

Under the Patronage of

**Her Majesty Queen Rania Al Abdullah**

The Children's Museum Jordan is hosting the  
NAMES 2016 Conference — 5<sup>th</sup> General Assembly Meeting

# REACH

**26-28**  
**OCTOBER**  
**2016**  
Amman, Jordan





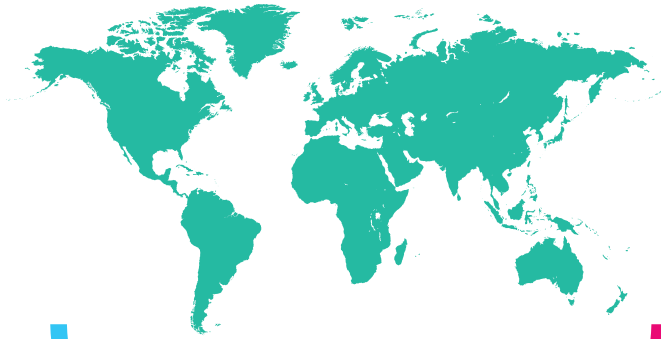
*“Educating our children is not just about imposing a body of knowledge on them. Rather it involves preparing children, from the early years, for the world in which they will come of age. It means instilling a love for lifelong learning, creativity, self-expression and an appreciation for diversity.”*

Her Majesty Queen Rania Al Abdullah





رابطة المراكز العلمية لشمال أفريقيا والشرق الأوسط  
North Africa and Middle East Science centers network



## Overview: The NAMES Network

The North Africa and Middle East Science Centers Network (**NAMES**) was launched on **30 January 2006**. Its mission is the popularization of science throughout the region by enhancing the public's understanding and involvement in science and scientific culture among an increasingly diverse audience by means of informal education.

NAMES fosters cooperation between existing science centers and museums in North Africa and the Middle East with the aim of benefiting from all available resources and experiences within the region to further enhance the role of all member establishments.

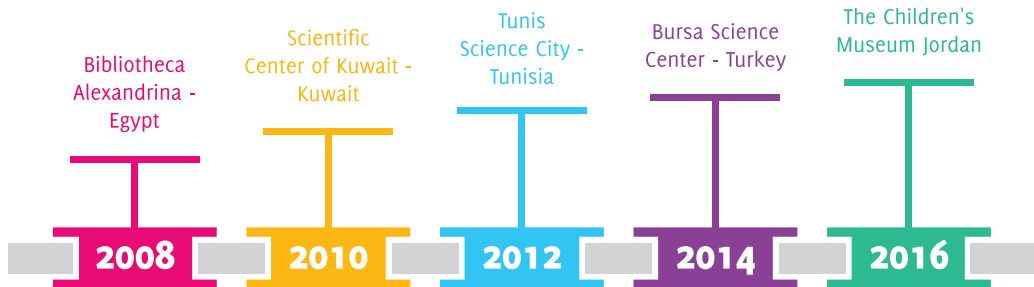
The goal of NAMES is the democratization of science throughout the region by enhancing

the public's understanding and involvement in science among an increasingly diverse society.

The Network also aims to promote best practices, to support effective communication, and to strengthen the position of science centers within the community at large. It encourages excellence and innovation in informal science learning by serving and linking its members and advancing their common goals.

The Network organizes its General Assembly Meeting and Conference every two years and each time, it is hosted by one of its members.

The Children's Museum Jordan is delighted to host the 2016 NAMES Conference in Jordan.



## REACH – NAMES Conference 2016

Many people think that science is not for people like them, they are not the “right” gender, they do not have the “right” background, or perhaps they are not good enough as students because science concepts in books are hard to visualize; but science is all around us from the rain drops that fall and water our plants to the rockets launched into space, science is how we understand our world and how we evolve. It enables us to reach out and build bridges of knowledge that link humanity through time.

Science centers speak a universal language that has no boundaries. They are open to all genders, attract all nationalities, break all

social and economic taboos, and reach out to communities while opening their doors to all, because they are a source of knowledge.

**Science Centers play a vital role in influencing the future generations of tomorrow and are trusted by the communities as respectful institutions that offer knowledge and promote growth.**

Science museums and centers have evolved into ideal venues that attract schools, families and scientists themselves. Their changing role now includes stimulating scientific inquiry and creativity for children and adults alike.



## With More REACH

Science Centers need to diversify their content and presence, so as not to merely exist but to adhere to their mission statements and actually change lives!

In 2016, science museums and centers will meet to **REACH** out into their communities to find means for extension, inspiration and power.

This Conference's theme allows for various sub-themes expanding across four main tracks to allow for wider interest and participation as well as more empowerment.

1. Your **Audience** - Education for your society.
2. Your **Content** - Your exhibits and are a reflection of your community.
3. Your **Tools** - Technology entertainment and marketing at your service.
4. Your **Impact** - Museums as catalysts of social change.







البرامج العلمية  
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مقدمة  
البنك



## Attendees and Presenters

In line with its theme for this year, NAMES 2016 extends to reach and attract as many participants as possible from science centers and museums in the region through diversifying content to appeal to the staff in those centers as well. The conference aims to attract:

- Policy makers
- CEOs and leaders of existing science and discovery centers
- Leaders of emerging science and discovery centers
- Program developers, exhibits' designers, curators, monitoring and evaluation officers, fundraising and development staff and other professionals in the field
- Independent experts and consultants in the field
- International science and discovery centers

Speakers in the Conference are international and local experts in the topics to be presented. Previous NAMES conferences had at least 300 attendees each from regional, European and US science centers and museums.

Due to the appeal of the location (in Jordan) as well as the increasing interest in our region, it is expected that representatives and leaders from major science centers and museums will also be attending. Major design and fabrication firms in the field are also expected to attend and participate as exhibitors.

## What is New in NAMES 2016?

True to its theme, **NAMES 2016** will reach out to more participants by ensuring diversified content that is of interest to all professionals in the field. Furthermore, sessions will attract anyone working in the science communication field including teachers, trainers and other professionals.

Also, as the region with the highest number of emerging science centers, museums and children's museums, it is expected that **NAMES 2016** will attract the highest representation thus far regionally.

The Conference will be an opportunity for participants to network, learn from other professionals, as well as gain market exposure.

## Preliminary Agenda

Time Slot	Day 1 - October 26, 2016	Day 2 - October 27, 2016		Day 3 - October 28, 2016
9:00 - 9:30	Registration & Power Breakfast	Key Note/ Panel Discussion		Conference Evaluation Session
9:30 - 10:00				
10:00 - 10:30	Pre-conference Ceremony	Session	Session	Closing Ceremony
10:30 - 11:00				
11:00 - 11:30				
11:30 - 12:00	Coffee Break/ Opening of Exhibition			Farewell Brunch
12:00 - 12:30	Opening Ceremony		Session	
12:30 - 13:00				
13:00 - 13:30	Lunch		Lunch	Tour in Amman
13:30 - 14:00				
14:00 - 14:30	Session	Session		
14:30 - 15:00				
15:00 - 15:30	Session	Session		
15:30 - 16:00			Coffee Break	
16:00 - 16:30	Session	Session	Session	
16:30 - 17:00				
17:00 - 17:30				
17:30 - 19:30	Free Time			
19:30 - 21:30	Dinner - Evening at the Children's Museum Jordan		Gala Dinner	

## Sponsoring NAMES Conference 2016 is a Great Opportunity for You, and here's why:

### 1 Help us take part in improving education for future generations

By supporting NAMES Conference 2016 you are contributing to the MENA region's sole conference for science centers and museums, one which is enhancing the public's understanding and involvement in science and scientific culture by means of informal education. You will be contributing to rightfully position science centers and museums in the region as institutes that foster development, knowledge and promote growth.

### 2 Enjoy unmatched recognition and valuable branding opportunities

By being a sponsor, your brand will receive the ultimate marketing and branding exposure at every opportunity throughout the Conference's marketing cycle. As such, your brand will not only be frequently seen and acknowledged by leaders and staff members from science centers and museums in the region and internationally, but will also be regarded with importance by a large number of stakeholders and decision makers in addition to program developers,

exhibits' designers, curators, monitoring and evaluation officers, fundraising and development staff, experts, and consultants in the field.

### 3 Valuable relationship building opportunities

The NAMES 2016 Conference fosters interaction between stakeholders and supporters. As such, our rich agenda of workshops and sessions will ensure your brand enjoys ample opportunities to meet important leads and stakeholders, enabling meaningful discussions that result in long-term cooperation with those you care about the most.







## Sponsorship Packages

	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Gala Dinner Sponsor	Media Sponsors	Official Telecom Provider
Targeted Count	1	2	3	5	1	3	1
Value (Incl. VAT)	\$25,000	\$14,000	\$8,000	\$5,000	\$11,000	In-kind	\$8,000
<b>Sponsor Benefits</b>							
Logo visible in plenary main hall	Very Large	Large	Small	–	Large	Medium	Medium
Logo on sponsors' thank-you sign	Very Large	Large	Medium	Grouped Small	Large	Grouped Medium	Medium
Verbal recognition	Opening & Closing, CMJ Dinner	Opening & Closing, CMJ Dinner	CMJ Dinner, Closing	CMJ Dinner	Gala Dinner	–	–
Press Conference	Join Head Table, presser	Mention in Presser	Mention in Presser	–	Mention in Presser	Mention in Presser	Mention in Presser
Logo on t-shirts (event management teams and ushers)	Medium	Small	–	–	–	–	–
Logo on event bag	Medium	Small	Grouped Small	–	–	–	–
Logo on badges	Yes	–	–	–	–	–	–
Literature or product inserts for the delegate bag	(3) Items & add-on pack	(3) Items	(2) items	(1) items	(3) items	(3) items	(3) items
Logo on website pages	Large, home & inner	Medium, home & inner	Small home & inner	Small, inner	Medium, home & inner	Medium, home & inner	Medium, home & inner

## Sponsorship Packages

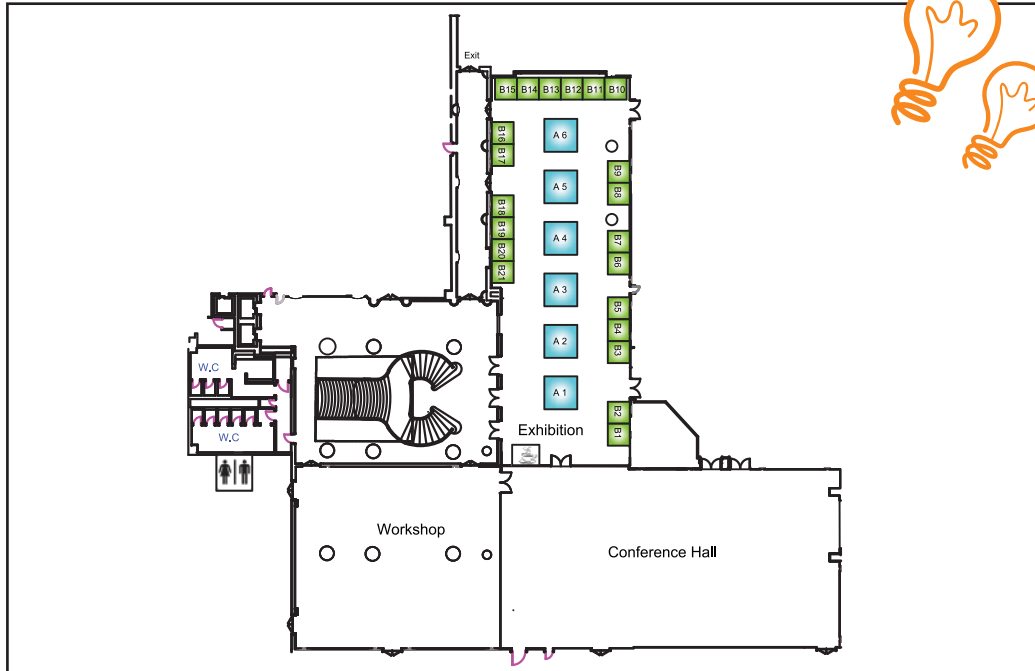
	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Gala Dinner Sponsor	Media Sponsors	Official Telecom Provider
Space in event booklet	Center fold (2 pages)	Full page	Half page	Quarter page	Full page	Full page	Full page
Logo on email flyers	Very Large	Large	Small	Grouped	Large	Grouped Medium	Medium
Complimentary Passes	10	5	3	2	5	3	5
VIP seats during main opening session	5	3	2	1	3	3	3
VIP seats during Gala dinner	Own table	3	2	1	Own table	2	2
VIP seats during dinner at the Musuem	Own table	3	2	1	Own table	2	2
Exhibition booth	–	–	–	–	–	Backdrop for Interviews	Own booth
Roll-up Banners	5	3	2	1	3	3	3

## Be an Exhibitor

Exhibiting at NAMES is a cost effective method of reaching high quality leads through an industry assembly that you just can't find anywhere else. This year the exhibition space is intentionally located in a very strategic location that falls amidst all meeting halls and break areas. We can comfortably guarantee that each and every

participant / visitor will be crossing the exhibition area more than once during the day; thus ensuring that our exhibitors are granted the ultimate exposure opportunity.

Booths are limited in number and are served on a first-come-first-served basis.





	Premium Exhibitor	Standard Exhibitor
<b>Targeted Count</b>	6	21
<b>Value (Incl. VAT)</b>	\$3,000	\$2,000
<b>Benefits</b>		
<b>Logo on the "Thank-you" sign</b>	All exhibitors grouped	All exhibitors grouped
<b>Roll-up banner at the entrance of the Conference/ Exhibition Hall</b>	1	—
<b>Flyer insert for the delegate bag*</b>	1	1
<b>Logo on the Conference's website/ program with a hyperlink to the exhibitor's homepage</b>	Small, inner	Listing
<b>Space in the Conference's booklet</b>	Quarter page	Grouped, full page
<b>Quarter page advert in the Conference's program/ booklet</b>	@ 50% discount	@ 25% discount
<b>Full Page advert in the Conference's program/ booklet</b>	@ 50% discount	@ 25% discount
<b>Banner heading in the Conference's program/ booklet</b>	@ 30% discount	@ 15% discount
<b>Logo on email shots</b>	Grouped, Medium	Grouped, Small
<b>Complimentary passes to Conference sessions</b>	2	1
<b>VIP seats during main opening session</b>	1	—
<b>VIP seats during Gala dinner</b>	1	—
<b>VIP seats during dinner at the Musuem</b>	1	—
<b>Roll-up banners</b>	2	1

\* All flyers / leaflets to be inserted in the delegate bag must be submitted to the Conference organizing committee no later than October 20<sup>th</sup>, 2016.

<b>Booklet Advertisement Fees (Incl. VAT)</b>			
Full Page Ad	Half Page Ad	Quarter Page Ad	Banner Heading
\$700	\$400	\$200	\$125

## The Host: The Children's Museum Jordan

### VISION:

To become a memorable growing up experience for children in Jordan.

### MISSION:

To nurture curious children who love to learn.

Through its interactive exhibits and year-round programs, the Children's Museum Jordan works on providing an inclusive learning space, welcoming children regardless of their learning style, background and demographic; a place where the only thing that matters is that children's natural curiosity and imagination are nurtured and encouraged.

The Museum received 250,000 visitors in 2014; over 1,700,000 since opening in 2007. The Museum disseminates its learning agenda through 150 hands-on exhibits and year-round programs and activities in: arts, literacy, sciences, culture and civics among others.

In 2013, the Museum was recognized for being innovative and won the Promising Practice Award for its Celebrations Program by the Association of Children's Museums (a US-based association). Furthermore, it participated in the Abu Dhabi Science Festival and hosted the Science Film Festival in collaboration with the Goethe Institute (2013, 2014 and 2015).

In November 2014, the Children's Museum Jordan was nominated and appointed as chair of the Board of Directors of the North Africa and Middle East Science Networks (**NAMES**), for the next two years at the General Assembly Meeting of the Network.



We look forward to welcoming your esteemed brand as a sponsor or an exhibitor. For more information, please contact:

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Moreover, we invite you to frequently visit our website for frequent updates at [www.namesnetwork.org](http://www.namesnetwork.org)



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متحف الأطفال  
The Children's Museum  
الأردن Jordan