

Organization/Partner	Market Focus K-5	Market Focus MS	Market Focus HS	Market Focus College Instr	Life Science Focus	Phy Sci Focus	A&P Focus	CTE Focus	Market Focus	Organization Type	Product / Content	Coop / Rebate	Annual Carolina Spend
AAAS									Nonprofit focused on promoting science and research	Teacher	None	No	
AACA	None	None	None	Primary	None	None	Primary	None	Goal is to advance the science and art of clinical anatomy - college	Teacher		No	0
AACT									K-12 Chemistry Education	Teacher		No	
AAPT									K-College Physics Education	Teacher		No	
ABLE	None	None	Second	Primary	Primary	None	None	None	Promotes the development and dissemination of innovative lab exercises for college level	Teacher		No	1500
ACS	None	None	Minor	Second	None	Primary	None	None	Chemistry Professional Org	Teacher	None	No	
ACT2	None	Second	Primary	None	None	Primary	None	None	Elem-College Chemistry Education	Teacher	None	No	
Alex Brands/Backyard Safari/Wild Adventures	Primary	Second	Minor	None	Primary	None	None	None	Retail	Supplier	Supplier	No	0
Altay	None	Minor	Primary	Primary	Second	None	Primary	Minor	Anatomical Model supplier- primarily for HS-College	Supplier	Vendor	Yes	0
APAC	None	None	None	Primary	Primary	Second	Minor	None	Ap and pre-AP educators	Teacher		No	5500
APS	None	None	Second	Primary	Second	None	Primary	None	Nonprofit professional society for physiologists	Teacher	None	No	0
ASMCUE	None	None	Second	Primary	Primary	None	None	None	Support bio and microbio educators - college level	Teacher		No	3500
ASTE	Minor	Primary	Primary	Second	Primary	Primary	None	None	Leadership and support for professionals involved in the education and development of teachers at all science levels - K-college (but more focus at higher level is seen)	Teacher	None	No	2500
ATAT	None	None	Primary		None	None	None	Primary	Ag Science teachers - CTE focus	Teacher		No	1000
Baktybek Asanakunov	None	None	Second	Primary	Primary	None	None	None	Partner focusing on developing apps and simulations using the Unreal Engine focus on HS-College market	Developer	Developer	No	0
BCCE									High School and College Chemistry Education	Teacher		No	8800
BCSI	None	None	Primary	Second	Primary	None	None		Creating workforce readiness micro-credentials in the Biosciences space for HS/comm college	NP Develop	Developer	No	0
Benchmark Scientific	None	Minor	Primary	Primary	Primary	Second	None	Second	Provides lab equipment for HS-College market	Supplier	Vendor	Yes	0
BioBuilder	None	Minor	Primary	Second	Primary	None	None	Second	Synthetic Biology education for HS-College	NP Develop	Developer	No	0
BSCS	K-12	K-12	K-12	None	Primary	Minor	None	None	Nonprofit focusing on science education and leadership	NP Develop		No	0
CASE	Primary	Primary	Primary	Minor				Primary	Science Education for K-12 - Ag Science	Teacher		No	25000
CAST									TX science education for K-12	Teacher		No	65000
ChemEd									High School and College Chemistry Education	Teacher		No	8800
ChristianaCare/Gene Editing Institute (GEI)	None	None	Primary	Second	Primary	None	None	Second	Focus on bringing gene editing to HS-College students	Supplier	Royalty	No	0

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Corning	None	Minor	Second	Primary	Primary	None	None	None	Provides glassware and equipment for K-16 market	Supplier	Vendor	Yes	0
CSSS									State level K-12 influence for science education - California	Teacher		No	5000
DNALC	None	Second	Primary	Second	Primary	None	None	Second	Biotech education for the MS-College market	NP Develop	Developer	No	0
Donors Choose	K-12	K-12	K-12	None	Primary	Primary	None	None	Nonprofit org that allows individuals and businesses to donate directly to public school classroom projects for K-12.	Other		No	0
Educational Insights	Primary	Second	None	None	Primary	None	None	None	Retail	Supplier		No	0
EduChange	None	Second	Primary	None	Primary	None	None	None	Integrated Science hands-on program for MS-HS	NP Develop	Developer	No	0
EENC									Environmental Education	Teacher		No	100
Eldoncard	None	None	Primary	Second	Primary	None	None	Second	Very accurate blood typing cards that are typically used in CTE or college level programs (due to whole blood/safety issues)	Supplier		No	0
Great Minds	Primary	None	None	None	Primary	None	None	None	K-5 curriculum (PhD Science)	Supplier		No	0
HAPS	None	None	Second	Primary	Minor	None	Primary	Second	Anatomy & Physiology education for HS-Colleges	Teacher		No	5000
HiTec	None	None	Second	Primary	Primary	None	None	None	Advanced technical educa for secondary & postsecondary educators, industry profess, trade org, and technicians.	Teacher		No	4000
HOSP	K-12	K-12	K-12	None	Primary	Primary	None	None	Improve science through hands-on learning with industry partners. Messages and advocacy go directly to Capitol Hill and state houses.	Other	None	No	
HudsonAlpha	Minor	Primary	Primary	Minor	Primary	None	None	None	Genetics/Genomics education for the MS-College market	NP Develop	Developer	No	0

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IECC									Professionals in the zoological space	Teacher		No	4000
Illumina	Second	Second	Primary	None	Primary	None	None	None	Focus on bringing hands-on science around DNA to K-12 and nontraditional (museums, camps, girl scouts, etc). Corporate social responsibility	Other	None	No	0
InnovATEBIO	None	None	Second	Primary	Primary	None	None	Second	Educational organization helping to create highly skilled technicians for the biotechnology workforce.	NP Develop		No	0
inquiryHub	None	None	Primary	None	Primary	Second	None	None	OER curriculum for Bio/Chem - HS	NP Develop	Developer	No	0
LaMotte	None	Second	Primary	Primary	Primary	None	None	Second	Water quality and education for K-16	Supplier		Yes	0
Lotus Connect	K-12	K-12	K-12	None	Primary	Primary	None	None	SWAM vendor who supports BOCES with co-op buying opportunities	Supplier			0
NABT	None	None	Primary	Second	Primary	None	None	Second	Leader in LS education - HS-College	Teacher		No	50000
NAOSMM	None	None	None	Primary	Primary	Second	Second	None	Lab managers at the college level	Teacher		No	11000
Nat Geo/Blue Marble	Primary	Second	None	None	Primary	None	None	None	Retail	Supplier			0
National Center for Biotech Education - Univ of Reading	None	Second	Primary	Second	Primary	None	None	None	UK based institute to promote biotech education	NP Develop	Developer	No	0
Nature Bound/Thin Air Brands	Primary	Second	None	None	Primary	None	None	None	Retail	Supplier			0
NC Biotechnology Center	None	None	Second	Primary	Primary	None	None	Second	Life Science economic development organization focusing and bringing ideas to NC and grow the market	Other		No	800
NC Science Olympiad	K-12	K-12	K-12	None	Minor	Primary	None	None	K-12 STEM competition	Other		No	80
NC3ABI	None	None	None	Primary	Primary	None	None	None	Improve Bio instruction at 2-yr schools in NC	Teacher		No	
NESTA									K-College Earth Science Education	Teacher		No	100
NSELA									Maximize science teaching and learning for K-16.	Teacher		No	100
NSTA									Science Education for K-16	Teacher		No	250000
Ohaus	Second	Second	Primary	Primary	Primary	Second	None	None	Provides weighing equipment, meters, and other lab equipment for K-16 market	Supplier		Yes	0
OpenSciEd	K-12	K-12	K-12	None	Primary	Primary	None	None		NP Develop	Developer	No	0
PLTW	K-12	K-12	K-12	None	Minor	None	None	Primary	Providing career awareness for prek-12 students and educators. Nonprofit but sells PD to access curriculum materials.	Other		No	
PocketLab	None	Second	Primary	Second	Primary	Primary	None	None	Probeware vendor and creator of free Science is Cool Conferences	Supplier		No	0
Sirchie	None	Second	Primary	Second	Primary	Primary	None	Second	Forensics for law enforcement/wanted to support education by bringing real world products/development into hands-on activities.	Supplier		No	0
Smithsonian	Primary	Second	None	None	Primary	Primary	None	None	Joint development for curriculum materials	NP Develop	Developer	No	0

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STAO									Science Education in Ontario	Teacher		No	0
TABT	None	None	Primary	None	Primary	None	None	None	Focus on professional growth of TX Bio teachers	Teacher		No	100
THOA	None	None	Primary	None	Minor	None	Second	Primary	Health Science (CTE) educators	Teacher		No	2500
Tufts University	None	None	Second	Primary	Primary	None	None	None	HS/College microbio curriculum	Teacher		No	0
UTeach	None	None	None	Primary	Primary	Primary	None	None	National network of colleges working to improve STEM teaching and learning in the states. Focus on new teachers, preservice support, training, education.	Teacher		No	
VictoryXR	None	Second	Primary	Second	Primary	None	Second	Second	Introduce students to learning through VR and AR for K-16 and homeschool market.	Supplier	Developer	No	0
WestEd	K-12	K-12	K-12	None	Primary	Primary	None	None	A non-partisan education agency that vets quality NGSS materials and rates them on excellence	Other		No	
Wisconsin Fast Plants	Minor	Second	Primary	Minor	Primary	None	None	Second	Plant Science for K-16	Developer	Developer	No	2000

Conference	Mailing List	Active Social Media	Carolina contact(s)	Estimated Start	What Marketing / product value / Branding can this partnership provide? What can Carolina leverage from this	Current Partnership details: Programs, benefits, sales from product, brand leverage, etc
No			Aden			
Yes			Missy/Candace			Attended exhibit for a few years, donations for door prizes and silent auctions, sometimes held in conjunction with HAPS, AAA, AACBNC
			Jen / Felicia	2023		AACT is an initiative of the American Chemical Society; New sponsorship to support middle school and high school ChemClubs with free Carolina Chemistry kits for raffles and ChemClub honor cords (up to \$8000/year)
			Jen / Felicia	~2018		Sporadic support through Carolina GCs for giveaways and raffles
Attend			Julie/Ryan attended in '23			Have to have a membership to attend, inc to \$50 membership, \$350 for conference registration
Yes	Yes	Active	Jen / Felicia	~2016		Support of ACS meetings' High School Teacher Days with safety goggles and Carolina GCs
Yes	Yes	Active	Jen / Felicia			Sporadic support through Carolina GCs for giveaways and raffles
No	Yes	Unknown	Missy, Julie	2014		Exclusive distributor for butterflies for their kits.
No	No	No presence	Missy, Sarah			Exclusive distributor for models/skeletons, co-op opportunities for free charts/products for customer purchases
Exhibit						
Yes			Aden			Joint marketing to promote content to members
Exhibit			Julie attended in '19, DL has been attending. Core should attend every			Membership required to attend sessions, if you're an exhibitor you can't go to sessions. Julie recommends Ryan and Amy attend for future shows for biotech/scopes demand
Yes				~15+ years,		\$500 for each of the two levels of Award I, \$500 for Award II, \$500 for Award IV, and \$500 for Award V, for a total of \$2500 - Listed as sponsor on website with link, recognized at business meeting, and at the Awardees Fireside chat meeting.
Attend			Amy	2023		First year attended to gain Marketing info. Exhibit was full.
No	No	No presence	Missy, Ryan	2020		Developed an exclusive Carolina transformation simulator and many apps that are being utilized using the Carolina platform and available through Google app store. Would be interested in add'l development opportunities
Exhibit			Jen / Felicia	20+ years		Sponsorship and exhibit at conference; Donate safety goggles for all attendees
No			Missy, Ryan	2023		Exclusive kitting partner for teacher kits used to credential students
No			Todd/Ryan/Julie			Growth rebate, tradeshow samples, giveaway samples, promotions to inc revenue/sales, provides private label options for product mix
No			Missy, Ryan	2017		Exclusive kitting partner, CBS donates \$100 gc to BioBuilder club members
No						
Exhibit			Aden/Chris			Platinum sponsor (10K), exclusive ws room, ads, emails, mobile push, banners, etc.
Exhibit			Missy/Penny			Premium Sponsor - exclusive ws room, advertising, exhibit
Exhibit			Jen / Felicia	20+ years		Sponsorship and exhibit at conference; Donate safety goggles for all attendees; Hoping to pick up add'l sponsorships that Flinn has abandoned
No			Missy, Ryan	2021		Exclusive distributor (and soon supplier) for CRISPR in a Box (CIAB). Future co-development coming soon.

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No	No	Unknown	Todd			Sales Rebate for COGS - no support otherwise
Attend			Mark/Karen	2010		First presentation at NSTA was in 2010 on IIS. Sponsorship is normally covering breakfast and we provide a short 5-10 min presentation. Scheduled the Monday before NSTA national conference.
No			Missy, Ryan	Over 25 years		Exclusive kitting/development partner, we provide workshop postcards with QR codes
No			Elizabeth/Elaine			We have provided project lists in the past but unsure if the new platform will be able to utilize them. Elaine says they are having issues finding funding for projects. Sales are down from this channel.
No			Missy, Julie	2018		Exclusive distributor for butterflies and lady beetle larvae for their kits.
No			Missy	2021		Curriculum provider - we provide custom slide sets/living cards. She provides supply list with Carolina items listed for districts to purchase aligned with her curriculum
			Crystal	2023		Kit donations for raffles
No			Missy, Sarah			Exclusive US distributor for EDUCATIONAL blood typing cards
No			Julie	2019		Provide LM (but not exclusively)
Exhibit			Sarah			Exhibit, donation to door prize each year, DL pays for separate booth
Yes	Unsure		Ryan	2022		First year attended in 2022, attendance was small, skipped in 2023
No						Jim attends and is on the Board of Directors
No			Missy, Ryan	~2015		Exclusive kitting/development partner, we provide workshop postcards with QR codes

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Exhibit			Julie	2023		\$800 silver sponsorship for signage, table, and registration, this was our first year. Gained good feedback on products and operations connected with other cultures. Would not exhibit every year.
No			Missy, Ryan	2018		Future Is Bright/DNA Day project for last 3 years (provided about 2K demo/class kits), provide 100-200 kits for employees to demo in classroom
No			Missy, Ryan	2014		Hosted virtual conference, provided 2 \$500 ACC student book scholarships in 2021-2022, CBS should be an official affiliate member and more active for the Biotech space
No			Missy	2019		Preferred and only supplier for their iHub kits - program being phased out in 2-3 years and plans to refer teachers to OSE when complete
No			Crystal			Sales Rebate for COGS, promotions to inc revenue/sales, tradeshow samples
No			Missy, Canda	2023		We provide custom slide sets and materials for unique curriculum projects from primarily NY/NJ.
Exhibit			Missy			Gold Level Sponsor - OBT winners lunch \$50 for each attendee, BioClub honor cords (normally 400-450 graduates = \$1600), BioClub student awards 2 x \$500, 150 \$100 Carolina gc for BioClubs , OBTA award winners get \$200 CBS gc
Exhibit	Yes	Occasionally Active	Missy	1998		Gold sponsor - \$800 travel grant, charging station, discount code 15% off orders of \$200+ for members (not institutions)
No			Missy, Julie	2022		Exclusive distributor for butterflies for their kits.
No			Missy, Ryan			Co-develop materials
No			Missy, Julie	2014		Exclusive distributor for butterflies ants for their kits.
No			Missy	2014		Attend Triad BioNight normally every couple of years (as partnerships increase - we should be there yearly). We normally sponsor a table for \$800 and send 2-3 Carolina staff members and invite the Bioscience Fellows from Forsyth Tech's program to sit at our table.
			Missy			Donate a couple hundred dollars worth of materials annually (normally safety and chemicals) that are used for the statewide competition - in return they promote Carolina on signage, website, emails, etc.
			Jen / Crystal	10+ years		Sporadic support through product donations for raffles and giveaways
			Curriculum			
Exhibit			Missy			
No			Todd/Crystal/Ryan			Growth rebate, tradeshow samples, giveaway samples, promotions to inc revenue/sales, marketing dollars for creative campaigns for video/SEO, provides private label options for product mix
No						5% royalty
Exhibit			Missy	2014		CBS is preferred vendor that provides a select list of products, partner with new curriculum development, have offered custom kits/offering (living coupons), support of Summit/exhibit that will be every other year, samples, sourcing
Yes			Missy / Cryst	2020		Participation in Science is Cool "Unconferences"
Exhibit			Missy, Ryan	~2014		Exclusive kitting/development partner FOR EDUCATION ONLY, supply issues
No			Karen			royalty

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Yes			Felicia	2023		Donation of tote bags for their conference, have not exhibited for years.
No			Missy/Penny			Sporadic support through Carolina GCs for giveaways and raffles
Exhibit			Sarah	2019		Exhibit, 1 ws, door prizes for show
No			Julie	2017		Training program, co-developed kit, summer program, would be willing to do more promotion
Exhibit			Missy			Kit donations for door prizes, gift certificate for student awards/posters (3 x \$100 CBS gc), gc for alumni meeting
No			Missy, Canda	2018		Co-development of AR and virtual dissections, we get a small cut of district big adoptions or programs/field trips, working on CTE forensics program enhancements now.
No			Scott			Reviews instructional materials to approve and assign an approval badge for educational effectiveness and excellence.
No		Active	Missy, Julie			Exclusive distributor for WFP, partner with sessions, demos, content, development