

At ORLANDO SCIENCE CENTER January 14 - 21, 2011

Otronicon

What is Otronicon?

What if brain surgeons were trained on state of the art, simulated patients? What if you could learn from the world's most renowned companies without leaving your desk? What if you could land your plane on an aircraft carrier without taking your feet off the ground? What if an evening on the town meant a virtual stroll through the streets of Paris? What if your interest in art could save thousand of lives?

Otronicon gives participants the tools to explore the "What ifs".

Otronicon is a celebration of interactive technologies and their potential in our lives. Held each January at the Orlando Science Center, Otronicon offers an approximate 12,000 annual guests a glimpse into the future and a demonstration of how interactive technology can and will impact how we live, work, learn and play. Otronicon engages guests of all ages to think about the "what ifs" of being part of the ever-growing digital media industry and the "hows" to make it happen.

At Otronicon, guests walk on the cutting edge through state of the art video games, digital media, digital art, competitions and workshops - not to mention military and medical training simulators not typically available to the public.



Now in its sixth year, Otronicon is open to the public for four full days and provides unique field trips during the balance of the event week.



Who is the Otronicon audience?

Middle and high school teens and their families comprise the vast majority of the Otronicon audience. Nothing excites today's teens more than the technology of the future. Our guests come back again and again for cutting edge experiences they cannot find anywhere else!

According to independent research based on past Otronicon events:

- 68% of our guests live in the Orlando Metro area and 96% live within the State of Florida.
- 42% of our guests are under the age of 18 an additional 26% are aged 19 - 34
- 65% of our guests live in homes with an annual household income greater than \$60,000 per year.
- After attending Otronicon, 84% of all guests are inspired and engaged enough to return to the Science Center for other STEM based activities.

"My ninth grade daughter thinks she is interested in a career in simulation so I bought her event tickets for Christmas. It was so worth it! She got her hands on everything and even talked to people doing the job."

- A guest discussing Otronicon when leaving for the day.

Otronicon guests have a strong interest in all things technology-based. In a nutshell, they have an eye on the future.

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We know that the Science Center attracts families with strong educational values and we are committed to sharing the experience regardless of financial means. Strong emphasis is placed on providing free tickets and partial scholarships to the economically disadvantaged through our accessibility fund.

Why partner with the Orlando Science Center on Otronicon?

Is your organization looking to:

- Highlight and support STEM education in Central Florida?
- Promote the strengths of the digital media and simulation industries in Central Florida?
- Expose students and teachers to career paths vital to our community?
- Position its product or service to the teen audience and their families?
- Attract earned media coverage and marketing opportunities?

If so, Otronicon is the place to be. The event provides an unrivaled opportunity to target the teen audience, a traditionally hard-to-reach demographic. And, with most guests staying at least 5 hours, the opportunity for audiences to retain information about your organization, product or service is stronger due to increased exposure.

In addition, few events in the Central Florida cultural community can rival the amount of “earned” media received by Otronicon.

Last year alone, Otronicon:

- Was highlighted in broadcast to 142 markets in the United States and Canada through the Daily Buzz television program.
- Was the focus of an additional 16 television news stories seen throughout the country.
- Received exposure in the United Kingdom through CurrentTV.
- Was the subject of multiple stories in almost all of the regional news outlets, including print, broadcast and on-line.

With additional “media hooks” scheduled this year, local and national media outlets have



already started to inquire about the event which will help to ensure additional exposure.

Otronicon is an opportunity to position your organization as a strong community partner. Not only does this event allow for great exposure for your company it also supports the mission of the Orlando Science Center. As one of the most popular non-profit educational organizations in Central Florida, we take our mission to inspire science learning for life seriously.

How to become a sponsor

If your organization is ready for incredible marketing opportunities while supporting STEM education, the Orlando Science Center and the community, then Otronicon is the event for you. Join partner organizations such as Lockheed Martin, Florida Hospital for Children, University of Central Florida, MetroOrlando EDC, the Digital Media Alliance of Florida, the United States Military, Florida Virtual School and others.

For more information on sponsorship opportunities, please contact:

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**ORLANDO
SCIENCE
CENTER**

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