



IAC 2019 Sponsorship and Exhibitor Prospectus

70th International Astronautical Congress

21-25 October 2019

Walter E. Washington Convention Center, Washington, D.C.

iac2019.org/exhibit

SPACE: The Power of the Past, the Promise of the Future



INDUSTRY ANCHOR SPONSOR





“AIAA IS EXCITED TO HOST THE 70TH INTERNATIONAL ASTRONAUTICAL CONGRESS TO CELEBRATE THE EXTRAORDINARY ACCOMPLISHMENTS THAT HAVE BROUGHT US BEYOND OUR BLUE SKIES, TO THE MOON, AND EVEN INTERSTELLAR SPACE. WE INVITE YOU TO JOIN US TO INVESTIGATE THE TECHNOLOGY THAT SUPPORTS FUTURE EXPLORATION AND DISCOVERY, TO LEARN ABOUT THE INSPIRING SCIENTIFIC DISCOVERIES BEING MADE EVERY DAY, AND TO BUILD PARTNERSHIPS THAT TRANSCEND THE FRAMEWORKS OF THE PAST.”

John Langford, President, American Institute of Aeronautics and Astronautics (2018–2020)



CALL TO PARTICIPATE3

CONGRESS HOST CITY 4

WHY PARTICIPATE?5

AIAA’S ASSOCIATION WITH IAF7

CONGRESS VENUE8

PROGRAM AT A GLANCE 9

SPONSORSHIP OPPORTUNITIES10

SPONSORSHIP PACKAGES11

A-LA-CARTE SPONSORSHIP OPPORTUNITIES14

IAC PUBLICATIONS17

YOUNG PROFESSIONALS PROGRAMS18

EDUCATIONAL PROGRAMS19

EXHIBITION SPACE INFORMATION20

SPONSORSHIP AND EXHIBIT SALES:
Chris Semon, Director, Strategic Relationship Management
+1 703.264.7510, ChrisS@aiaa.org

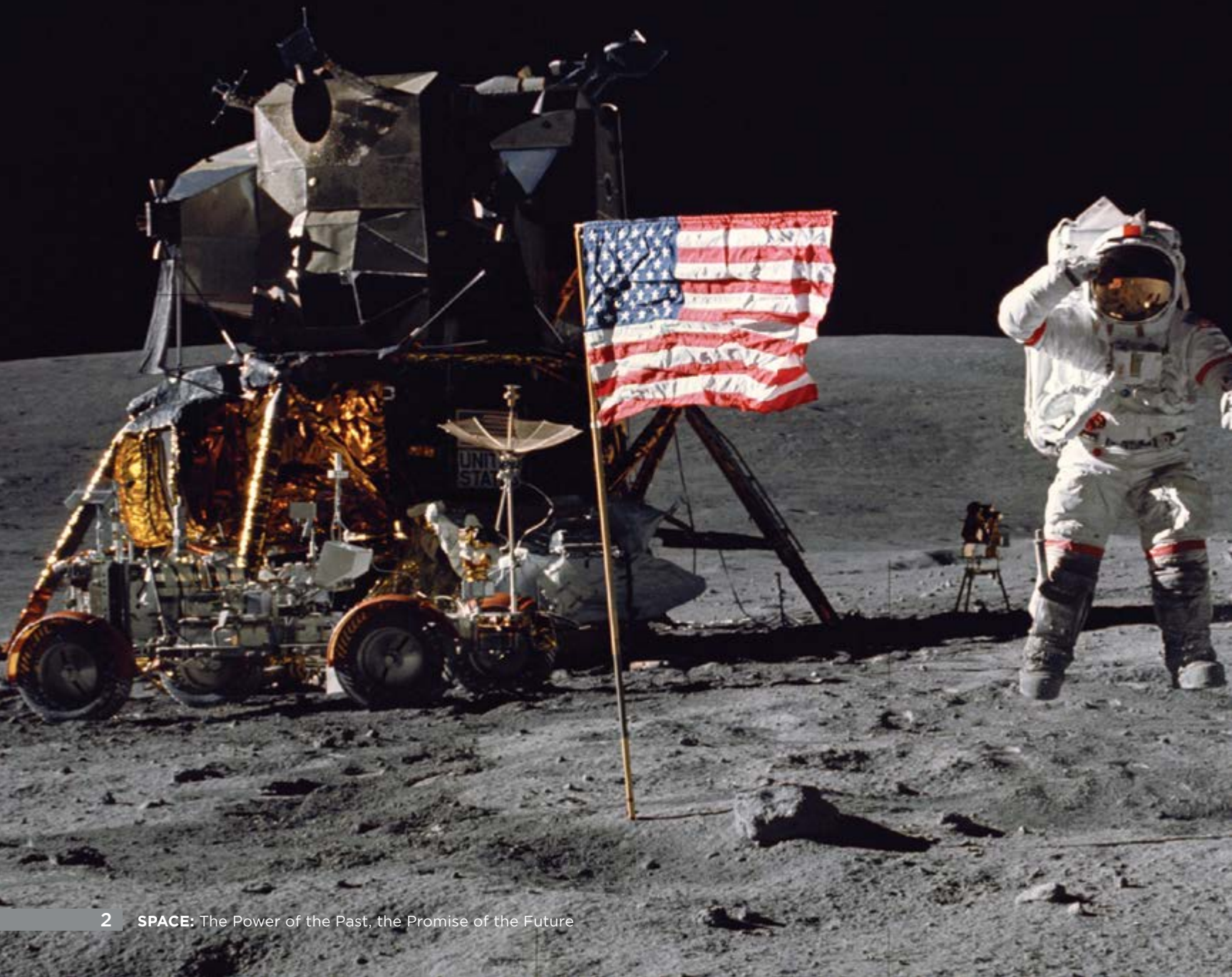
Vickie Singer, Strategic Relationship Manager
+1 703.264.7509, VickieS@aiaa.org

Paul doCarmo, Strategic Relationship Manager
+1 703.264.7576, PaulD@aiaa.org

Isabella Marchisio, Projects Manager, IAF
+33 1 45 67 42 60, isabella.marchisio@iafastro.org

FOR GENERAL INQUIRIES CONTACT:
Craig Day, Program Manager, IAC 2019
+1 703.264.7518, CraigD@aiaa.org

SPACE: The Power of the Past, the Promise of the Future



Call to Participate

Dear Space Industry Colleague,

In 2019 humanity will celebrate the 50th anniversary of a feat once thought impossible: humans walking on the moon. With the International Astronautical Congress (IAC) 2019, the American Institute of Aeronautics and Astronautics (AIAA) and the IAC 2019 Local Organizing Committee (LOC) invite the world to commemorate that “one giant leap for mankind” and celebrate the international accomplishments and partnerships that have become the hallmarks of space exploration.

Washington, D.C., the seat of U.S. government, also boasts a large concentration of civil and commercial space entities, as well as proximity to both domestic and international decision- and policymakers and leading universities and research centers. We expect over 3,000 delegates in attendance, with participation from leaders of the world’s major space agencies, industry, and academia.

IAC 2019 provides an excellent opportunity for organizations to highlight their capabilities and advances; network with space leaders across government, industry, and academia; and make critical business connections, all in the context of showcasing the benefits of space to humanity and the advantages of international collaboration to domestic and international policymakers.

This prospectus outlines a range of IAC sponsorship and exhibition opportunities for your organization to participate in. Today the broader space community stands at a pivotal juncture in the course of future space exploration. To succeed we must come together to create a unified vision that can be realized through the effective use of our collective assets and resources. It is in this spirit of collaboration that we invite the global space community to Washington, D.C., to envision what the next “giant leap” will be.

Please do not hesitate to contact us if you have any questions or would like more information.



Daniel L. Dumbacher
AIAA Executive Director




Congress Host City: Washington, D.C.

Welcome to the Capital City of the U.S.A.

Celebrate the 50th anniversary of the lunar landing in the city where the Apollo project received the green light.

A leading international city, Washington, D.C., is the perfect site for the space industry to gather for IAC 2019. From monuments and memorials to vibrant neighborhoods with character and charm, Washington, D.C., is the perfect backdrop to give your company's potential and existing customers and partners, an experience to remember.

This world-class destination gives your company unrivaled locations to celebrate the next deal with excellent restaurants, iconic and historic sites, entertainment venues, and cultural attractions. We are confident Washington, D.C.'s status as an international gateway, which is home to over 160 embassies and consulates, will attract delegates from around the world and offer a perfect backdrop for a successful business-to-business event.



“WE APPLAUD THE EFFORTS OF THE INTERNATIONAL ASTRONAUTICAL FEDERATION (IAF) TO PROVIDE A PLATFORM IN WHICH ALL SPACE ACTORS ARE ABLE TO SHARE THE LATEST INFORMATION AND DEVELOPMENTS IN THE WORLD SPACE SCENE, AND IT IS OUR PLEASURE TO WELCOME YOU TO WASHINGTON, D.C. FOR THIS IMPORTANT EVENT.”

Phil Mendelson, Council of the District of Columbia

Why Participate?

- › Network with leaders from world space agencies, industry, and academia
- › Feature your contributions, capabilities, and innovations to the space ecosystem
- › Demonstrate the societal benefits of space exploration to policymakers

Celebrate the 50th anniversary of the first lunar landing by bringing memorabilia, hardware, or your latest offering to the space industry!

Over 3,000 Domestic U.S. and International Space Professionals

- › Heads of Space Agencies
- › Legal Experts and Policymakers
- › Astronauts
- › Engineers
- › Scientists
- › Innovators
- › Students
- › And many more!

Over **100**
exhibitors
anticipated!

Reserve early for the best location and options!

Contact information is located on the back cover.



The background of the entire page is a high-contrast, black and white photograph of Earth as seen from space. The view is through a circular window of a spacecraft, with the dark interior of the cabin and various equipment visible in the foreground. The Earth's surface shows swirling white clouds, blue oceans, and brownish-green landmasses. A white dashed line, resembling a satellite orbit, curves across the lower left portion of the image.

“LOCKHEED MARTIN IS PROUD TO SERVE AS THE INDUSTRY ANCHOR SPONSOR. THIS IAC WILL CERTAINLY BE HISTORIC, WITH INDUSTRY, GOVERNMENT AND UNIVERSITY LEADERS FROM ACROSS THE GLOBAL SPACE COMMUNITY JOINING TOGETHER TO CELEBRATE APOLLO’S ANNIVERSARY AND MORE THAN SIX DECADES OF ADVANCEMENTS IN SPACE COOPERATION AMONG INTERNATIONAL ASTRONAUTICAL FEDERATION PARTNER ORGANIZATIONS.”

*James H. Crocker, Vice President & General Manager,
Retired, Lockheed Martin Space Systems Company*



AIAA's Association with IAF

AIAA's commitment to fostering the future of space endeavors and technology is unrivaled.

AIAA is a founding member of the International Astronautical Federation (IAF) and has served as IAC host in 1961, 1968, 1976, 1992, and 2002. The Institute convened the World Space Congress in 1992 and 2002. In addition, AIAA recently partnered with IAF to co-organize the 2012 Global Space Exploration Conference, the second highly successful event in IAF's global conference series.

Our long-standing membership in, and partnership with, the IAF ensures the teamwork necessary for success. AIAA will put our experience in successfully hosting and coordinating international gatherings to work for you, doing all we can to make IAC 2019 a remarkable event for sponsors, supporters, and exhibitors!

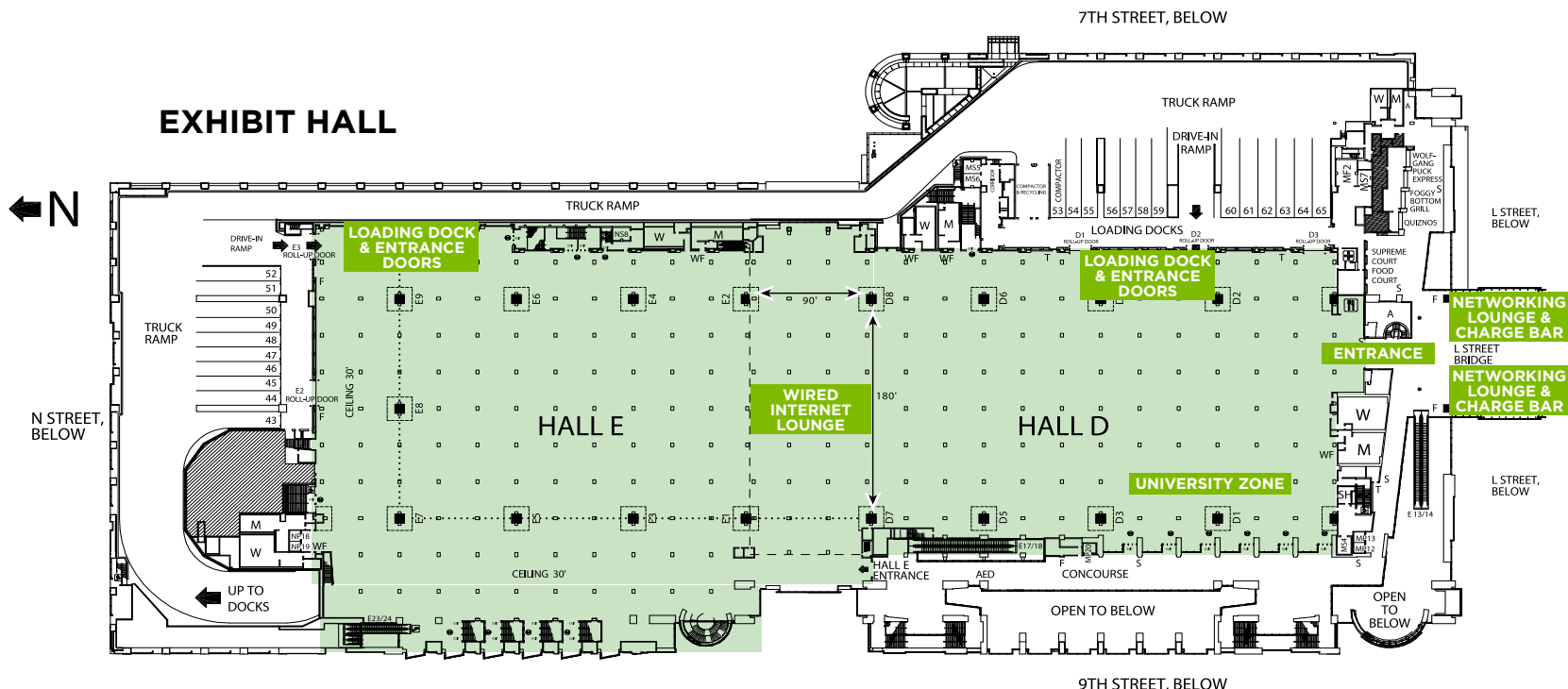


Walter E. Washington Convention Center

A world gathering deserves a world-class space. The convention center is right in the middle of an array of hotels and dining options. Served by the Mt. Vernon Square Metro station, it is a short distance away from Washington, D.C.'s major attractions and world-renowned restaurants. In short, it's the perfect location for IAC 2019.

An impressive collection of exhibitors featuring international space agencies, commercial companies, and NASA.

EXHIBIT HALL



Program at a Glance

	730 hrs	8 hrs		9 hrs		10 hrs		11 hrs		12 hrs		13 hrs		14 hrs		15 hrs		16 hrs		17 hrs		18 hrs		19 hrs		20 hrs		21 hrs							
Thur 17 Oct				Space Generation Congress																															
Fri 18 Oct				Space Generation Congress																						UN/IAF Welcome Reception									
Sat 19 Oct				Space Generation Congress																				Space Generation Congress Closing Dinner				UN/IAF Workshop		IPC GM		IPC Cocktail		Welcome Cocktail for MOP	
Sun 20 Oct				IAA Academy Day																		IAA Academy Dinner													
				UN/IAF Workshop																															
				Educators Professional Development Workshop																															
				IAC Hosts Summit																															
				International Meeting for Members of Parliaments																		MOP Dinner													
				Cross-Cultural Workshop																															
Mon 21 Oct				YP IPMC Workshop																				YP Program											
				Opening Ceremony								PE 1		Technical/Special/GNF Sessions				PE 2		Welcome Reception															
	Exhibit Hall Open						Exhibit Hall VIP		Exhibit Hall Open																										
Tues 22 Oct	Industry Breakfast		PE 3		Technical/Special Sessions								PE 4		Technical/Special/GNF Sessions				HLL 1		YP Program														
					GNF Sessions				Industry Luncheon														Social Event												
					Exhibit Hall Open																														
Wed 23 Oct	IDEA “3G” Diversity Breakfast		PE 5		Technical/Special Sessions								PE 6		Technical/Special/GNF Sessions				HLL 2		YP Program														
					GNF Sessions				IDEA “3G” Diversity Luncheon														Social Event												
					Exhibit Hall Open																														
Thur 24 Oct				PE 7		Technical/Special Sessions				IP Award Ceremony		Interactive Presentations Session		Technical/Special Sessions				HLL 3																	
					GNF Sessions								GNF Sessions								IISL Dinner Social Event														
															IISL Moot Court																				
					Exhibit Hall Open																														
Fri 25 Oct				LBN		Technical/Special Sessions								Technical/Special Sessions				Closing Ceremony						Gala Dinner											
					GNF Sessions																														
					Exhibit Hall Open																														

Sponsorship Opportunities

IAC 2019 - BRANDING AND SPONSORSHIP OPPORTUNITIES	INDUSTRY ANCHOR Lockheed Martin	P	G	S	B
		PLATINUM	Gold	SILVER	BRONZE
		€200,000 \$250,000	€100,000 \$125,000	€50,000 \$62,500	€20,000 \$25,000
Complimentary Full-access Congress Registrations	25	20	8	4	2
Complimentary Exhibitor Badges for Booth Staff	27	22	11	8	2
Complimentary Tickets to the Gala Dinner	10	10	3	2	2
Complimentary Tickets to the Cultural Evening Social Event(s)	10	8	4	2	2
Admission to the Opening Ceremony	✓	✓	✓	✓	✓
Recognition from the Congress Chair During the Opening Ceremony	✓	✓	✓	✓	✓
Verbal Recognition from the Podium at the Gala Dinner	✓	✓			
Global Networking Forum (GNF)	60m	45m	30m		
Ads in the Final Programs (Final Program - FP / Technical Program - TP)	1 Full FP or 1 TP Full, (Back Covers)	Choose One from FP or TP (Inside Front /Back)	2 Full: 1 in FP, 1 in TP	Choose One from FP or TP (Full Page)	Choose One from FP or TP (Half Page)
Priority in Choosing the Prime Location of your Advertisement in the Final Program	FIRST	SECOND	THIRD		
Sponsors to be Acknowledged on:					
› LOC Selected Congress Signage	✓	✓	✓	✓	✓
› Congress Website	✓	✓	✓	✓	✓
› Final Program	✓	✓	✓	✓	✓
› All Promotions and Communications (includes static and digital signage)	✓	✓	✓	✓	✓
Complimentary Exhibit Space in Prime Location (floor space only, no decor)	2,500 sq.ft. 50'x50'	2,000 sq.ft. 40'x50'	900 sq.ft. 30'x30'	600 sq.ft. 30'x20'	100 sq.ft. 10'x10'
Priority in Choice of Exhibition Space Location – If Sponsorship Purchased by 1 Sept. 2018	PRE	FIRST	SECOND	THIRD	FOURTH
VIP Seating at the Opening Ceremony	10	8	4	2	2
Seating at the VIP Lunches Throughout Event (each day, Mon - Fri)	10	8	4	2	1
Young Professionals Networking Receptions Branding opportunities at:	3 events	2 events	1 event		
Logo Recognition at These Events, as the Sponsor:					
› Opening Ceremony	✓	✓	✓	✓	✓
› Cultural Event(s)	✓	✓	✓	✓	✓
› Gala Dinner	✓	✓	✓	✓	✓
Inclusion of Promotional Material in Each Delegate Welcome Bag	✓	✓	✓	✓	
Logo and Exhibitor Profile in the Final Program	✓	✓	✓	✓	✓
Internet Cafe - Place your free standing sign and marketing collateral in this Exhibit Hall location		✓	✓		
Charge Bar - Branding options at Charge Bar locations throughout the Congress venue and Exhibit Hall		✓	✓		
Coffee Service - Logo placement throughout the coffee break locations		✓	✓		
Inclusion of logo on display screens of the digital poster sessions in the Exhibit Hall		✓	✓		
Event Sponsorship (Choice of sponsorship of IPMC, YP Workshop, Global Technical Session, or Interactive Presentation Award)					✓

Sponsorship Packages

P PLATINUM SPONSORSHIP PACKAGE

Opportunities: Three (3)

Investment: €200,000 | \$250,000 USD

The opportunity to organize one (1) roundtable discussion on prominent topics, networking events, and receptions as part of the Global Networking Forum (GNF) Program for 45 minutes.

Includes: hall rental fee, standard audiovisual equipment, and display table

REGISTRATION

- › Twenty-five (25) complimentary full-access registration passes to the Congress

ADVERTISEMENT AND ACKNOWLEDGMENT

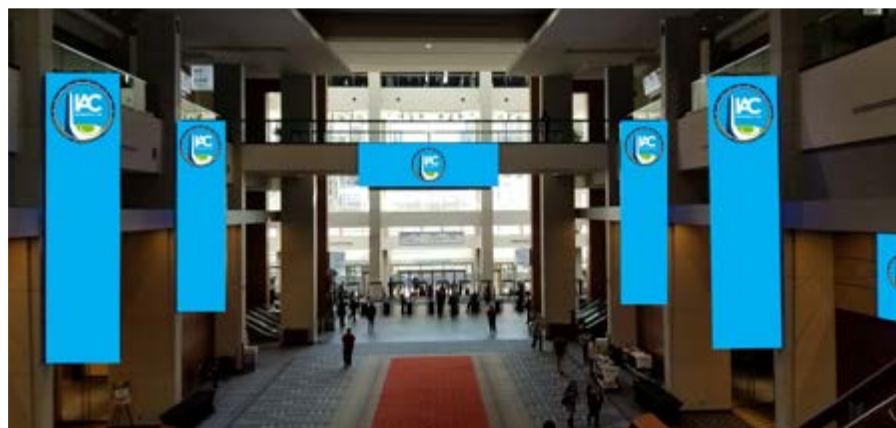
- › Inclusion of sponsor's promotional material in each delegate Welcome Bag (sponsor to provide insert)
- › Verbal recognition from the Congress chair during the official Opening Ceremony
- › Two (2) full-page advertisements: one (1) in the final program and one (1) in the technical program
 - Priority placement of inside front, inside back, or back cover for one of the full-page advertisements
- › Verbal recognition from the podium at the Gala Dinner
- › Acknowledgment on selected Congress signage, Congress website, final program, technical program and proceedings, in all promotional email blasts, and in printed advertisements (if space allows)
- › Digital branding on state-of-the-art displays and signs throughout the Congress venue
- › Logo recognition as a sponsor at these events: Welcome Reception, Cultural Evening Social Event(s), Gala Dinner
- › Logo recognition at your choice of three (3) young professionals networking receptions
- › Internet Cafe – Place your freestanding sign and marketing collateral in this Exhibit Hall location
- › Charge Bar – Branding options at Charge Bar locations throughout the Congress venue and Exhibit Hall
- › Coffee Service – Logo placement throughout the coffee break locations
- › Inclusion of logo on display screens of the Interactive Presentations in the Exhibit Hall

EXHIBITION

- › Complimentary exhibit raw space in prime location: 2,000 sq./ft. (40'x50') in metric approximate equivalent
- › Up to twenty-seven (27) complimentary exhibitor badges for booth staff
- › First priority in choice of exhibition space and location, if purchased by 31 August 2018
- › Logo and exhibitor profile in the final program

ADDITIONAL PRIVILEGES

- › Eight (8) VIP seats at the Opening Ceremony
- › Eight (8) seats at VIP lunches throughout Congress (each day, Mon–Fri)
- › Ten (10) complimentary tickets to the Gala Dinner
- › Eight (8) complimentary tickets to the Cultural Evening Social Event(s)
- › Admission to Opening Ceremony for all staff attending the Congress or exhibition



NEW digital signage included in sponsorships.



GOLD SPONSORSHIP PACKAGE

Opportunities: Five (5)

Investment: €100,000 | \$125,000 USD

The opportunity to organize roundtables on prominent topics, networking events, and receptions as part of the Global Networking Forum (GNF) Program for 30 minutes.

Includes: hall rental fee, standard audiovisual equipment, and display table

REGISTRATION

- › Eight (8) complimentary full-access registration passes to the Congress

ADVERTISEMENT AND ACKNOWLEDGMENT

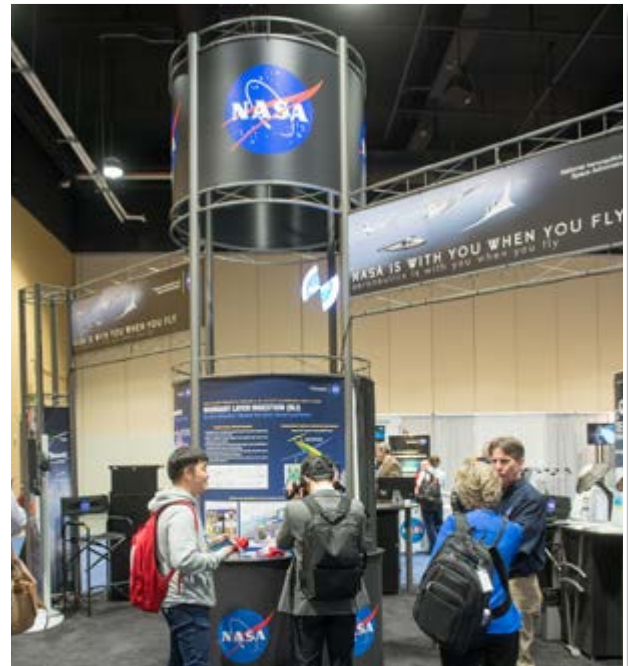
- › Inclusion of sponsor's promotional material in each delegate Welcome Bag (sponsor to provide insert)
- › Verbal recognition from the Congress chair during the official opening ceremony
- › Two (2) full-page advertisements: one (1) in the final program and one (1) in the technical program
- › Acknowledgment on selected Congress signage, Congress website, final program, technical program and proceedings, in all promotional email blasts, and in printed advertisements (if space allows)
- › Digital branding on state-of-the-art displays and signs throughout the Congress venue
- › Logo recognition as a sponsor at these events: Welcome Reception, Cultural Evening Social Event(s), Gala Dinner
- › Logo recognition at your choice of one of the young professionals networking receptions
- › Internet Cafe – Place your freestanding sign and marketing collateral in this Exhibit Hall location
- › Charge Bar – Branding options at Charge Bar locations throughout the Congress venue and Exhibit Hall
- › Coffee Service – Logo placement throughout the coffee break locations
- › Inclusion of logo on display screens of the digital poster sessions in the Exhibit Hall

EXHIBITION

- › Complimentary exhibit raw space in prime location: 900 sq./ft. (30'x30') in approximate metric equivalent
- › Up to eleven (11) complimentary exhibitor badges for booth staff
- › Second priority in choice of exhibition space and location, if purchased by 31 August 2018
- › Logo and exhibitor profile in the final program

ADDITIONAL PRIVILEGES

- › Four (4) VIP seats at the Opening Ceremony
- › Four (4) seats at VIP lunches throughout Congress (each day, Mon–Fri)
- › Three (3) complimentary tickets to the Gala Dinner
- › Four (4) complimentary tickets to the Cultural Evening Social Event(s)
- › Admission to Opening Ceremony



S SILVER SPONSORSHIP PACKAGE

Opportunities: Ten (10)

Investment: €50,000 | \$62,500 USD

REGISTRATION

- › Four (4) complimentary full-access registration passes to the Congress

ADVERTISEMENT AND ACKNOWLEDGMENT

- › Inclusion of sponsor's promotional material in each delegate Welcome Bag (sponsor to provide insert)
- › Verbal recognition from the Congress chair during the official opening ceremony
- › One (1) full-page advertisement in either the final program or technical program
- › Acknowledgment on selected Congress signage, Congress website, final program, technical program and proceedings, in all promotional email blasts, and in printed advertisements (if space allows)
- › Digital branding on state-of-the-art displays and signs throughout the Congress venue
- › Logo recognition as a sponsor at these events: Welcome Reception, Cultural Evening Social Event(s), and Gala Dinner

EXHIBITION

- › Complimentary exhibit raw space in prime location: 600 sq./ft. (20'x30') in approximate metric equivalent
- › Up to eight (8) complimentary exhibitor badges for booth staff
- › Third priority in choice of exhibition space and location, if purchased by 31 August 2018
- › Logo and Exhibitor profile in the final program

ADDITIONAL PRIVILEGES

- › Two (2) VIP seats at the Opening Ceremony
- › Two (2) seats at VIP lunches throughout Congress (each day, Mon–Fri)
- › Two (2) complimentary tickets to the Gala Dinner
- › Two (2) complimentary tickets to the Cultural Evening Social Event(s)
- › Admission to Opening Ceremony

B BRONZE SPONSORSHIP PACKAGE

Opportunities: Fifteen (15)

Investment: €20,000 | \$25,000 USD

REGISTRATION

- › Two (2) complimentary full-access registration passes to the Congress

ADVERTISEMENT AND ACKNOWLEDGMENTS

- › Verbal recognition from the Congress chair during the official opening ceremony
- › One half-page advertisement in either the final program or technical program
- › Acknowledgment on selected Congress signage, Congress website, final program, technical program and proceedings, in all promotional email blasts, and in printed advertisements (if space allows)
- › Digital branding on state-of-the-art displays and signs throughout the Congress venue
- › Logo recognition as a sponsor at these events: Welcome Reception, Cultural Event(s), Gala Dinner

EXHIBITION

- › Complimentary exhibit raw space in prime location: 100 sq./ft. (10'x10') in approximate metric equivalent
- › Up to two (2) complimentary exhibitor badges for booth staff
- › Fourth priority in choice of exhibition space and location, if purchased by 31 August 2018
- › Logo and Exhibitor profile in the final program

ADDITIONAL PRIVILEGES

- › Two (2) VIP seats at the Opening Ceremony
- › One (1) seat at VIP lunches throughout Congress (each day, Mon–Fri)
- › Two (2) complimentary tickets to the Gala Dinner
- › Two (2) complimentary tickets to the Cultural Evening Social Event(s)
- › Admission to Opening Ceremony
- › Choice of sponsorship at one (1) of the following: IPMC, YP Workshop, Global Technical Sessions.



CONGRESS EVENT APP SPONSOR

Opportunity: One (1)

Investment: €15,000 | \$18,750 USD

The official IAF app offers a range of exciting opportunities to get your brand in front of attendees—before, during, and after the event

Smartphone users can download the app and then peruse the event schedule, view profiles on speakers, create their own schedule of what sessions to attend and receive messages from the organizers.

Your company logo will be displayed on the user's smart device while actively using the application.

PROMOTIONAL MATERIALS IN WELCOME BAG

Opportunities: Seven (7)

Investment: €2,000 | \$2,500 USD

Inclusion of promotional material in the delegate Welcome Bag:

One (1) single- or double-sided, 8.5" x 11", A4, or smaller printed Welcome Bag insert. (Materials can include white papers, case studies, promotional materials, etc.)

Please Note: Material must be provided by the sponsor directly to the Congress organizer (AIAA) and must be approved by the IAF Secretariat.

WRITING PAD AND PEN SPONSOR

Opportunity: One (1)

Investment: €3,000 | \$3,750 USD

Provide each delegate with your branded writing pad and pen in the Welcome Bag, exposure that exceeds the duration of the Congress. Sponsor will be acknowledged in the final program.

Please Note: Sponsor will need to provide a minimum of 5000 pens and writing pads.

IPC COCKTAIL RECEPTION

Opportunities: Multiple

Investment: €3,000 | \$3,750 USD

Sponsoring the International Programme Committee (IPC) Cocktail Reception will allow your company to be recognized in front of a crowd of world-renowned experts. Show your organization's appreciation for the efforts of the technical experts and thought leaders who worked so hard to make the event happen.

- › Sponsor logo on IPC cocktail reception signage
- › Display and distribution of sponsor promotional materials in the area
- › Verbal recognition at the end of the IPC Meeting
- › Possibility for a two (2) minute speech at the beginning of the reception
- › Invitations for company representatives to the IPC Cocktail Reception
- › Acknowledgment on selected Congress signage, Congress website, final program, technical program and proceedings, in all promotional email blasts, and in printed advertisements (if space allows)

IAF MEMBERS LOUNGE SPONSOR

Investment: €8,000 | \$10,000 USD

The sponsoring company will receive the following entitlements and benefits:

- › The sponsor may provide a freestanding banner which will be positioned in a prominent location in the IAF Members Lounge (maximum size 2m high x 1m wide)
- › Company banner advertisements and logo will appear on every screen at the IAF members lounge
- › Logo and 50-word profile in the final Program
- › Logo displayed on home screen of the computers located within the lounge

IAC HOSTS SUMMIT AND LUNCH

Opportunity: One (1)

Investment: €5,000 | \$6,250 USD

The IAC Hosts Summit provides a premier platform to share experiences and best practices for the implementation of the IAC by previous host organizations. By sponsoring the IAC Hosts Summit and lunch you will be able to position your organization at the forefront of leading international organizations.

- › Display of sponsor's logo on IAC Hosts Summit event signage
- › Display and distribution of sponsor's brochures and promotional material
- › Verbal recognition at the opening address and sponsor's welcoming speech
- › Branding of the lunch area
- › Acknowledgment on selected Congress signage, Congress website, final program, technical program and proceedings, in all promotional email blasts, and in printed advertisements (if space allows)

VIP/SPEAKERS LUNCH

Opportunities: Three (3)

Investment: €10,000 | \$12,500 USD

Sponsoring the VIP/Speakers Lunch will give your company visibility with high-level representatives, key decision makers, and influential leaders in the space industry in an exclusive setting.

- › Sponsor logo on the door signage of the VIP/Speakers' Lunch
- › Display and distribution of sponsor promotional materials in the area
- › Option for company representative to give a keynote address/presentation at beginning of the lunch
- › Invitations for company representatives to the selected event
- › Branding of the lunch area
- › Acknowledgment on selected Congress signage, Congress website, final program, technical program and proceedings, in all promotional email blasts, and in printed advertisements (if space allows)

IAF "3G" IDEA DIVERSITY BREAKFAST & LUNCH

The IAF "3G" International Platform for Diversity and Equality in Astronautics (IDEA) provides a framework for an intensive and open exchange on diversity and equality topics among IAF members, potential members, and other organizations promoting diversity.

BREAKFAST

Opportunities: Multiple

Investment: €6,000 | \$7,500 USD

- › Sponsor logo on breakfast signage
- › Display and distribution of sponsor promotional materials in the area
- › Option for a keynote address or presentation at beginning of breakfast
- › Invitations for company representatives to the breakfast
- › Branding of the breakfast area
- › Acknowledgment on selected Congress signage, Congress website, final program, technical program and proceedings, in all promotional email blasts, and in printed advertisements (if space allows)

LUNCH

Opportunities: Multiple

Investment: €10,000 | \$12,500 USD

- › Sponsor logo on lunch signage
- › Display and distribution of sponsor promotional materials in the area
- › Option for a keynote address or presentation at beginning of lunch
- › Invitations for company representatives to the lunch
- › Branding of the lunch area
- › Acknowledgment on selected Congress signage, Congress website, final program, technical program and proceedings, in all promotional email blasts, and in printed advertisements (if space allows)

INDUSTRY BREAKFAST/LUNCH

The IAF, jointly with its Industry Relations Committee (IRC), organizes an Industry Day at each IAC, giving industry members of the IAF a forum for an open and intensive exchange on the latest developments in their respective sectors, and to foster international cooperation. Each year, the popular event gathers high-level officials and experts as well as a wide audience to its multiple events.

BREAKFAST

Opportunities: Multiple

Investment: €6,000 | \$7,500 USD

- › Sponsor logo on breakfast signage
- › Display and distribution of sponsor promotional materials in the area
- › Option for a keynote address or presentation at beginning of breakfast
- › Invitations for company representatives to the breakfast
- › Branding of the breakfast area
- › Acknowledgment on selected Congress signage, Congress website, final program, technical program and proceedings, in all promotional email blasts, and in printed advertisements (if space allows)

LUNCH

Opportunities: Multiple

Investment: €10,000 | \$12,500 USD

- › Sponsor logo on lunch signage
- › Display and distribution of sponsor promotional materials in the area
- › Option for a keynote address or presentation at beginning of breakfast
- › Invitations for company representatives to the lunch
- › Branding of the lunch area
- › Acknowledgment on selected Congress signage, Congress website, final program, technical program and proceedings, in all promotional email blasts, and in printed advertisements (if space allows)

INTERACTIVE PRESENTATION COCKTAIL RECEPTION

Opportunities: Multiple

Investment: €6,000 | \$7,500 USD

Sponsoring the IP Cocktail Reception will allow your company to be recognized in front of a crowd of world-renowned experts. Your support will bring your products and services to the attention of a highly targeted audience.

- › Sponsor logo on cocktail reception signage
- › Possible display and distribution of sponsor promotional materials in the area
- › Verbal recognition at the beginning of IP Cocktail Reception
- › Option for two minutes of remarks preceding the cocktail reception
- › Sponsor will be acknowledged on all IAC-related publications and website



IAC FINAL PROGRAM

Opportunities: Inquire about availability

The final program will be distributed to all attendees and is the definitive guide to all Congress activities. Advertising spaces of different sizes are available for sponsors of the final program. All ads include four-color printing.

- › Back Cover* - €10,000 | \$12,500 USD
- › Inside Front Cover/ Inside Back Cover* - €6,000 | \$8,750 USD
- › Full Page Advertisement - €6,000 | \$7,500 USD
- › ½ Page Advertisement - €2,000 | \$2,500 USD
- › ¼ Page Advertisement - €1,000 | \$1,250 USD

* The availability of specific locations may be limited or unavailable.

IAC TECHNICAL PROGRAM

Opportunities: Inquire about availability

The technical program will be distributed to all attendees and is the definitive guide to all technical Congress activities. Advertising spaces of different sizes are available for sponsors of the technical program. All ads include four-color printing.

- › Back Cover* - €10,000 | \$12,500 USD
- › Inside Front Cover/ Inside Back Cover* - €6,000 | \$8,750 USD
- › Full Page Advertisement - €6,000 | \$7,500 USD
- › ½ Page Advertisement - €2,000 | \$2,500 USD
- › ¼ Page Advertisement - €1,000 | \$1,250 USD

* The availability of specific locations may be limited or unavailable.

IAC 2020 CALL FOR PAPERS

Opportunities: Multiple

The IAC 2020 Call For Papers will be distributed during IAC 2019 to all attendees and provides an initial overview of the IAC 2020 Technical Program.

- › Full Page Advertisement - €6,000 | \$7,500 USD
- › ½ Page Advertisement - €2,000 | \$2,500 USD

IAC 2019 TECHNICAL PROCEEDINGS

Opportunity: One (1)

Investment: €10,000 | \$12,500 USD

IAC 2019 Technical Proceedings are a great way of marketing your organization and ensuring that your promotion extends beyond the duration of the Congress. All delegates attending the Congress will receive by email a link to access the online IAC Technical Proceedings. Your organization will receive the following benefits:

- › Full-page advertisement in the technical proceedings
- › Organization/company name, logo, sponsor webpage and 100-word profile in technical proceedings
- › Acknowledgment on selected Congress signage, Congress website, final program, technical program and proceedings, in all promotional email blasts, and in printed advertisements (if space allows)



Young Professionals Programs

The IAF attaches great importance to the workforce of tomorrow. For this reason, many events during the IAC are specifically dedicated to young professionals. All young professionals programs include the following sponsorship benefits:

- › Display of sponsor's logo on signage in workshop location
- › Display and distribution of sponsor's promotional material
- › Verbal acknowledgment of sponsorship from speaker
- › Invitations for sponsor's young professionals and representatives to attend the selected event (number of invitations TBD)
- › Acknowledgment on selected Congress signage, Congress website, final program, technical program and proceedings, in all promotional email blasts, and in printed advertisements (if space allows)

IPMC YOUNG PROFESSIONALS WORKSHOP

Opportunities: Multiple

Investment: €5,000 | \$6,250 USD

The International Project Management Committee (IPMC) Young Professionals Workshop seeks to gather input from young professionals in the international space community to gain the knowledge they need to better develop and empower the next-generation workforce. Additional sponsorship benefits:

- › One (1) five-minute presentation at the beginning of the workshop
- › Branding of the coffee break and luncheon areas
- › Acknowledgment on selected Congress signage, Congress website, final program, technical program and proceedings, in all promotional email blasts, and in printed advertisements (if space allows)

YOUNG PROFESSIONALS NETWORKING RECEPTIONS

Opportunities: Multiple

Investment: €5,000 | \$6,250 USD

The IAF Young Professionals (YP) Program is dedicated to developing the next generation of leaders in the international space community and comprises three networking events including activities or panel discussions of interest to the YP community. These events take place before and during the IAC, and are open to all the young professionals registered for the Congress. Additional sponsorship benefits:

- › One (1) five-minute presentation at the beginning of the reception
- › Branding of the reception
- › Acknowledgment on selected Congress signage, Congress website, final program, technical program and proceedings, in all promotional email blasts, and in printed advertisements (if space allows)

GLOBAL TECHNICAL SESSIONS

Opportunities: Multiple

Investment: €5,000 | \$6,250 USD

The Young Professional Virtual Forums (YPVF) were conceived to give young professionals who cannot attend the IAC the opportunity to participate virtually in an oral presentation session. By sponsoring the YPVF, your company will be provided with the highest visibility possible at the Congress to virtual participants worldwide, and will make a significant contribution toward ensuring the virtual forums are available for young professionals internationally in future years.



Educational Programs

EDUCATORS PROFESSIONAL DEVELOPMENT WORKSHOP

Opportunities: Multiple

Investment: €5,000 | \$6,250 USD

The workshop is designed for primary and secondary educators to learn about a variety of space-related concepts that they could bring into their classrooms to enhance learning in the areas of science, technology, engineering, and mathematics (STEM).

- › Sponsor logo on workshop signage
- › Branding of the workshop coffee break and luncheon
- › Display and distribution of sponsor promotional materials in the area
- › Invitations for company representatives to the selected event
- › Acknowledgment on selected Congress signage, Congress website, final program, technical program and proceedings, in all promotional email blasts, and in printed advertisements (if space allows)

IAF GLOBAL NETWORKING FORUM (GNF) NETWORKING FORUM

Opportunities: Multiple

Investment: €5,000-€10,000 | \$6,250-\$12,500 USD

The IAF Global Networking Forum (GNF) is the perfect place and platform to showcase your organization. The GNF provides a unique opportunity to create the event you always wanted at the IAC. The GNF sponsorships include:

- › Sponsor will be allocated a slot for its event during the IAC week (first-come, first-served basis)
- › Option to organize roundtables, panels, keynotes and other events with the support of the IAF Secretariat
- › Acknowledgment on selected Congress signage, Congress website, final program, in all promotional email blasts, and in printed advertisements (if space allows)
- › Sponsor's event description and logo in the GNF Program
- › Display and distribution of sponsor's promotional materials onsite
- › Verbal acknowledgment and recognition at the IAF GNF inauguration
- › 30-, 45- and 60-minute package options can be negotiated

INTERACTIVE PRESENTATIONS AWARD

Opportunity: One (1)

Investment: €5,000 | \$6,250 USD

- › Logo shown on projection screens during the award ceremony
- › Logo and marketing message in the Congress Technical Proceedings
- › One (1) three-minute presentation during the Interactive Presentations Award Ceremony
- › Acknowledgment in all IAC-related publications and website
- › Social media exposure

New at IAC 2019—University Zone

Workforce development begins with academia which is an integral part of the aerospace ecosystem. This year, academic institutions are encouraged to demonstrate the significance and power of their undergraduate, graduate, and research programs benefiting government and industry. Discounts available on exhibit space.



Exhibition Space Information

EXHIBITION 2019

- › Price per 10'x10' booth space (equivalent to approximately 9 square meters) = \$5,725 USD
- › IAF Members receive a 15% discount = \$4,866 USD per 10'x10' booth space
- › Educational institutions choosing a booth space in the University Zone receive a 20% discount = \$4,580 USD

Exhibitors:
Request a booth by
10 October
and receive a complimentary
enhanced exhibitor listing.
(\$1,000 value)

Live floorplan available!
iac2019.org/floorplan



Conversion Chart from Meters to Feet for Common Sized Booths at IAC 2019

Square Meters Sq/m	Square Feet Sq/ft	Typical booth size available at IAC 2019	Price in USD \$
9	100	10'x10'	\$ 5,725
18	200	10'x20'	\$ 11,450
27	300	10'x30'	\$ 17,175
36	400	20'x20' or 10'x40'	\$ 22,900
54	600	20'x30'	\$ 34,350
72	800	20'x40'	\$ 45,800
81	900	30'x30'	\$ 51,525
90	1,000	20'x50'	\$ 57,250
110	1,200	30'x40'	\$ 68,700
144	1,600	40'x40'	\$ 91,600
180	2,000	40'x50'	\$ 114,500
225	2,500	50'x50'	\$ 143,125

*Note: these are approximate equivalents
for meters-to-feet*



EXHIBITION SPACE DETAILS

All exhibition booths include the following:

- › Minimum 10'x10' floor footprint, uncarpeted
- › 8' pipe-and-drape back wall
- › 30" tall matching drape side rails
- › Basic sign with company name and booth number
- › Company profile in IAC 2019 official printed final program guide and event app
- › Inclusion in digital exhibitor directory and online floorplan
- › Wi-Fi in exhibition area
- › Three (3) exhibitor badges for the first 10'x10' space, plus one (1) for each additional 10'x10' booth purchased
- › Generous benefits for qualifying hardware contributors

Additional Details:

- › Booth space is sold in 10'x10' increments. (Similar to 3m x 3m international booth size)
- › Raw space rental does not include any carpet, furniture, or booth cleaning
- › Booth structures, furnishings, electrical, and signage will need to be confirmed with the official exhibition contractor
- › The Walter E. Washington Convention Center can accommodate space hardware and equipment mock-ups of various sizes. Please contact AIAA for more details.
- › Move in/move out dates will be available on IAC 2019 website (iac2019.org)
- › After 4 September, exhibit space will be sold on a first-come, first-served basis

Generous benefits for exhibitors displaying qualifying hardware

Special discounts on drayage from official show decorator, Arata Expositions, Inc. *Some restrictions apply – ask for details.*



**American Institute of
Aeronautics and Astronautics**

12700 Sunrise Valley Drive, Suite 200
Reston, VA 20191-5807
800.639.AIAA (2422)
aiaa.org



**International Astronautical
Federation**

100, Avenue de Suffren
75015 Paris
France
+33 1 45 67 42 60
iafastro.com

iac2019.org/exhibit

SPONSORSHIP AND EXHIBIT SALES:

Chris Semon, Director, Strategic Relationship Management
+1 703.264.7510, ChrisS@aiaa.org

Vickie Singer, Strategic Relationship Manager
+1 703.264.7509, VickieS@aiaa.org

Paul doCarmo, Strategic Relationship Manager
+1 703.264.7576, PaulD@aiaa.org

Isabella Marchisio, Projects Manager, IAF
+33 1 45 67 42 60, isabella.marchisio@iafastro.org

FOR GENERAL INQUIRIES CONTACT:

Craig Day, Program Manager, IAC 2019
+1 703.264.7518, CraigD@aiaa.org