



Making space accessible
affordable to all countries

IAC 2016 SPONSORSHIP OPPORTUNITIES

67th IAC
International Astronautical Congress

September **26th-30th** 2016
Guadalajara, México



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GREETINGS FROM GUADALAJARA, MEXICO

The 67th International Astronautical Congress, one of the most important annual space events, in 2016 will take place in Guadalajara, Mexico, from 26 to 30 September and its theme will be “**Making Space Accessible and Affordable to all Countries**”.

The **Mexican Space Agency (AEM)** and the **International Astronautical Federation (IAF)** would be honoured to have you as an active player in the organisation and programme of the IAC 2016 in Guadalajara.

IAC 2016 is expected to attract more than 3000 participants. Thanks to its international based community, the IAC will provide the ideal platform for business and industry representatives to exchange ideas and to meet with renowned scientists and academicians worldwide.

All of the main space actors such as Space Agencies, Space Industries and Space Universities will gather in Guadalajara for the IAC and you shouldn't miss this perfect opportunity to prominently showcase your company to an international and heterogeneous community.

We invite you to take a look at the different sponsorship opportunities described in the following pages and to select the option that best suits your needs. Also, please do not hesitate to contact us directly if you wish to discuss any special requirements; we would be happy to arrange the best sponsorship package for you.

We are sure that your visit to Guadalajara and Mexico will be a fruitful and unforgettable experience.

CONGRESS INFORMATION

Dates

26 – 30 September 2016

Language

The official language of the Congress is English.

Standard Time

GMT -6 hours

The Congress venue, Expo Guadalajara, boasting close to 70,000 m² is located in the heart of the commercial district of Guadalajara, with 26,576 m² of exhibition space and more than 15,000 m² of meeting space. Expo Guadalajara is in the middle of the hotel area, 20 min. away from downtown and only 25 min. away from the airport. There are close to 3,000 hotel rooms within walking distance from Expo Guadalajara ranging from 1 to 5 stars, including the Hilton Hotel located across the street with its 450 rooms.

Guadalajara is the second most populous metropolitan area in Mexico, behind Mexico City. Guadalajara is the cultural centre of western Mexico, considered by most to be the home of Mariachi music and host to a number of large-scale cultural events such as the International Film Festival of Guadalajara and many more international renowned cultural events which draw international crowds. Guadalajara was named American Capital of Culture in 2005.



SPONSORSHIP OPPORTUNITIES AT A GLANCE

Below we list the sponsorship opportunities available to potential sponsors. We welcome the opportunity to customize a marketing package for you.

| Sponsorship Type | Number | Price |
|--|----------|--------------------|
| Opening Ceremony | 1 | € 30,000 |
| Welcome Reception Sponsor | 1 | € 40,000 |
| Gala Dinner | 1 | € 15,000 |
| Cultural Evening | 1 | € 15,000 |
| Congress Lanyards | 1 | € 20,000 |
| Congress Badges | 1 | € 15,000 |
| Congress Bags | 1 | € 30,000 |
| Internet Cafe Sponsor | 1 | € 15,000 |
| Coffee Service per day | Up to 5 | € 5,000 |
| Mobile Application Sponsor | 1 | € 15,000 |
| Wi-Fi Sponsor | 1 | € 15,000 |
| IAF Members Lounge Sponsor | 1 | € 10,000 |
| IAC Final Program Advertising | No Limit | € 1,000 - € 10,000 |
| Young Professional Programme | No Limit | € 3,000 - € 5,000 |
| Educators Professional Development Workshop | No Limit | € 1,000 |
| IPC Cocktail Reception | No Limit | € 2,000 |
| IAC Hosts Summit | No Limit | € 2,000 |
| IAF Global Networking Forum | No Limit | €5,000 - € 10,000 |
| Interactive Presentations | 1 | € 12,000 |
| LCD Screen Advertisement | No Limit | € 5,000 |
| Promotional Material in the Congress Bag | No Limit | € 2,000 |
| Writing Pads and Pens | 1 | € 3,000 |
| Proceedings USB Key | 1 | € 10,000 |
| Moot Court Competition and Other IISL Activities | No Limit | € 5,000 - € 25,000 |
| Special Requests and other opportunities | No Limit | TBD |

All prices quoted are inclusive of any VAT

NOTE:

For PLATINUM, GOLD and SILVER VIP Sponsorship opportunities, please contact directly Mr. Enrique Pacheco - Executive Director of the IAC2016. Email: IAC2016@aem.gob.mx Tel. +52 (55) 3691 1313



SPONSORSHIP OPPORTUNITIES IN DETAILS

OPENING CEREMONY - (EXCLUSIVE)

€ 30,000

The Opening Ceremony is the official kick-off of the IAC week and features a well-balanced mix of keynote speeches and artistic shows, making it one of the highlights of the IAC week.

- Exclusive right to brand the Opening Ceremony
- Opportunity to address the audience (3 minutes, topic to be approved by IAF and AEM)
- Two complimentary tickets to the Opening Ceremony
- Sponsor will be acknowledged on all IAC related publications and website

WELCOME RECEPTION – (EXCLUSIVE)

€ 40,000

The Welcome Reception is the first of a series of social events that happen during the IAC week and it is attended by all registered delegates, making it one of the highlights of the IAC week.

- Five complimentary tickets to the Welcome Reception
- Sponsor logo on all Welcome Reception signage and related publications
- The sponsor may provide a roll-up banner to be positioned in a prominent location at the Welcome Reception
- Sponsor will be acknowledged on all IAC related publications and website

GALA DINNER – (EXCLUSIVE)

€ 15,000

The Gala Dinner is the conclusive event of the IAC week and is always a good opportunity for delegates to enjoy a final evening together before the official end of the Congress.

- Five complimentary tickets to the Gala Dinner
- Company logo on Gala Dinner signage and related publications
- The sponsor may provide a roll-up banner to be positioned in a prominent location at the Gala Dinner
- Sponsor will be acknowledged on all IAC related publications and website

CULTURAL EVENING – (EXCLUSIVE)

€ 15,000

The Cultural Evening is a fantastic opportunity for delegates, speakers, sponsors and exhibitors to network in a relaxed social environment.

- Five complimentary tickets to the Cultural Evening
- Company logo on Cultural Evening signage and related publications
- The sponsor may provide a roll-up banner to be positioned in a prominent location at the Cultural Evening
- Sponsor will be acknowledged on all IAC related publications and website

CONGRESS LANYARDS – (EXCLUSIVE)

€ 20,000

A congress lanyard will be given to all conference participants, exhibitors, visitors and accompanying persons. The AEM will be look to have lanyards handmade by local communities in order to provide a social impact.



- Sponsor logo in display on the Congress Lanyard (specific designs to be approved by IAF and AEM)
- Sponsor will be acknowledged by its social contribution to the local communities, and a certificate will be presented for that.
- Sponsor will be acknowledged on all IAC related publications and website

CONGRESS BADGES – (EXCLUSIVE)

€ 15,000

A congress badge will be given to all conference participants, exhibitors, visitors and accompanying persons.

- Sponsor logo in prominent display on the Congress Badge (specific designs to be approved by IAF and AEM)
- Sponsor will be acknowledged on all IAC related publications and website

For sponsorship package of lanyards + badges a 10% discount will be given.

CONGRESS BAGS – (EXCLUSIVE)

€ 30,000

The Congress Bag will be distributed to all registered delegates and provides an incredible visibility to the sponsoring organization. The AEM will be look to have congress bag handmade by local communities in order to provide a social impact and at the same time provided a beautiful and functional souvenir to take home.

- Sponsor logo in prominent display on the Congress Bag (specific designs to be approved by IAF and AEM)
- Sponsor will be acknowledged by its social contribution to the local communities, and a certificate will be presented for that.
- Sponsor will be acknowledged on all IAC related publications and website

INTERNET CAFÉ – (EXCLUSIVE)

€ 15,000

The Internet centre will be available for the exclusive use of congress delegates and will be located in a central area of the Congress Venue.

- Sponsor may provide a roll-up banner which will be positioned in a prominent location at the internet centre
- Possible display and distribution of sponsor promotional materials in the area
- Sponsor screen-saver or video on all Internet Café PCs
- Depending on the availability other branding options might be offer
- Sponsor will be acknowledged on all IAC related publications and website

IAF MEMBERS LOUNGE SPONSOR – (EXCLUSIVE)

€ 10,000

The IAF Members Lounge is the area where all delegates affiliated to an IAF Member can enjoy some relaxing and quite time to work or have discussion. The best opportunity to increase your visibility within the IAF community.



- Sponsor logo on the entrance of the lounge and on the screen-savers on the lounge PCs
- Sponsor may provide a roll-up banner to be positioned in a prominent location in the Lounge (design to be approved by IAF)
- Depending on the availability other branding options might be offer
- Sponsor will be acknowledged on all IAC related publications and website

COFFEE SERVICE – (UP TO FIVE)

€ 5,000

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

Sponsorship of Coffee breaks for One day - € 5,000
 Sponsorship of Coffee breaks for Entire Congress - € 20,000

- Sponsor branding (details to be agreed upon with IAF and AEM) at the Coffee Area(s)
- Possible display and distribution of sponsor promotional materials in the area
- Sponsor will be acknowledged on all IAC related publications and website

MOBILE DEVICE APPLICATION – (EXCLUSIVE)

€ 15,000

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 and mobile devices users can download the app onto their device and then browse the event schedule, view profiles of speakers, create their own schedule of what sessions and lectures they'll attend, etc.

- Sponsor logo/banner on display on all screens of the app
- Sponsor will be acknowledged on all IAC related publications and website

WI-FI – (EXCLUSIVE)

€ 15,000

Sponsoring the Wi-Fi will ensure you reach out to the maximum number of people multiple time a day, guaranteeing you a great return on investment.

- Sponsor logo on the log-in page of the Wi-Fi
- Sponsor will be acknowledged on all IAC related publications and website

IAC PUBLICATIONS

€ 1,000 - € 10,000

IAC Publications offer the best option to reach out the all Congress delegates and ensure a broad scope of the marketing effort. All publications sponsorships the following benefits:

- Sponsor advertisements in the chosen publication
- Sponsor will be acknowledged on all IAC related publications and website

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.



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 ranges of sessions offered.

Full Page Advertisement - € 5 000.

IAC 2017 CALL FOR PAPERS

The IAC 2017 Call for Papers will already be distributed during the IAC 2016 to all attendees and provides an initial overview of the IAC 2017 Technical Programme.

Full Page Advertisement - € 3 000
½ Page Advertisement – € 1,500

YOUNG PROFESSIONALS PROGRAMME (YPP)

€ 3,000 - € 5,000

The IAF attached great value to the development of the young professional in the space sector and many organisations today share this view and understand the importance of reaching out to the future workforce. The YPP at the IAC offers your organization to do so in a friendly and stimulating environment.

All Young Professional Programme include the following sponsorship benefits:

- Sponsor logo on the door signage and screen-saver of the event
- Possible display and distribution of sponsor promotional materials in the area
- Verbal recognition
- Invitations for company young professionals and representatives to attend the selected event (number of participants to be agreed upon with the IAF)
- Sponsor will be acknowledged on all YPP related publications
- Sponsor will be acknowledged on all IAC related publications and website

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.

Additional sponsorship benefits:

- Inaugural speech and brief company presentation at the workshop
- Branding of the workshop coffee-break and lunch
- Possible organization of 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 and cocktail receptions, including activities or panel discussions, which are interesting for the YP community.

Additional sponsorship benefits:

- Inaugural speech and brief company presentation at the sponsored reception
- Branding of the event associated reception

GLOBAL TECHNICAL SESSIONS (GTS)

€ 3,000

The GTSs were conceived to give the opportunity to Young Professionals who cannot attend the IAC to participate in an oral session "virtually", but today their scope has been enlarged also to other communities. By sponsoring the GTS your company will be provided with the highest visibility to the participants worldwide.

EDUCATORS PROFESSIONAL DEVELOPMENT WORKSHOP

€ 1,000

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

- Sponsor logo on event signage
- Branding of the event coffee break and lunch
- Possible display and distribution of sponsor promotional materials in the area
- Invitations for company representatives to the selected event (number of participants to be agreed upon with the IAF)
- Sponsor will be acknowledged on all IAC related publications and website

INTERNATIONAL PROGRAMME COMMITTEE (IPC) COCKTAIL RECEPTION

€ 2,000

Sponsoring the IPC 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 event signage
- Possible display and distribution of sponsor promotional materials in the area
- Verbal recognition at the end of the IPC Meeting
- Possibility for a 2-minute speech at the beginning of the reception
- Invitations for company representatives to the selected event (number of participants to be agreed upon with the IAF)
- Sponsor will be acknowledged on all IAC related publications and website

IAC HOSTS SUMMIT AND LUNCH

€ 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 Lunch you will be able to display your organization at the forefront of international leading organisations.



- Sponsor logo on the door signage of the event
- Possible display and distribution of sponsor promotional materials in the area
- Verbal recognition at the opening address
- Invitations for company representatives to the selected event (number of participants to be agreed upon with the IAF)
- Branding of the lunch associated with the Hosts Summit meeting
- Sponsor will be acknowledged on all IAC related publications and website

INTERACTIVE PRESENTATIONS – (EXCLUSIVE)

€ 12,000

The Interactive Presentations will be displayed in a central area of the Congress Venue and the best 5 Presentations will be awarded during an official ceremony open to all IAC delegates.

- Sponsor logo will be displayed on all the Interactive Presentations screens
- Sponsor will be verbally recognized during the IPC General Meeting
- Sponsor will have the opportunity to give a 3-minute speech at the Interactive Presentations Award Ceremony
- Sponsor will be acknowledged on all IAC related publications and website

IAF GLOBAL NETWORKING FORUM (GNF)

€ 5,000–€ 10,000

One of the highlights of the IACs in the past few years, the IAF Global Networking Forum is the perfect platform to shape the event that you want to see at this year IAC. The Sponsor will have the opportunity to organise roundtables on prominent topics, networking events, receptions and other events during the entire week of the Congress. Content of all events has to be agreed upon and previously discussed with the IAF.

- Sponsor will be allocated a slot for its event during the IAC week (first come first served basis)
- The event description will be included in the GNF Programme as well as in the IAC Final Programme and Pocket Programme
- Hostess and IAF support available during the organization and the execution of the event
- Possible display and distribution of sponsor promotional materials in the GNF area
- Video, photo and report of the event will be provided to the Sponsor and will be published on the IAF website and social media
- Sponsor will be verbally recognized during the GNF Opening Event
- Sponsors will be acknowledged on all GNF related publications and website
- Sponsor will be acknowledged on all IAC related publications and website

LCD SCREEN ADVERTISEMENT

€ 5,000

The LCD Screen Advertisement opportunity allows you to grasp the attention of delegates during lunch and coffee breaks by displaying your company's marketing video on LCD screens positioned in prime locations across the Congress Venue.

- Video or content for the Plasma Screen(s) to be provided by the sponsor (content and duration to be agreed upon and approved by the IAF and AEM)



- Location of the LCD Screen(s) to be agreed upon with the IAF and AEM
- Sponsor will be acknowledged on all IAC related publications and website
- Advertisement slots will be allocated on a first come, first served basis.

PROMOTIONAL MATERIAL

€ 2,000

Inclusion of promotional material, such as leaflets and brochures (max 8 pages), in the participants' Congress bags.

- Leaflets or Brochure to be provided by the sponsor (content to be approved by the IAF and AEM)
- Leaflets or Brochure will be included in all delegate bags (approx. 3000)
- Sponsor will be acknowledged on all IAC related publications and website

WRITING PAD & PEN - (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.

- Writing Pads and Pen to be provided by the sponsor
- Writing Pads and Pen will be included in all delegate bags (approx. 3000)
- Sponsor will be acknowledged on all IAC related publications and website

PROCEEDINGS USB KEY - (EXCLUSIVE)

€ 10,000

The USB Keys containing the proceedings of the entire IAC 2016 Technical Programme is a great way of marketing your organization and ensuring that your promotion goes beyond the duration of the congress.

- IAC 2016 Proceedings will be uploaded on the USB Keys
- Branded USB key is to be provided by the sponsor (design to be agreed upon with the IAF and AEM)
- Branded USB will be included in all delegate bags (approx. 3000)
- Sponsor will be acknowledged on all IAC related publications and website

MOOT COURT COMPETITION AND OTHER IISL ACTIVITIES

€ 5,000 - € 25,000

The Moot Court competition and other IISL is a great way of marketing your organization supporting these activities. The IISL will offer additional benefits and also:

- Sponsor will be acknowledged on all IAC related publications and website



SPECIAL REQUESTS

We are aware that every organization has very specific needs in terms of Sponsorship and that the above-mentioned list might not be entirely comprehensive. We would like to encourage you to get in touch with us so that we can work together on the definition of the best package for you. We will be happy to accommodate your needs whenever possible.

| AEM - PCO | IAF | IAF |
|--|--|--|
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We, the undersigned, express our wish to sponsor the items marked below.

| | |
|--|--|
| Company Name (as you wish it to appear on all acknowledgments) | |
| Contact Name | |
| Address | |
| Post/Zip Code | |
| Country | |
| Telephone | |
| Email | |
| Website | |
| Short company description (100 words) | |



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 cardholder: _____

Bank transfer:

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 2016, will be subject to a 50% cancellation fee. Any cancellation notice received after 30 August 2016 will be subject to a 100% cancellation fee.

