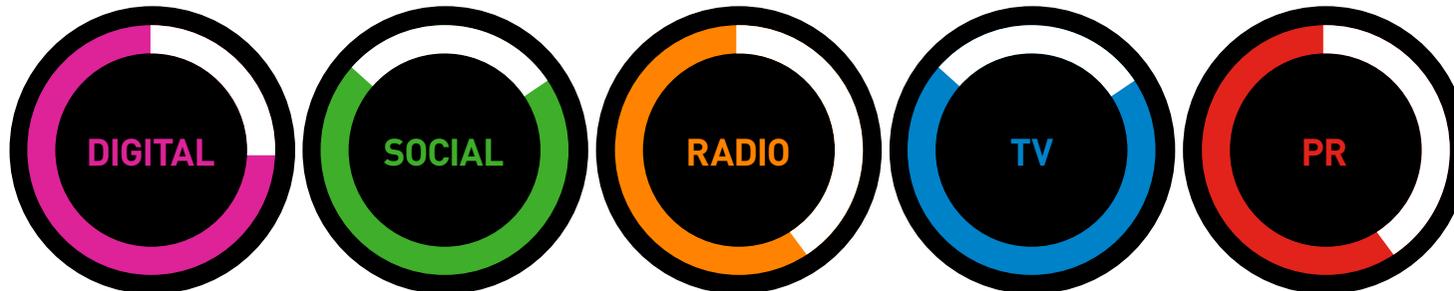
For your own achievements and for supporting science in SA.

STRONG CONNECTION

You'll mix with all the big players in SA science and technology.

You may even learn something new yourselves!

Promotion in all key channels





Marketing support program for SCIENCE ALIVE! 2016

	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
NEW Website is Launched*											
TV (Free to Air)											
TV (online Catch Up)											
Radio											
Facebook											
Instagram											
Twitter											
PR											

*www.sciencealivesa.org.au

Options

Benefits	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Exhibitor
Naming rights to major features e.g. Science Theatre	✓			
Inclusion of logo in all advertising material	✓			
Inclusion in promotional video at each Theatre show	✓	✓	✓	
Logo acknowledgement in printed Program	✓	✓		
Listing in Program	✓	✓	✓	✓
Advertisement on website front page	Minimum of 12 weeks prior to SCIENCE ALIVE! (exclusive for first 8)	Minimum of 4 weeks prior to SCIENCE ALIVE!		
Acknowledgement on SCIENCE ALIVE! website	✓	✓	✓	
Exhibition site	✓	✓	✓	✓
Complimentary tickets to Twilight Science	30	20	10	2
Complimentary tickets to SCIENCE ALIVE!	30	20	10	

Choose your level of involvement

Don't miss this opportunity to be recognised as a key player in science's continued rise in Australia.

To discuss options, contact:

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All PR and media enquiries should be directed to:

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