

JULY 26-30, 2026

Letter from the BCCE 2026 General Chair

Dear Colleagues and Partners,

As General Chair of BCCE 2026, I invite your organization to support the largest gathering of chemistry educators in the world. When we meet in Madison, Wisconsin, in July 2026, we expect more than 1800 faculty, K–12 teachers, researchers, and education-focused professionals will come together to share ideas, build connections, and strengthen the teaching and learning of chemistry across a wide range of settings.

BCCE is more than a conference. It is a longstanding community of educators working to help students not only learn chemistry, but see its relevance in their lives and futures. Across K–12 schools, community colleges, and universities, these educators are constantly adapting—seeking out better ways to engage students, incorporate new technologies, and prepare learners for the challenges ahead.

But doing this work well takes more than dedication. It takes resources, professional networks, and access to new tools and ideas—needs that can be hard to meet as institutions navigate shrinking budgets and shifting priorities. That's where your support becomes essential. Sponsorship helps make BCCE possible: it enables educators to share strategies, discover innovations, and return to their classrooms better equipped to support their students.

BCCE 2026 also marks a milestone—nearly 50 years since the University of Wisconsin–Madison first hosted this conference. As we honor that legacy, we're also looking ahead, with new session formats, remote and on-site engagement options, and fresh approaches to participation and access.

We hope you'll consider partnering with us to help make BCCE 2026 a meaningful and memorable experience for the chemistry education community.

With appreciation,

Samuel Pazicni, PhD General Chair, BCCE 2026

Samuel Pazioni

WHO WE ARE

Organizing Committee

General Chair

Prof. Sam Pazicni University of Wisconsin–Madison

Program Chair

Prof. Deborah Herrington Grand Valley State University

Conference Manager

Laura Richards
University of Wisconsin–Madison

Sponsorships Lead

Dr. Pamela Doolittle University of Wisconsin–Madison

About the American Chemical Society Division of Chemical Education

The Division of Chemical Education (DivCHED) is a vibrant and growing global community of more than 3,100 educators and researchers working to improve the teaching and learning of chemistry. As a technical division of the American Chemical Society, DivCHED supports members across all educational settings (from K–12 and community colleges to research universities) through professional development, resource sharing, and community-building initiatives.

Our members bring disciplinary expertise across all areas of chemistry and education. More than 60% are based in academic institutions, and nearly two-thirds serve as professors, instructors, or academic leaders. Over one-third hold doctoral degrees, and nearly 40% identify as women. With members spanning over 50 countries and all stages of their careers, DivCHED fosters a truly global exchange of ideas and practice.

DivCHED is guided by a simple vision: advancing chemistry education for all. Our mission is to foster a vibrant and inclusive community that supports professional learning, promotes engagement, and ensures chemistry education remains vital and responsive in a rapidly changing world. Through programs like the Biennial Conference on Chemical Education (BCCE), DivCHED brings this mission to life—connecting educators, amplifying innovation, and shaping the future of the field.

ABOUT BCCE

What is the BCCE?

The Biennial Conference on Chemical Education (BCCE) is the largest professional meeting of chemistry educators in the world.

Organized by the Division of Chemical Education (DivCHED) of the American Chemical Society, BCCE brings together around 1500 participants every two years for four days of symposia, hands-on workshops, poster sessions, and community-building events.

Attendees include faculty from two- and four-year colleges and universities, K–12 teachers, education researchers, curriculum developers, and graduate students. Many serve as department leaders, program coordinators, and influential voices in textbook adoption, lab design, and educational technology—making BCCE a direct line to decision-makers and classroom innovators.

BCCE is known for its welcoming, collaborative environment where ideas are exchanged freely and practice and research meet. The **29th BCCE**, to be held in 2026 at the University of Wisconsin–Madison, marks a special milestone: **50 years since UW–Madison last hosted the conference in 1976**. In honoring this legacy, BCCE 2026 will also look forward: introducing remote programming options and globally connected poster sessions that increase participation and access.

Whether focused on classroom practices, assessment reform, laboratory curricula, or emerging education technologies, BCCE is where chemistry educators gather to explore new ideas, connect across roles and institutions, and shape the future of the discipline.

Past Attendance

2024: University of Kentucky (Lexington, KY): 1495 attendees

2022: Purdue University (West Lafayette, IN): 1432 attendees

2020: Not held due to COVID-19 Pandemic

2018: University of Notre Dame (Notre Dame, IN): 1560 attendees

BCCE 2026 Theme and Conference Contexts

When the University of Wisconsin–Madison hosted the 4th BCCE in 1976, the closing talk at that meeting—delivered by Professor Gilbert Haight of the University of Illinois Urbana-Champaign—was titled Quo vadis, Chem Ed? The Latin phrase Quo vadis? is often translated as "Where are you marching?" and signals reflection on one's direction, ambition, or purpose.



Fifty years later, BCCE 2026 offers a resounding answer to that question: **Forward**.

But to march forward—toward what we imagine for the future of chemistry education—we must also reflect back. The challenges ahead are not new, and neither are the insights. Our shared history is a resource. It shows us how chemistry education has adapted, persisted, and pushed for change. With that in mind, BCCE 2026 will be organized around six Conference Contexts—areas where chemistry education has made important contributions and holds tremendous potential for continued innovation and leadership.

CONFERENCE CONTEXTS



building and maintaining communities of practice



centering authentic phenomena



educating for a sustainable future



engaging in scholarly teaching



fixing systems, not people



integrating technology effectively

WHY SPONSOR OR EXHIBIT?

Sponsoring or exhibiting at BCCE 2026 offers a unique opportunity to connect with the largest and most engaged community of chemistry educators in the world. With over 1,800 expected attendees from across K–12, two-year, and four-year institutions, BCCE gives you direct access to the professionals who shape how chemistry is taught in classrooms and labs nationwide—and increasingly, around the globe. BCCE participants aren't just educators. They are:

- department leaders and curriculum designers.
- early adopters of new tools, technologies, and research-informed practices.
- decision-makers in areas ranging from textbooks and lab equipment to curriculum and campus initiatives.
- advisors, mentors, and collaborators who influence how the next generation of chemists think, work, and engage with science.
- partners in advancing workforce readiness, public science literacy, and crosssector innovation.

Your support helps make this gathering possible. In a time when science education faces budget constraints and increasing complexity, sponsorship goes beyond presence. It becomes a commitment to the future of teaching and learning in the chemical sciences.

Benefits of Sponsoring or Exhibiting

- **High-impact exposure** through the conference website, program, mobile app, and on-site signage
- **Direct engagement** with a national and global network of instructors, researchers, and administrators
- **Meaningful visibility** at a conference that reflects your organization's commitment to education, innovation, and community.
- Recognition opportunities through sessions, poster awards, receptions, and other high-visibility moments
- Year-round visibility through early outreach and post-conference communications

Whether your organization works directly in education or in an adjacent field—industry, technology, publishing, philanthropy, or beyond—sponsoring BCCE is a chance to support the people shaping how chemistry is taught, learned, and understood. Your partnership helps sustain a thriving professional community and ensures educators have access to the resources, networks, and opportunities they need to keep moving chemistry education forward.

Past Sponsors

- American Chemical Society (ACS)
- ACS Exams Institute
- ACS Green Chemistry
- ACS Member Insurance Program
- ACS Publications
- Advion Interchim Sci.
- Aktiv Learning
- Anatomage
- AuChemy
- Beyond Benign
- Beyondlabz.com
- Bruker
- Carolina Biological Supply
- Catalyst Education
- Cengage
- Chem21Labs
- Chemical Education Xchange
- Chemistry For Your Life
- Conceptual Academy
- Droplet Lab
- FIAlab Instruments
- Harbour Books
- IONiC
- Laboratory Safety Institute

- LibreTexts
- Magritek
- Macmillan Learning
- McGraw-Hill Education
- Nanalysis
- PASCO
- Pearson
- Podia
- Q Magnetics
- Rubber Division, ACS
- Ryan Education Consulting
- Schrödinger
- Shimadzu Scientific Instruments
- Stemble Learning
- Summer Orgo Prep
- The POGIL Project
- Van-Griner
- Vernier Science Education
- W. W. Norton
- Wavefunction, Inc.
- WebMO
- Wiley
- Wolfram
- XanEdu

SPONSORSHIP

Sponsors may choose any combination of opportunities—from exhibit booths and refreshment breaks to receptions and digital outreach—to build a customized package that reflects your goals. Based on your total investment, you'll be recognized at one of our seven sponsorship levels. Each level unlocks additional recognition and visibility.



Recognition Tiers

Every dollar spent on exhibits, experiences, or extras counts toward your total sponsorship investment. Based on that total, you'll be recognized at one of the following levels and receive scaled benefits.

See the Sponsorship Benefits table for full details.

Level	Amount
Rhodium In Chemistry, Rhodium is unique and in high demand.	\$20,000+
Iridium Enduring support, elementally rare.	\$15,000-\$19,999
Gold Shiny. Stable. Supportive.	\$10,000–\$14,999
Palladium Drives reactions. Catalyzes progress.	\$5,500–\$9,999
Platinum Support that shines under pressure.	\$3,200–\$5,499
Silver Conducting connection and collaboration.	\$1,500–\$3,199
Iron Strong support. Solid foundation.	\$750–\$1,499

Tier Benefits

The Tier Benefits table outlines the visibility and perks associated with each level of support. Use it as a reference for what your organization can expect once your sponsorship total is calculated. Recognition scales with your level—every contribution helps us build a more vibrant, inclusive, and impactful conference.

Benefit	Fe	Ag	Pt	Pd	Au	Ir	Rh
Name and logo on the BCCE website "Sponsors" page	w .	w C	w .	w C	₩.	₩.	₩.
Social media and email recognition							
Verbal acknowledgement during conference opening	w .	w .	w Company	w .	₩.		
Name and logo on homepage					₩.	₩.	₩.
Recognition in app and printed signage			₩.	₩.	W.	W.	W.
*Optional add-ons: push notifications, spotlight emails, branded slides, and more				₩.		W.	*S
*Priority booth placement and customized partnership options						₩.	

^{*} Note: Recognition benefits scale with your support. We'll work with you to highlight your contribution—digitally, on-site, or through direct community engagement. For support, contact bcce2026@union.wisc.edu."

BUILD YOUR IMPACT Exhibits, Experiences, and Extras



Choose how you engage (through exhibits, sponsored experiences, or targeted extras) and build a package that reflects your mission and earns tiered recognition. All exhibit purchases contribute to your total sponsorship level. So whether you're an exhibitor, an event sponsor, or both—your visibility grows with your support.

Exhibit Opportunities

	Price Until April 03, 2026	Price Starting April 04, 2026	Complimentary Registrations	All Exhibits Receive
Academic/Non-Profit Package: 1 Standard (6') exhibit table*	\$350	\$500	zero	Recognition as an exhibitor in conference materials:
Standard Package: 1 Standard (6') exhibit table	\$1,500	\$1,800	2	 conference website, signage, mobile app, and rotating slides. Exhibit staff have access to:
Deluxe Package: 2 standard (6') exhibit tables	\$3,200	\$3,500	3	Welcome reception, general sessions, session breaks

^{*} Academic/Non-Profit Exhibitors can also share a booth for \$200 each. If interested, please contact the Sponsorships Chair bcce2026@union.wisc.edu.

Experiences

Event	Number Available	Price	Benefits
Wisconsin Idea Welcome Sunday reception	5	\$11,000	Recognition in all conference materials and dedicated signage and projections during the Welcome Reception.
Monday and Tuesday Flamingles	5	\$10,000	Recognition in all conference materials and dedicated signage and projections slides at the event.
Closing Flamboyance Gala Wednesday	5	\$12,000	Recognition in all conference materials and dedicated signage and projections during the Gala event.
Bonding Breaks Morning refreshment breaks	11	\$6,000	Branding during the AM breaks & App push.
Periodic Pick-Me-Ups Afternoon refreshment breaks	6	\$4,500	Branding during the PM breaks & push in the App
Wisconsin Idea Spotlights Honorary Symposia	3	\$2,000	 Recognition in all conference materials and dedicated signage during Honorary Symposium Session. Ability to share promotional slide before the start of the session. Opportunity to lead a toast to the honoree during the mini-reception that follows
In Your Element Sponsor a symposium of your choice		\$1,000	Recognition in all conference materials and branding slide at the symposium start.
In Your Group Sponsor a community conversation of your choice	5	\$3,000	 Recognition in all conference materials and dedicated signage during a Community Conversation. Ability to share promotional slide before the start of the session.
Flock and Mingle New Attendee Meet-Up	1	\$3,000	Opportunity to welcome new attendees to the conference. Recognition in all conference materials and dedicated signage during the meet-up and branding slide.
Dessert and Data Poster session + Ice Cream	4	\$3,000	Recognition in all conference materials and dedicated signage during all Poster Sessions.
Flamingo	unlimited	\$250	A branded lawn flamingo placed near the exhibit halls and registration area.

Extras

Туре	Number Available	Price	Benefits
Standalone broadcast email	unlimited	\$1,000	Your organization's message will be sent by BCCE to every pre-registered attendee. Timing negotiated, beginning 3 weeks before BCCE, including during the conference.
Push notification	unlimited	\$1,000	Push notification to all registrants who download the app on their mobile device or access it on their computer. Timing negotiated during the conference.
Supporter spotlight email banner	unlimited	\$500	Banner ad within a message sent by BCCE to every pre-registered attendee. Timing negotiated, beginning 3 months before the BCCE and during the conference.
Conference room rental	unlimited	\$500 per hour	Host a focus group or event, meet with customers and/or your team.
Golf cart logo	6	\$1,500	Temporary Logo on campus carts.
Unattached donation	unlimited	Flexible	Recognition in all conference materials.

Sample Sponsorship Pathways

Goal	Suggested Options	Total	Recognition Tier
Max visibility	Welcome Reception (\$11k) + 2 exhibit tables (\$3.2k) + Email blast (\$1k)	\$15,200	Iridium
Community builder	Poster session (\$3k) + Symposium sponsor (\$1k) + Shared exhibit (\$200)	\$4,200	Platinum
Digital engagement	App push (\$1k) + Email blast (\$1k)	\$2,000	Silver

SPONSORSHIP & EXHIBITOR AGREEMENT

Exhibitor Staff: Please send exhibit staff information to bcce2026@union.wisc.edu by June 1, 2026. Exhibit staff information includes full name, designations, email address, and dietary restrictions.

Logistics: Please let us know if you have additional needs to accommodate your display (possibly at an additional cost). You will receive an email approximately 3-4 weeks before the event with more display information which will include your exhibit assignment and shipping information.

Cancellation Policy: All cancellations must be received in writing. Any cancellation prior to April 3, 2026, will receive a 50% refund if the total cost has been received. No refunds will be issued after May 6, 2026. If for any cause beyond the control of BCCE 2026 such as, but not limited to, an act of God, the public enemy, authority of the law, fire, public health emergencies, or other force majeure—BCCE is unable to comply with the terms of this contract, this contract shall be considered terminated and any payments made hereunder by the supporter shall be refunded to the supporter in full. The supporter also reserves the right to carry over their support to a future BCCE conference.

Exhibitor Agreement Terms and Conditions: You are hereby authorized to reserve space for the company indicated to exhibit at the BCCE 2026 Conference, taking place July 26-30, 2026, at the University of Wisconsin-Madison in Madison, Wisconsin, USA. We understand that the assigned space will be rented at the rate quoted in Sponsor and Exhibitor Prospectus. We understand further that all space must be paid for in full on or before **April 3, 2026**. If the assigned space is not paid for in full by the specified date, the space may be reassigned to another exhibitor at the discretion of the BCCE Exhibitor Committee. We agree to abide by all rules and regulations governing exhibitors set forth in the BCCE 2026 Sponsor and Exhibitor Prospectus, which is made part of this contract by reference and fully incorporated herein.

- Exhibitors are prohibited from defacing facility property, including taping or securing any materials to facility walls.
- Shipments will not be accepted more than 48 hours in advance due to lack of space.
- The Wisconsin Union may prohibit installation or request removal of any promotion which is not in keeping with the character or purpose of the event.
- Two or more organizations may not exhibit in a single booth space unless you are both from non-profit agencies.
- Exhibits must not project beyond allotted spaces, must not obstruct the view or interfere with traffic to other exhibits, and must obstruct fire exits or patron walkways.
- Exhibits can set up between 10:00 AM 5:00 PM CST on Sunday July 26, 2026.
- Exhibits must be dismantled by Wednesday, July 29 at 11:00am CST

Hold Harmless Clause: The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to the exhibitor's displays, equipment and other property brought upon the premises of the exhibit facility and shall indemnify and hold harmless the American Chemical Society, University of Wisconsin-Madison, and each of their employees and agents from any and all such losses, damages and claims. In addition, the exhibitor acknowledges that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor. The Exhibitor shall be fully responsible for all damages to property owned by the University of Wisconsin-Madison, its owners or managers which result from any act or omission of Exhibitor. The exhibitor agrees to defend, indemnify and hold harmless, the University of Wisconsin-Madison, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damage or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the University of Wisconsin-Madison or any part thereof.

Privacy Policy: BCCE does not make names and contact information of attendees available to sponsors or exhibitors. We suggest you collect business cards or have a sign-up sheet available.

Event Discrimination and Harassment Policy: BCCE 2026 is committed to providing a discrimination-, harassment-, and retaliation-free environment for all participants in society events. BCCE prohibits discrimination or harassment based on actual or perceived gender, gender identity, gender expression, sexual orientation, body size, disability, race, ethnicity, socioeconomic status, age, religion (or lack thereof), marital or parental status, or any other status protected by law ("protected status"). BCCE 2026 has zero tolerance for any form of harassment, discrimination, or retaliation at meetings and events. This policy applies to all BCCE events, including those sponsored by other organizations held in conjunction with any virtual or in-person BCCE event. All participants, including, but not limited to, attendees, speakers, volunteers, staff, contractors, vendors and other service providers, and anyone else present at BCCE virtual or in-person meetings or events are expected to abide by this policy.

ACS DivCHED Meeting Conduct Policy: The Division of Chemical Education of the American Chemical Society (ACS DivCHED) includes members that vary in ethnic/racial background, gender, sexual orientation, and disability status, as well as professional/career level and area of expertise.

ACS DivCHED is committed to providing a positive, safe, and professional environment for all who participate in its meetings and conferences. Thus, and in accordance with the <u>ACS Meeting Attendee Policy</u>, ACS DivCHED expects all who participate in its meetings and conferences to:

- Treat others with respect and courtesy;
- Refrain from harassment,* discrimination, and/or intimidation of others;
- Communicate clearly and thoughtfully while being mindful of different views and opinions;
- Contribute respectful, productive critiques of others' ideas and work: and
- Act in a manner that respects the mental, emotional, and physical safety of others.

Violations of this Conduct Policy should be reported to one of the following:

- ACS Secretary and General Counsel
 - » Current Secretary and General Counsel: Flint Lewis; secretary@acs.org
- Chair of the Board of Directors
 - » Current Chair: Paul W. Jagodzinski; secretary@acs.org; 800-227-5558
- Lighthouse Services (ACS's confidential third-party vendor)
 - » reports@lighthouse-services.com; 855-710-0009

Harassment is any unwelcome conduct that is based on, or due to an individual's protected characteristics, including race, national origin, age, disability, sexual orientation, etc. ACS considers sexual harassment to include, but not be limited to, any unwelcome sexual flirtations, advances, or propositions; verbal comments or physical actions of a sexual nature; sexually degrading words; sexually explicit jokes; and offensive, unwanted physical contact; physical or verbal abuse, intimidation, threats, efforts to annoy others, harassment, stalking, pushing, shoving or use of any physical force whatsoever against any person. Those who participate in ACS DivCHED meetings and conferences should be respectful in their interactions with others, keeping in mind that behavior that is acceptable to one person may not be acceptable to another.

PRIME EXHIBIT HOURS (i.e. when activities are happening in the vicinity of the exhibits):

- Sunday 26 July: 5:30 pm 9:00 pm
- Monday 27 July: 12:00 3:30 pm and 5:30 8:30 pm
- Tuesday 27 July: 12:00 3:30 pm and 5:30 8:30 pm

SPONSORSHIP & EXHIBITOR CONTRACT

Organization Information

Organization Information will be used for a listing in the program.

Organization Name:	
Contact Person (First, Last):	
Position Title:	
Address:	
City: State:	Postal Code:
Email:	_ Phone:
Website:	
Exhibit Opportunities	
 □ Academic/Nonprofit Package \$350 (until April Standard Package \$1,500 (until April 3, 20 □ Deluxe Package \$3,200 (until April 3, 2026) □ Build Your Impact: (check all that appil standard) 	26) - \$1,800 (Starting April 4)) - \$3,500 (Starting April 4)
Experiences:	Extras:
☐ Wisconsin Idea Welcome – \$11,000	☐ Flamingo \$250
☐ Monday & Tuesday Flamingles – \$10,000	☐ Standalone Broadcast Email \$1,000
☐ Closing Flamboyance Gala – \$12,000	☐ Supporter Spotlight Broadcast Email \$500
☐ Bonding Breaks – \$6,000	☐ Push Notification \$1,000
☐ Periodic Pick-Me-Ups — \$4,500	☐ Conference room rental \$500 per hour
☐ Wisconsin Idea Spotlights – \$2,000	☐ Golf cart logo \$1,500
☐ In Your Element – \$1,000	☐ Unattached donation (flexible)
☐ In Your Group – \$3,000	
☐ Flock and Mingle - \$3,000	
☐ Dessert & Data – \$3,000	D00E 000

Payment Information

	II payment and completed ords. All payments must	application are due by April 3, 2026. Please retain a copy for your be made in US Dollars.
	Exhibit:	\$
	Build your Impact Items	\$
	Total Payment:	\$
Pa	yment Options:	
	Check Enclosed	
	Please make checks paya	able to UW Conferences & events. Send agreement and check to:
		nces & Events Conference & Registration Services
	702 Langdon Street	
	Madison, WI 53706	
	Visa ☐ Mastercard	☐ Discover ☐ AMEX
	Credit Card Number:	
		CVV:
	Expiration Date:	CVV:
	Expiration Date: Cardholder Name:	
	Expiration Date: Cardholder Name:	CVV:
	Expiration Date: Cardholder Name:	CVV:
	Expiration Date: Cardholder Name: Cardholder's Signature: _ Wire Transfer	CVV:
	Expiration Date: Cardholder Name: Cardholder's Signature: _ Wire Transfer Contact the UW Conferen	CVV:
	Expiration Date: Cardholder Name: Cardholder's Signature: _ Wire Transfer Contact the UW Conferer Agreement	CVV:
	Expiration Date: Cardholder Name: Cardholder's Signature: Wire Transfer Contact the UW Conferer Agreement To accept the terms of the	cvv:
	Expiration Date: Cardholder Name: Cardholder's Signature: Wire Transfer Contact the UW Conferer Agreement To accept the terms of the	cvv:

Print a copy of this application for your records. This is your invoice and contract. No additional paperwork will be issued unless requested.



2026 BIENNIAL CONFERENCE ON CHEMICAL EDUCATION

UNIVERSITY OF WISCONSIN-MADISON JULY 26-30, 2026