66th IAC
International Astronautical Congress
Sponsorship Prospectus
12 - 16 October 2015
Jerusalem, Israel

Space – The Gateway for Mankind's Future
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WELCOME LETTER

Greetings from Jerusalem, Israel

The International Astronautical Congress 2015, one of the most important annual space events, will take place in Jerusalem, Israel, from 12 to 16 October 2015.

This year’s Congress theme is "Space- the Gateway for Mankind’s Future."

The Israel Space Agency has the privilege of hosting the Congress in Jerusalem, a city which embodies faith and hope, abundant history, religious significance for many different faiths, where the ancient and the modern come together.

The Israel Space Agency (ISA) is a government entity affiliated with the Ministry of Science, Technology and Space. ISA’s goals and purposes are to chart the courses of action for Israeli space activities; to promote Israel's national goals for civilian space agenda; to coordinate between the various space exploration entities and industries, scientific, academia, commercial, and community. ISA’s vision is to preserve and expand Israel’s space activities; to place Israel within the leading nations in space science and exploration. ISA is focusing its attention and resources on promoting space science and exploration within educational activities in Israel and within the community, to enlist young and old to learn and understand space and science.

The International Astronautical Federation (IAF) was founded in 1951 to foster dialogue between scientists around the world and support international cooperation in all space-related activities. Today the Federation continues to connect space people worldwide. The IAF is the world’s leading space advocacy body with over 270 members, including all key space agencies, companies, societies, associations and institutes across 64 countries.

Over 40 administrative and technical committees support the Federation in its mission of advancing space knowledge and fostering the development of space assets through global cooperation. At its annual International Astronautical Congress and other thematic conferences, the IAF brings its multidisciplinary, specialist international network to life. The Congress attracts over 3000 participants to a different country each year, including heads of all major space agencies, industry leaders, academics and young professionals.

The Federation has many well-established channels to disseminate information within its network and the wider space community, including its website, newsletters, social media channels and those of partners globally. To nurture new talent, the Federation has many activities targeting students and young professionals, including grants to attend the IAC, which has an extensive young professionals programme. The Federation’s prestigious awards are also presented annually at the IAC to individuals and groups who have distinguished themselves in the global space community.

IAF activities and publications are dedicated to promoting public appreciation of space activities worldwide and ensuring that global cooperation flourishes in this vitally important area of science.
The Congress venue, the Jerusalem Israel Convention Center (ICC), and the Crowne Plaza Hotel, exemplify sophisticated facilities and equipment, versatile logistic capabilities, enthusiastic staff promoting and providing premium hospitality, and highly professional services. The ICC is experienced in International Conventions; in past years, Jerusalem has hosted numerous and diverse large international conventions.

Jerusalem, Israel’s largest city, is a mosaic of unique contrasts of cultures and nationalities; of ancient history and modern progress. Jerusalem offers an exceptional amalgamation of ancient history, spiritual sanctity and colorful culture. A city renowned for its many contrasts; Jerusalem is a combination of old and new, holy and secular, picturesque nature and splendid architecture. Jerusalem enjoys a vibrant nightlife, offers first-rate accommodation, suiting any need and budget. The city also boasts modern amenities, a cosmopolitan infrastructure, unique landscapes, above all, a pleasant climate all year round.

Amalgamating the IAC 2015 Congress with Israel’s domestic and international space industry and enterprises formulates an extremely rich and unique program for the Congress, with meaningful exchange between industries, scientists, academia, and professionals. IAC-2015’s space exhibition will attract numerous and diverse space related industries and entities, as the Congress’ location is globally central, with a short supply route.

Many of Israel’s high-tech companies are involved in diverse space programs. With its multiple space industrial facilities, Israel’s space technology and expertise has much to offer to the international space community in its endeavors to further peruse, develop, and understand the universe's mysteries; keeping planet earth safe and thriving. Israel's academic and research institutions represent the cutting-edge of research, technology, development, and exploration, which provide the IAC’s participants with a first-hand opportunity to gain knowledge, and discover.

The State of Israel, the Ministry of Science, Technology and Space, and the Israel Space Agency, sincerely undertake to provide the Congress' participants, with an experience, full of enjoyment and gratification; including the scientific and academia sessions, social gathering and events, exceptional tourism, faultless logistics and security arrangement.

We are sure that your visit to Jerusalem and Israel will be a once in a lifetime experience.

The IAC-2015 Chair, Israel Space Agency’s Director General, Mr. Menachem Kidron Welcomes You to the IAC 2015 in Jerusalem
CONGRESS VENUE

Situated at the gateway of Jerusalem, The ICC Jerusalem International Convention Center (ICC) overlooks the city’s panoramic landscape. This impressive venue is Israel’s largest convention center and has hosted many presidential receptions, international exhibitions, important industry-related conventions and performances. Throughout the years, the ICC has demonstrated professionalism and reliability.

The Jerusalem Israel Convention Center (ICC) embodies the state-of-the-art facilities and equipment, versatile logistical capabilities, and an enthusiastic staff to ensure and provide premium hospitality and highly professional service.

Additionally, Crowne Plaza Hotel halls, one of the most luxurious and well-known Jerusalem hotels is just 3 minutes walking distance from Convention Centre.
GENERAL INFORMATION

ABOUT ISRAEL

Israel is a life-changing experience! The country features an abundance of history, religious significance for many different faiths, modern amenities, cosmopolitan infrastructures, advanced innovations, high-tech technologies, unique landscapes and a beautiful climate all year round.

Israel is globally easily accessible. Over 100 major international airlines provide daily services to and from Israel’s international airport. From most Europe countries flight durations average between one and a half to five hours. Israel also shares open borders with Egypt, the gateway of Africa, and Jordan, which opens to the entire Middle East.

ABOUT JERUSALEM

Jerusalem, Israel’s largest city is a mosaic of unique contrasts of cultures and nationalities, of ancient history and modern development. Jerusalem is sacred to three of the most popular monotheistic religions in the world and is also one of the world’s oldest cities. It offers a unique amalgamation of ancient history, spiritual sanctity and colourful culture. A city renowned for its many contrasts, Jerusalem is a combination of old and new, holy and secular, picturesque nature and splendid architecture.

Congress delegates will have the opportunity to experience a variety of tailored historical, biblical and general tours. The Old City of Jerusalem nestles numerous religious landmarks and archaeological wonders – These include the Garden Tomb on Nablus Road, just outside the Old City’s Damascus Gate and walking distance from many of Jerusalem’s hotels, marks the spot where Jesus was crucified. The Church of the Holy Sepulchre, built by the crusaders in the late eleventh century, is one of the holiest Christian sites on Earth. The Old City also contains the Al-Aqsa Mosque and the Dome of the Rock, where Mohammed ascended to Heaven and is sheltered by the Wailing Wall, which is the last standing remnant of the Ancient Temple of the Bible.

Jerusalem enjoys a vibrant nightlife for Congress delegates. One can easily find bars, clubs and restaurants open until the early hours of the morning.
PROFESSIONAL CONGRESS ORGANISERS

Paragon Group:

Paragon is renowned worldwide as a leading international company for management of conferences and events, and is a Professional Congress Organizer (PCO). The company specializes in the creation, production and implementation of both regional and international summit meetings. Every meeting is a work of art, which requires original thinking, creativity and inspiration in order to provide a total experience to a wide variety of customers around the globe.

Today our world is considered a global village. Our offices in Geneva, Cape Town and Tel Aviv ensure we can maintain close relationships with our clients, offer local familiarity and match the style and requirements of any event to the relevant audience. Our extensive business network combines expertise and creativity, to guarantee immediate professional care with swift and accurate technical solutions.

Paragon Israel:

Paragon Israel specializes in initiating and managing conferences in Israel in many different fields, including medicine, science and technology. Regarded as a leader in its sector, Paragon Israel brings together imagination, creativity, understanding and numerous skills to create conferences and events that offer participants a total experience. Success stems from our understanding of the exact needs and desires of each organization, choosing of the perfect venue, and meticulous design using the finest equipment and data available.

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Our connection with IAF:

In 2011 the South African branch of Paragon Group, organized and managed IAF's congress in Cape Town. In the months leading up to the congress Paragon learned the client's needs, industry, and audiences and formed close working relations with the management team.

When Israel decided to present its candidature to host the congress, we became an active partner together with the ISA, in the preparations. Our knowledge and experience of the IAF, the congress needs and Israel have proven invaluable in this process.

As part of our cooperation with the IAF, we have been invited to speak at the coming congress in Toronto on 'how to increase the success of a congress'.

We believe in establishing and nurturing long term relationships. Our experience shows that repeat, close working relations both with clients and sponsors creates an atmosphere of collaboration between all parties and significantly increases the success of such complex events.

Concept:

The conceptual framework of the congress will focus on eight gateways. Each will invite participants to a different world of content, galaxies of information, knowledge and encounters between people. Each gateway will symbolize a different topic of the congress, a principle of IAF’s goals or the possibility to get acquainted with the location where the congress is taking place.

“Space- the Gateway for Mankind's Future...”
IAC 2013 STATISTICS

Top 20 visiting Countries at the IAC 2013:

- Australia
- Africa - South Africa, Nigeria
- America - USA, Canada, Venezuela
- Europe - Germany, France, UK, Italy, Netherlands, Spain, Russia, Belgium, Ukraine, Austria
- Asia - China, India, Japan, South Korea
- Other Countries
CONGRESS INFORMATION

Dates
12 October – 16 October, 2015

Language
The official language of the Congress is English.

Visas
Israel has agreements for the exemption of visa requirements with 65 countries. Citizens of those countries may enter Israel with at least six months valid passport (no need for specific visa). Visas are issued by Israel Ministry of Interior affairs and must be affixed in the applicant’s passport before departing to Israel. Visas are not issued on arrival at Israel ports of entry.

Bona Fide Participants – Visas
All Bona Fide Participants would be able to receive an Entrance Visa to Israel.

Nationals of countries without visa agreements or countries which do not have diplomatic relations with Israel, wishing to visit Israel must submit, to the nearest Israeli mission in their home country, or at a mission in a country accredit to provide Israeli visa, a completed visa application form, as well as a passport photo, and his/hers travel document. Said documents should be forwarded well in advance (30 days prior to arrival) to provide the authorities with sufficient time to complete the process. Visas are issued by Israel Ministry of Interior affairs and must be affixed in the applicant’s passport before departing to Israel. Visas are not issued on arrival at Israel ports of entry. Information regarding an Israel entrance visa can be found at your local Israeli mission Ministry of Foreign Affairs web site: http://www.mfa.gov.il/MFA/About+the+Ministry/Consular_affairs/Visas.htm

Insurance
The congress organizers cannot accept liability for personal injuries sustained, or for loss or damage of property belonging to congress participants (or their accompanying persons), either during, or as a result of the congress. Delegates and their accompanying guests are strongly advised to purchase adequate travel insurance for the duration of their travel, the congress and tours.

Letter of Invitation
Official letters of invitation will be sent upon request. Please note the letter does not represent a commitment on the part of the Organizing Committee or the Congress to provide any financial assistance.
Certificate of Attendance

Certificates of Attendance will be available at the registration desk to all participants.

Dress Code

The dress code in the exhibition and all congress event areas is formal business attire.

Foreign Exchange

Foreign exchange is readily available from bank branches, including at the airport and kiosks in all major shopping zones. Jerusalem has a good network of ATM’s making it easy to withdraw money from international bank accounts using VISA or Maestro cards. For safety reasons, it is advisable not to carry large quantities of cash. Major international credit cards (MasterCard, Visa, Diners Club, and American Express) are widely accepted.

Standard Time

GMT +2 hours

Weather

September – October weather in Jerusalem is very comfortable with the average temperature ranges from 28-16 Degrees Celsius (80-60 Degrees Fahrenheit). It is the perfect weather for exploring the city on foot or taking a day trip.
SPONSORSHIP OPPORTUNITIES AT A GLANCE

Below we list the sponsorship opportunities available to participants. We welcome the opportunity to customize a marketing package to communicate the individual strengths of your company and enhance awareness of your products and services to a very important and influential group of delegates who will attend the IAC 2015.

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Number</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum Sponsorship</td>
<td>3</td>
<td>€ 40,000</td>
</tr>
<tr>
<td>Gold Sponsorship</td>
<td>5</td>
<td>€ 25,000</td>
</tr>
<tr>
<td>Silver Sponsorship</td>
<td>3</td>
<td>€ 15,000</td>
</tr>
<tr>
<td>Opening Ceremony</td>
<td>1</td>
<td>€ 30,000</td>
</tr>
<tr>
<td>Gala Dinner</td>
<td>3</td>
<td>€ 20,000</td>
</tr>
<tr>
<td>Cultural Evening</td>
<td>1</td>
<td>€ 24,000</td>
</tr>
<tr>
<td>Welcome Reception Sponsor</td>
<td>1</td>
<td>€ 40,000</td>
</tr>
<tr>
<td>Congress Lanyards</td>
<td>1</td>
<td>€ 15,000</td>
</tr>
<tr>
<td>Congress Badges</td>
<td>1</td>
<td>€ 8,000</td>
</tr>
<tr>
<td>Congress Venue</td>
<td>1</td>
<td>€ 25,000</td>
</tr>
<tr>
<td>Congress Bags</td>
<td>1</td>
<td>€ 30,000</td>
</tr>
<tr>
<td>Internet Cafe Sponsor</td>
<td>1</td>
<td>€ 16,000</td>
</tr>
<tr>
<td>Coffee Service per one day</td>
<td>No Limit</td>
<td>€ 5,000</td>
</tr>
<tr>
<td>Coffee Service per five days</td>
<td>No Limit</td>
<td>€ 20,000</td>
</tr>
<tr>
<td>Conference Programme</td>
<td>1</td>
<td>€ 20,000</td>
</tr>
<tr>
<td>Media Centre Sponsor</td>
<td>1</td>
<td>€ 8,000</td>
</tr>
<tr>
<td>Mobile Phone Application Sponsor</td>
<td>1</td>
<td>€ 7,000</td>
</tr>
<tr>
<td>Website Sponsor</td>
<td>1</td>
<td>€ 10,000</td>
</tr>
<tr>
<td>ISEB Student Cultural Activity</td>
<td>No Limit</td>
<td>€ 5,000</td>
</tr>
<tr>
<td>IAF Members Lounge Sponsor</td>
<td>1</td>
<td>€ 8,000</td>
</tr>
<tr>
<td>IAC Publications</td>
<td>No Limit</td>
<td>€ 1,000 - € 10,000</td>
</tr>
<tr>
<td>Young Professional Programme</td>
<td>No Limit</td>
<td>€ 3,000 - € 5,000</td>
</tr>
<tr>
<td>IPC Cocktail Reception</td>
<td>No Limit</td>
<td>€ 2,000</td>
</tr>
<tr>
<td>IAC Hosts Summit</td>
<td>No Limit</td>
<td>€ 2,000</td>
</tr>
<tr>
<td>IAF Global Networking Forum</td>
<td>5</td>
<td>€ 6,000</td>
</tr>
<tr>
<td>Poster Boards</td>
<td>1</td>
<td>€ 12,000</td>
</tr>
<tr>
<td>Plasma Screen Advertisement</td>
<td>No Limit</td>
<td>€ 5,000</td>
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<tr>
<td>Profile On Roll-Up Banner</td>
<td>No Limit</td>
<td>€ 2,000</td>
</tr>
<tr>
<td>Promotional Material</td>
<td>No Limit</td>
<td>€ 2,000</td>
</tr>
<tr>
<td>Writing Pad &amp; Pen Sponsor</td>
<td>1</td>
<td>€ 3,000</td>
</tr>
<tr>
<td>USB Key Sponsor</td>
<td>1</td>
<td>€ 4,000</td>
</tr>
<tr>
<td>Moot Court And Other IISL Activities</td>
<td>1</td>
<td>€ 20,000</td>
</tr>
</tbody>
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All prices quoted are inclusive of VAT at 18%

The Euro & US Dollar rates are indicative and are subject to change, according to the exchange rate.
SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSORSHIP PACKAGE – (maximum 3) € 40,000

- **Sponsor’s satellite symposia for 45 minutes**
  (Includes: hall rental fee, standard audio/visual equipment, display table)
  - First priority in choice of location and time of the industrial symposium.
  - The sponsoring company may select speakers and topics, program subject to the approval of the congress scientific committee.
  - The sponsoring company, in addition to the above educational grant, will cover speaker's registration fees, accommodation and flights.
  - Congress program and abstracts will be included in the final program. The sponsor will submit the abstracts before the abstract deadline, in order to be included in the final program and pocket guide.

- **Registration**
  - 5 complimentary registration passes to the Congress.

- **Advertisement & Acknowledgement**
  - Inclusion of sponsor’s session invitation in the participants’ bags.
  - Verbal recognition from the congress chair during the official opening.
  - Inclusion of promotional material distributed in each participant’s congress bags (insert to be provided by sponsor).
  - Two full page advertisements in the final program.
  - Priority in choosing the prime location of your advertisement at the back page of the final program.
  - Sponsors will be acknowledged on the sponsor’s board on-site, the congress website and in the final programme.

- **Exhibition**
  - Complimentary 30 sqm exhibit raw space in a prime location.
  - 8 complimentary exhibitor passes that include exhibitor lunches.
  - First priority in choice of exhibition space and location.

- **Additional privileges**
  - 8 full VIP seating at the Opening Ceremony.
  - 6 full complimentary tickets to the Gala Dinner.
  - Sponsorship of 3 Young Professional and Students Events.
GOLD SPONSORSHIP PACKAGES – (maximum 5) € 25,000

- Sponsor’s satellite symposia (30 minutes)
  (Includes: hall rental fee, standard audio/visual equipment, display table)
  - Second priority in choice of location and time of the industrial symposium.
  - The sponsoring company may select speakers, topics and program subject to the approval of the congress scientific committee.
  - The sponsoring company, in addition to the above educational grant, will cover speaker's registration fees, accommodation and flights.
  - Congress program and abstracts will be included in the final program. The sponsor will submit the abstracts before the abstract deadline, in order to be included in the final program and pocket guide.

- Registration
  - 3 complimentary registration passes to the congress.

- Advertisement & Acknowledgement
  - Verbal recognition from the congress chair during the official opening
  - Inclusion of promotional material distributed in each participant’s congress bags (insert to be provided by sponsor).
  - Full page advertisement in the final program and pocket guide.
  - Sponsors will be acknowledged on the sponsor’s board on-site, the congress website and in the final programme.

- Exhibition
  - Complimentary 24 sqm exhibit raw space.
  - 4 complimentary exhibitor passes that include exhibitor lunches.
  - Second priority in choice of exhibition space and location.

- Additional privileges
  - 4 full VIP seating at the Opening Ceremony.
  - 3 full complimentary tickets to the Gala Dinner.
  - Sponsorship of 2 Young Professional and Student Events.
SILVER SPONSORSHIP PACKAGES – (maximum 3) € 15,000

- Sponsor’s satellite symposia (20 minutes)
  (Includes: hall rental fee, standard audio/visual equipment, display table)
  - Third priority in choice of location and time of the industrial symposium.
  - The sponsoring company may select speakers, topics and program subject to the approval of the congress scientific committee.
  - The sponsoring company, in addition to the above educational grant, will cover speaker's registration fees, accommodation and flights.
  - Congress program and abstracts will be included in the final program. The sponsor will submit the abstracts before the abstract deadline, in order to be included the final program and pocket guide.

- Registration
  - 2 complimentary registration passes to the congress.

- Advertisement & Acknowledgement
  - Verbal recognition from the congress chair during the official opening.
  - Inclusion of promotional material distributed in each participant’s congress bags (insert to be provided by sponsor).
  - Full page advertisement in the final program and pocket guide.
  - Sponsors will be acknowledged on the sponsor's board on-site, the congress website and in the final programme.

- Exhibition
  - Complimentary 9 sqm exhibit raw space.
  - 2 complimentary exhibitor passes that include exhibitor lunches.
  - Third priority in choice of exhibition space and location.

- Additional privileges
  - 2 full VIP seating at the Opening Ceremony.
  - 2 full complimentary tickets to the Gala Dinner.
  - Sponsorship of 2 Young Professional and Student Events.
**OPENING CEREMONY - (exclusive)**  
€ 30,000

- Exclusive right to brand the Opening Ceremony – 3,200 attendees (approx.)
- Opportunity to address the audience (3 minutes, subject to the approval of the Congress organizing Committee)

**GALA DINNER SPONSORSHIP – (maximum 3)**  
€ 25,000

Your company will receive the following entitlements:

- Two complimentary tickets to the Gala dinner.
- Company logo on Gala dinner signage.
- The sponsor may provide a freestanding banner which will be positioned in a prominent location at the Gala dinner (maximum size 2m high x 1m wide).
- Small table signs featuring the sponsor’s logo will be placed on the refreshment tables.
- Logo and 100 word profile in the final programme.

**CULTURAL EVENING – (exclusive)**  
€ 24,000

Your company will receive the following entitlements:

- Two complimentary tickets to the cultural evening.
- Company logo on Gala dinner signage.
- The sponsor may provide a freestanding banner which will be positioned in a prominent location at the cultural evening (maximum size 2m high x 1m wide).
- Small table signs featuring the sponsor’s logo will be placed on the refreshment tables.
- Logo and 100 word profile in the final programme.

**WELCOME RECEPTION SPONSOR – (exclusive)**  
€ 40,000

The welcome reception is a fantastic opportunity for delegates, speakers, sponsors and exhibitors to network in a relaxed social environment. Your company will receive the following entitlements:

- Two complimentary tickets to the welcome reception.
- Company logo on welcome reception signage.
- The sponsor may provide a freestanding banner which will be positioned in a prominent location at the welcome reception (maximum size 2m high x 1m wide).
- Small table signs featuring the sponsor’s logo will be placed on the refreshment.
- Logo and 100 word profile in the final program**.

** Exposure in the congress publications is determined by confirmation of sponsorship prior to print deadlines. To maximise exposure, please confirm your participation by the earliest date possible.**
**CONGRESS LANYARDS - (exclusive)**  € 15,000

- The sponsoring company is responsible for the production of the lanyards.
- The sponsoring company will provide approximately 3,000 lanyards, on which the Congress and Sponsor’s logo will be displayed. The design of the lanyards needs to be approved by the organizers.

**CONGRESS BADGES - (exclusive)**  € 8,000

- A congress badge will be given to each conference participant.
- The conference and sponsor’s logo will be displayed on the badge.
- The sponsor’s logo will be included on the conference website.
- Acknowledgement in the sponsors’ list in the final program.

**For sponsorship package of lanyards + badges a 13% discount will be given:**  € 20,000

**CONGRESS VENUE – (exclusive)**  € 25,000

The congress venue is an amazing opportunity for companies to reach a higher exposure during the congress. Your company will receive the following entitlements:

- Four complimentary tickets to the welcome reception.
- Company logo on welcome reception signage.
- Exclusive branding for congress main stairs.
- Exclusive branding for flags and ads outside the congress venue.
- Logo and 100 word profile in the final program.
CONGRESS BAGS SPONSOR – (exclusive)  € 30,000

- Exclusive sponsorship of the congress bags.
- The company logo will be displayed on the congress bags.
- Sponsors will be acknowledged on the sponsor’s board on-site, the congress website and in the final programme.
- The design of the bag needs to be approved by the organizers.

INTERNET CAFÉ SPONSOR - (exclusive)  € 16,000

Delegates will be able to keep in touch with their office via the internet centre. The internet centre will be available for the exclusive use of congress delegates. The internet sponsor will receive the following entitlements and benefits:

- The sponsor may provide a freestanding banner which will be positioned in a prominent location at the internet centre (maximum size 2m high x 1m wide).
- Company corporate literature may be displayed at the internet center (sponsor to supply).
- Opportunity to place branded computer accessories such as mouse pads within the internet center (sponsor to supply).
- Opportunity to provide a branded screen saver to be loaded onto the internet center monitors.
- The sponsor’s website may be displayed as the home page on the internet center monitors.
- Logo and 50 word profile in the final programme**.

COFFEE SERVICE

Coffee will be served in the exhibition space during all morning and afternoon breaks on each day of the Congress sessions.

- Sponsorship of Coffee breaks: One day  € 5,000
- All meeting for 5 days  € 20,000

Sponsorship will be acknowledged as follows:

- Logo and 50 word profile in the final program.
- Significant branding at the Coffee breaks.
- Sponsor’s logo with hyperlink on Congress website.
MEDIA CENTRE SPONSOR - (exclusive)  € 8,000

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 media centre (maximum size 2m high x 1m wide).
- Company corporate literature may be displayed in the media center (sponsor to supply).
- Logo and 50 word profile in the final program.

MOBILE PHONE APPLICATION SPONSOR – (exclusive)  € 7,000

- The mobile phone application 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 onto their phones and then peruse the event schedule, view profiles on speakers, create their own schedule of what sessions and lectures they’ll attend, view floor plans and local maps, favorite which exhibitors they want to see and receive messages from the organizers. They can also share their schedules via Twitter and email with friends and colleagues.
- Put your brand in front of these Smartphone users every time they open the event app - before, during, and after the event. Your content displayed on the entire screen of the smartphone for at least 5 seconds as the application loads.

WEBSITE SPONSOR – (exclusive)  € 10,000

The congress website will be the hub of congress information providing delegates, sponsors, exhibitors and interested parties with ‘up to the minute’ information on the programme, exhibition, accommodation, tours and attractions. The website sponsor will receive the following entitlements:

- Company banner advertisements will appear on every page of the congress website (sponsor to supply artwork to the congress managers)
- Sponsors will be acknowledged in the final programme
- Logo and 50 word profile in the final programme

ISEB Student Cultural Activity  € 5,000

(Limited to the first 150 people only)

IAF MEMBERS LOUNGE SPONSOR (exclusive)  € 8,000

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 programme**.

**IAC PUBLICATIONS**

All sponsorships for publications include the following benefits:

- Sponsor logo as well as the link to your website on the IAF and IAC websites and mailings;
- Sponsor logo in the chosen publication (distributed to all attendees);
- Sponsor advertisements in the chosen publication.

**IAC Final Programme**

The Final Programme 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 programme.
Sponsorship opportunities for this publication start at € 2 000.

- Back Cover – € 10,000
- Inside Front Cover/Inside Back Cover - € 7,000
- Full Page Advertisement – € 6,000
- ½ Page Advertisement – € 2,000
- ¼ Page Advertisement - € 1,000

**IAC Pocket Guide**

The highly practical Pocket Guide is issued for a daily usage. It is a favourite of attendees, as they use it to navigate easily between the extensive range of sessions offered.
- Full Page Advertisement - € 5 000.

**Young Professionals Programme**

The IAF attaches great importance to the future workforce of tomorrow. For this reason many events during the IAC are specifically dedicated to the Young Professionals.
All Young Professional Programme include the following sponsorship benefits:

- Sponsor logo on the IAF and IAC websites and mailings;
- Sponsor logo in the Congress Final Programme (to be distributed to all attendees) and the selected event promotional material;
- Display of sponsor’s corporate logo on the screensaver and door signage;
- Display and distribution of sponsor’s promotional material;
- Verbal acknowledgement,
- Invitations for sponsor’s young professionals and representatives to attend the selected event (number of invitation TBD)
IPMC Young Professionals Workshop €3,000

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. Working in groups the nominated Young Professionals will produce a report from their perspective in the space sector, and complemented with the experience of the experts.

Additional sponsorship benefits:
- Inaugural speech and brief company presentation at the workshop;
- Branding of the coffee-break and lunch;
- Possibility to organise a cocktail reception or dinner;

Young Professional (YP) Networking Events €5,000

The IAF YP Programme is dedicated to developing the next generation of leaders in the international space community and comprises 3 networking events, including activities or panel discussion which are interesting for the YP community. These events take place before and during the IAC and are opened to all the Young Professionals registered at the Congress.

Additional sponsorship benefits:
- Inaugural speech and brief company presentation at the sponsored reception;
- Branding of the reception;

Young Professional Virtual Forums (YPVF) €3,000

The YPVFs were conceived to give the opportunity to Young Professionals who cannot attend the IAC to participate in an oral session “virtually”. By sponsoring the YPVF your company will be provided with the highest visibility to the participants worldwide, and will make a significant contribution to make the virtual forums available for young professionals internationally.

International Programme Committee (IPC) Cocktail Reception €2,000

The IPC General Meeting is the highlight of the IAC. From multiple space-related areas it brings together the brightest international minds, who constitute the technical programme for IAC 2014 and who come to celebrate the opening of the Congress. By sponsoring the IPC Cocktail Reception you will be able to put your company’s name and logo in front of world-renowned experts. Your support will bring your products and services to the attention of a highly targeted audience.

- Sponsor on the IAF and IAC websites and mailings;
- Sponsor logo in the Congress Final Programme (to be distributed to all attendees);
- Display of sponsor’s corporate logo on the screensaver and door signage;
- Display and distribution of sponsor’s brochures and promotional material;
- Verbal recognition at the opening address and sponsor’s welcoming speech;
- Invitations for company representatives to the selected event (Number of participants TBD)
IAC HOSTS SUMMIT AND DINNER  € 2,000

The IAC Hosts Summit provides a premier platform to share experiences and best practices for the implementation of the IAC. By sponsoring the IAC Hosts Summit and Dinner you will be able to display your organization at the forefront of international leading organisations.

- Sponsor on the IAF and IAC websites and mailings;
- Sponsor logo in the Congress Final Programme (to be distributed to all attendees);
- Display of sponsor’s corporate logo on the screensaver and door signage;
- Display and distribution of sponsor’s brochures and promotional material;
- Verbal recognition at the opening address and sponsor’s welcoming speech;
- Invitations for company representatives to the selected event (Number of participants TBD)
- Branding of the dinner;

GLOBAL NETWORKING FORUM (GNF)  € 6,000

The IAF Global Networking Forum is the perfect place and platform to showcase your organisation. Initially conceived in 2009 to be the platform where all IAF members could have a voice and organise their specific and targeted events, it has since then grown to become one of the highlight of the IAC. Last year in Beijing all events organised on the GNF were a great success.

The IAF has the pleasure to offer you the GNF again this year and to give you a unique opportunity to create the event you always wanted to see at the IAC. You will have the possibility to organise roundtables on prominent topics, networking events, receptions and anything else you might wish during the entire week of the Congress.

The GNF sponsorship opportunities include:

- Organisation of roundtable and panel with the support of the IAF Secretariat
- Organisation of networking events
- Organisation of social events (breakfasts, lunches, happy hours)
- Sponsor logo as well as the link to your website on the IAF and IAC websites and mailings;
- Sponsor logo in the Congress Final Programme (to be distributed to all attendees) and in the GNF promotional material;
- Display and distribution of sponsor’s promotional materials on site;
- Verbal acknowledgement and recognition at the IAF GNF inauguration;
- Branding of the GNF area (outside and inside walls);
- Preferential access to meeting rooms within the GNF area;
- Filming and reporting on all panels and roundtables organised on the GNF
**POSTER BOARDS**

The sponsoring will receive acknowledgement at the entrance to the poster area.

- Sponsor’s logo will be displayed on the poster header boards.
- Sponsor’s logo on Congress website.
- Acknowledgement on Sponsors’ Board on-site.
- Acknowledgement on Sponsors’ List in the Final Programme.

**PLASMA SCREEN ADVERTISEMENT**

(One advertisement slot, entire conference duration -5 days)

The Plasma Screen Advertisement opportunity allows you to grasp the attention of delegates during lunch and coffee breaks by displaying your company's marketing message on plasma screens positioned in prime locations across the convention center.

- The advertisement service will take place during the conference lunch and coffee breaks to maximize the sponsoring company's exposure to the delegates.
- The plasma screens will display the detailed scientific program during the program sessions.
- The plasma screens will be located outside every lecture room.
- The same advertisements will be shown simultaneously on all plasma screens.
- Advertisements may consist of moving images, flash animation, video, fixed text or image. All advertisements must gain prior approval from the ICI Secretariat.
- Each advertisement will be displayed for 30 seconds.
- Advertisement slots will be allocated on a first come, first served basis.

**PROFILE ON ROLL-UP BANNER**

Maximize brand recognition by placing your company profile or an advertisement on a roll-up banner in the entrance area of the Congress Center or in the Lobby of your headquarter hotel.

**PROMOTIONAL MATERIAL SPONSOR**

Inclusion of promotional material, such as leaflets and brochures, in the participants' Congress bags:

- One page (1 page = 1 double-sided sheet) in A4 format, in the congress bags (promotional material such as leaflets, brochures).

Please note that the material should be provided by the sponsor and must be approved by the secretariat (maximum size A4 and maximum 8 pages). Promotional material should be provided directly to the event site no later than one week before the event.
WRITING PAD & PEN SPONSOR – (exclusive)  € 3,000

This is an opportunity to provide each delegate with your branded writing pads and pens in the congress bag, providing your organization with exposure that exceeds the duration of the congress. Please note the writing pads & pens are to be supplied by the sponsor.

Entitlements:

- Writing Pads, provided by the sponsor, will be included in all delegate bags.
- Sponsor will be acknowledged in the final programme.

USB KEY SPONSOR (exclusive)  € 4,000

- Branded USB key to be provided by sponsor to be included in delegate bags.
- Sponsor will be acknowledged in the final programme.
- Sponsor’s logo on Congress website.
- Acknowledgement on Sponsors’ Board on-site.

MOOT COURT AND OTHER IISL ACTIVITIES – (exclusive)  € 20,000

The Host will, on a best efforts basis, provide all assistance requested by the IISL for the holding of the Manfred Lachs Moot Court Competition, the IISL Annual Dinner and other IISL activities during the IAC.

SPECIAL REQUESTS

We are aware that the Sponsorship of any of the above items may not suit your current marketing aims. In this case, we can present you with alternative offers which may be more suitable for you.

Please feel free to contact our Industry Manager to discuss your needs.
SPONSORSHIP CONTRACT APPLICATION FORM (Part 1)

Please complete the following information and return to the Exhibition Coordinator:

Paragon Group
Mr. Matan Madai
60A Medinat Hayehudim St.
4676652 Herzliya, Israel
Tel / Fax: 972-9-959-1035
Email: mmadai@paragong.com

We, the undersigned, express our wish to sponsor the items marked below in accordance with the terms described in the “Terms of Agreement" attached herewith.

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Contact Name</th>
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<tr>
<td>Address</td>
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<tr>
<td>Post/Zip Code</td>
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<tr>
<td>Country</td>
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<td>Email</td>
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<tr>
<td>Website</td>
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<td>Short company description (100 words)</td>
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* Name of the company - as you wish it to appear on all acknowledgments.

<table>
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<tr>
<th>Item</th>
<th>Price</th>
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SPONSORSHIP CONTRACT APPLICATION FORM (Part 2)

Name of Company: ________________________________

☐ Please send me a sponsorship contract and the invoice for the first 50% Method of Payment:

☐ Credit Card:

Credit card no.: __________________________________________________
Expiry Date: __________     Type of Card: _____________________
Name of card holder: __________________________________________________

☐ Bank Transfer:

Please make checks payable
Dan Knassim and Taaruchot Ltd.
60 Medinat Hayehudim St.
Herzelia
Israel

Details will be available in the invoice
Bank charges are the responsibility of the payee.
Signature and company stamp......................................... Date..............................

Cancellation policy
Cancellations will be accepted in writing only. A cancellation notice which must be received no later than 30 August 2015 will be subject to a 50% cancellation fee. Any cancellation notice received after 30 August 2015 will be subject to a 100% cancellation fee.

Terms and conditions
The terms and conditions of exhibiting are included in this prospectus. Please note that signing of the application form indicates acceptance of these terms and conditions.
INFORMATION FOR EXHIBITORS

A commercial and professional exhibition will take place during the congress period. All coffee breaks will be held in the exhibition area to maximize the exhibitor’s exposure.

Dates: 12 October – 16 October, 2015

Please note that the final exhibition set up, opening and dismantling schedule will be updated in the technical manual.

Description:

Raw Space Rental
Price: €500 per square meter with a minimum of 9 sqm.

Includes:

- Three Exhibitors’ badges for first 9 square metres and two badges for each additional 9 sqm
- 50-words company/product profile in the Final Program
- Link on the IAC 2015 website
- Cleaning of public areas and gangways
- The Congress mobile application and other electronic media.

Booth structures, furnishings etc. Varies Refer to SuKuniK Show Services manual

REDUCTIONS

IAF members - 15% discount will be given for IAF members. The price for IAF members will be €425 per square meter.

Academic Institutions - 50% discount will be given for academic institutions. The price for academic institutions will be €250 per square meter.

Please note that raw space rental does not include any furniture or stand cleaning. All these services and others will be available to order in the technical manual.

FLOOR PLAN

Exhibition space will be allocated on a first come first serve basis.

Please note that stand space/shell scheme rental does not include any furniture or stand cleaning. All these services and others will be available to order in the Technical Manual.
Booth Decorations

Exhibitors are forbidden to extend their booths into the thoroughfare or other areas which were not ordered and paid for by the exhibitor.

Allocation of Exhibition Space
Space allocation will be made on a “first come, first served basis.” A completed application form accompanied by advance payment should be mailed or faxed to ensure the reservation of a desired location. Upon the receipt of the application form with the payment, space will be confirmed and an invoice for the balance due will be mailed. Please note that three alternative choices should be clearly indicated on the application form. Space allocations will be made in the order in which the application forms with the payment have been received. Advance payment will be refunded if space is unavailable or if the space offered is not acceptable to exhibitors.

Exhibitor Registration

All exhibitors are required to be registered and will receive a badge displaying the exhibiting company name. Three exhibitor badges will be given for the first 9 sqm booked. For any additional 9 sqm, two exhibitors’ badges will be given.

Exhibition Technical Manual

A technical manual outlining all the technical aspects of the Exhibition will be sent 3 months prior to the Congress and will include the following:

☐ Technical details about the venue
☐ Final Exhibition details and information
☐ Contractor details
☐ Services available to exhibitors and order forms

Acknowledgements

Please note that all Sponsorship opportunities include:
☐ The publication of the Sponsors’ logos with hyperlinks on the Congress website
☐ Acknowledgement on the Sponsors' boards on-site
☐ Acknowledgement in the Sponsors' list in the Final Program
☐ Please forward your company logo (in eps 300dpi or JPG format) in both black and white and full color versions to mmadai@paragong.com
EXHIBITIONS CONTRACT APPLICATION FORM

Please complete the following information and return to:

Paragon Group  
Mr. Matan Madai  
60A Medinat Hayehudim St.  
4676652 Herzliya, Israel  
Tel / Fax: 972-9-959-1035  
Email: mmadai@paragong.com

We, the undersigned, express our wish to exhibit at the IAC 2015 conference with the terms described in the “Terms of Agreement” attached herewith.

*Name of Company  
Contact Name  
Address  
Post/Zip Code  
Country  
Telephone  
Fax  
Email  
Web site  
Short company description (50 words)

*Name of company – as you wish it to appear on all acknowledgments.

<table>
<thead>
<tr>
<th>Choice</th>
<th>Stand No.</th>
<th>Raw Space (€ 500 per 1 sqm)</th>
<th>No. of Square Meters</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Choice</td>
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<td>2nd Choice</td>
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<td>3rd Choice</td>
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☐ This is a provisional booking. Please hold for 14 days.

☐ Payment has been made by check/transfer; please forward me the final exhibiting confirmation and invoice

☐ Please send me a first deposit invoice for 50% of the total amount due.
Terms and conditions
The terms and conditions of exhibiting are included in this prospectus. Please note that signature of the contact application form indicates acceptance of these terms and conditions.

Name of Company: ________________________________

We have read the terms and conditions and agree to observe them and be bound by them.

Method of Payment:

☐ Credit Card:

Credit card no.: ____________________________________________
Expire Date: _____________ Type of Card: ____________________
Name of card holder: __________________________________________

☐ Bank Transfer:
Details will be available on the invoice.
Bank charges are the responsibility of the payee.

Signature and company stamp........................................ Date..............................

Cancellation policy
Cancellations will be accepted in writing only. A cancellation notice which must be received no later than 30 August 2015 will be subject to a 50% cancellation fee. Any cancellation notice received after 30 August 2015 will be subject to a 100% cancellation fee.

Terms and conditions
The terms and conditions of exhibiting are included in this prospectus. Please note that signature of the application form indicates acceptance of these terms and conditions.

Allocation of exhibition space
Space allocation will be made on a “first-come, first-served basis”. A completed contact application form accompanied by advance payment should be mailed / faxed to ensure reservation of a desired location.

Exhibitor registration
The package includes 4 exhibitor badges to be used for booth personnel.

Technical/exhibitor manual
A technical manual outlining all technical aspects of exhibiting will be circulated 3 months before the congress. It will include the following:
- Technical details about the venue, final exhibition details and information.
- Contractor details services available to exhibitors and order forms.