Dear Sir/Madam

In the week of 25-29 September 2017 Adelaide will host the world’s largest space conference, the International Astronautical Congress (IAC) on behalf of the International Astronautical Federation (IAF) that is based in Paris.

We expect more than 3,000 delegates to attend, making IAC2017 the largest international conference ever held in Adelaide. Among the VIPs will be heads of the world’s major space agencies, astronauts, industry leaders and researchers.

The Space Industry Association of Australia (SIAA) is the formal Congress host and both the Commonwealth and State governments are strong supporters and important sponsors. The Lockheed Martin Corporation is the industry anchor sponsor.

The theme for IAC2017 is:

**-- Unlocking imagination, fostering innovation and strengthening security --**

We are planning to showcase Australian innovation across the board (not just space-related) to a very well-informed global audience. This is consistent with the current emphasis on innovation as a means to transform Australia’s 20th century industrial economy into an information-based 21st century economy. We also plan to emphasise the importance of education in the areas of Science, Technology, Engineering and Mathematics (STEM).

Hosting the IAC is, for space people, analogous to hosting the Olympic Games for sports people. The IAC has only been held in Australia once before, in 1998 in Melbourne. In the cycle of these events, we do not expect it to return until the 2030s.

IAC2017 is an exceptional opportunity for you to showcase the capabilities of your company, university or organisation. A prospectus is attached that offers a range of sponsorship opportunities and levels that we would like you to consider before selecting one that meets your requirements.

There is, at this early stage, flexibility in these arrangements and we are happy to consider ‘mix and match’ opportunities that better suit your needs than provided for by the templates as outlined in the prospectus. There is floorspace of 3000 sqm allocated for exhibitions throughout the IAC.

A point to consider is that payment can be spread across two or three financial years (FY2015-16, FY2016-17 and FY2017-18).

We see IAC2017 as an opportunity for you to showcase your capabilities, products and services to an informed audience with access to capital and global markets. With this in mind, we look forward to you becoming a sponsor/exhibitor at IAC2017.

The IAC2017 website has been launched and we propose to publicise the support of early sponsors of the Congress as a benefit of sponsorship.

If you have specific questions, please direct them, in the first instance to me.

I look forward to hearing from you. Sincerely

**Brett Biddington**
Chief Executive Officer
Local Organising Committee
IAC2017 Adelaide
The Congress will be held at the multi-award winning Adelaide Convention Centre, which has a global reputation for impeccable service and has put Adelaide on the map as one of the world’s best venues for conferences and exhibitions.

The Adelaide Convention Centre is located in the CBD of Adelaide, adjacent to the picturesque River Torrens and parklands and surrounded by trams, trains, buses, taxi ranks and ample car parking. A short stroll along the beautiful North Terrace boulevard places you in the heart of Adelaide city, where visitors can enjoy a perfect café latte by day or an award-winning local wine and cuisine by night.

**Congress Host City**

Adelaide Australia is described by Lonely Planet as “effortlessly chic” and rated in the top 10 cities of the world to visit (Lonely Planet 2014). Adelaide offers the benefits of an international metropolis without the inconvenience of a huge city. Its Mediterranean climate, ease of access, affordability, quality dining and accommodation, and excellent shopping options, are the reasons conference delegates regularly refer to Adelaide as “the perfect conference city”.

North Terrace, upon which the Adelaide Convention Centre is located, is home to many cultural and educational sites of note, including the universities of Adelaide and South Australia, the Botanic Gardens, Art Gallery, Museum and State Library. Your delegates will enjoy the local gourmet food and famed regional wines. They will experience fun social events and adventurous outings. The unique wildlife parks, clean beautiful beaches, vibrant cafés, great dining, riverboats and dolphin cruises make Adelaide a great family holiday destination.
Some of the activities to enjoy while visiting Adelaide include:

- Taking a winery tour of the Barossa Valley, Adelaide Hills or McLaren Vale regions; all of which are within an hour’s drive of the city-centre and produce some of the world’s best wines.
- Visiting the Adelaide Zoo and its famous pandas in the city centre, or Monarto Open-Plain Zoo, which is known as Australia’s “Little Africa”.
- Admiring the nation’s most comprehensive displays of indigenous culture at the SA Museum and seeing the nation’s finest collection of early European settlement art at the Art Gallery of SA, both located on North Terrace in the city.
- Taking a tram to historic sea-side Glenelg.
- Visiting the world famous Adelaide Central Markets, a foodie delight which is home to hundreds of stalls selling everything from fresh produce to cheese to chocolate and more!
- Hiring a free bike (complete with helmet and bike lock) to ride around the city.
- If you are staying longer, a visit to Kangaroo Island will provide a wonderful opportunity to experience kangaroos, koalas, seals and local produce.

For further ideas and general tourism information, please visit www.southaustralia.com.

Some background to Australia’s association with IAF

Interest in Adelaide hosting the IAC was first raised following the International Space University’s Summer Space Programme which was held in Adelaide in 2004. This led to the launch in Adelaide in 2010 of the ISU Southern Hemisphere Space Studies Programme which has been held each Australian summer at the University of South Australia.

Australia’s Commonwealth Scientific and Industrial Research Organisation (CSIRO) played host of the IAC in Melbourne in 1998, a Congress still considered fondly by delegates and sponsors.

In the past decade there has been persistent and increasingly well-informed discussion inside government and in the broader community about the need for Australia to be more actively involved in space matters.

Government initiatives since 2009 include:

- The establishment of a Space Policy Unit in the Department of Innovation, Industry, Science and Research (DIISR) which is acting as and being regarded around the world as a de facto space agency
- The creation of the Australian Space Research Programme (ASRP)
- The determination of the Commonwealth to establish a national space policy with investment plans for:
  - the collection, management and dissemination of Earth observation and for
  - national positioning infrastructure (to enable such things as precision agriculture and robotic mining).
- The National Broadband Network (NBNCo) acquired two communications satellites as part of the overall NBN system – mainly to serve remote and regional communities.
- The establishment of a Space Situational Awareness capability, in conjunction with the USA to track space objects including space debris.

The Space Industry Association of Australia is the peak space industry representative body in Australia. The support of the Government of South Australia in assisting Australia’s bid for 2015 and the ongoing project is gratefully acknowledged.
Program at a Glance
## Major Sponsor Benefits

<table>
<thead>
<tr>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
<th>Dinner Sponsor</th>
<th>Cultural Evening Sponsor</th>
<th>Welcome Reception Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Possibility to organise round tables on prominent topics, networking events and receptions as part of the GNF Programme</strong></td>
<td>60 minutes</td>
<td>45 minutes</td>
<td>30 minutes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Complimentary registration passes to the Congress</strong></td>
<td>Five</td>
<td>Three</td>
<td>Two</td>
<td>One</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Complimentary tickets to the Dinner</strong></td>
<td>Six</td>
<td>Three</td>
<td>Two</td>
<td>One</td>
<td>Ten</td>
<td></td>
</tr>
<tr>
<td><strong>Complimentary tickets to the Cultural Evening</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Two</td>
<td></td>
</tr>
<tr>
<td><strong>Complimentary tickets to the Welcome Reception</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Two</td>
<td></td>
</tr>
<tr>
<td><strong>Inclusion of sponsor’s session invitation in the Congress satchel</strong></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Verbal recognition from the Congress chair during the opening ceremony</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Inclusion of promotional material in each participant’s Congress satchel (insert to be provided by the sponsor)</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Full page advertisements in the final programme</strong></td>
<td>Two</td>
<td>One</td>
<td>One</td>
<td>1/2 Page</td>
<td>Two</td>
<td></td>
</tr>
<tr>
<td><strong>Priority in choosing the prime location of your advertisement in the final programme</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓ at the back</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Sponsors to be acknowledged on LOC nominated Congress signage, the Congress website, in the final programme and in all publications and communications</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Complimentary exhibit raw space in prime location</strong></td>
<td>54 sqm (6 x 9)</td>
<td>36 sqm (6 x 6)</td>
<td>18 sqm (6 x 3)</td>
<td>9 sqm (3 x 3)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Complimentary exhibitor passes</strong></td>
<td>Eight</td>
<td>Four</td>
<td>Two</td>
<td>Two</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Priority in choice of exhibition space and location</strong></td>
<td>First</td>
<td>Second</td>
<td>Third</td>
<td>Fourth</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>VIP seating at the Opening Ceremony</strong></td>
<td>Eight</td>
<td>Four</td>
<td>Two</td>
<td>One</td>
<td>Four</td>
<td></td>
</tr>
<tr>
<td><strong>Sponsorship of Young Professional and Students Events</strong></td>
<td>Three</td>
<td>Two</td>
<td>Two</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Company logo on sponsored function signage</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Free standing banner at sponsored function (provided by sponsor)</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Small table signs with sponsor’s logo placed on refreshment tables</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Logo and 100 word profile in the final programme</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
### Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Package Type</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
</table>
| **Platinum Sponsorship Package** | (Maximum of 4) 67,000 Euro | • The opportunity to organise round tables on prominent topics, networking events and receptions as part of the GNF Programme for 60 minutes  
  *Includes: hall rental fee, standard audio visual equipment and display table*  
  **Registration**  
  - 5 complimentary registration passes to the Congress  
  **Advertisement and Acknowledgement**  
  - Inclusion of sponsor’s session invitation in the participant’s Congress satchel  
  - Verbal recognition from the Congress chair during the official opening ceremony  
  - Inclusion of promotional material in the participant’s Congress satchel (insert to be provided by the sponsor)  
  - Two full page advertisements in the final programme with priority placement.  
  - Sponsors to be acknowledged on LOC nominated Congress signage, the Congress website, in the final Programme and in all publications and communications.  
  **Exhibition**  
  - Complimentary 54 sqm (6 x 9) exhibit raw space in prime location  
  - 8 Complimentary exhibitor passes  
  - First priority in choice of exhibition space and location  
  **Additional privileges**  
  - 8 VIP seats at the Opening Ceremony  
  - 6 complimentary tickets to the Gala Dinner  
  - Sponsorship of 3 Young Professional and Students Events |
| **Gold Sponsorship Package** | (Maximum of 5) 50,000 Euro | • The opportunity to organise round tables on prominent topics, networking events and receptions as part of the GNF Programme for 45 minutes.  
  *Includes: hall rental fee, standard audio visual equipment and display table*  
  **Registration**  
  - 3 complimentary registration passes to the Congress  
  **Advertisement and Acknowledgement**  
  - Verbal recognition from the Congress chair during the official opening ceremony  
  - Inclusion of promotional material in the participant’s Congress satchel (insert to be provided by the sponsor)  
  - Full page advertisement in the final programme with priority placement on the back page of the final programme  
  - Sponsors to be acknowledged on LOC nominated Congress signage, the Congress website, in the final Programme and in all publications and communications.  
  **Exhibition**  
  - Complimentary 36 sqm (6 x 6) exhibit raw space in prime location  
  - 4 Complimentary exhibitor passes  
  - Second priority in choice of exhibition space and location  
  **Additional privileges**  
  - 4 VIP seats at the Opening Ceremony  
  - 3 complimentary tickets to the Gala Dinner  
  - Sponsorship of 2 Young Professional and Students Events |
| **Silver Sponsorship Package** | (Maximum of 6) 33,500 Euro | • The opportunity to organise round tables on prominent topics, networking events and receptions as part of the GNF Programme for 30 minutes.  
  *Includes: hall rental fee, standard audio visual equipment and display table*  
  **Registration**  
  - 2 complimentary registration passes to the Congress  
  **Advertisement and Acknowledgement**  
  - Verbal recognition from the Congress chair during the official opening ceremony  
  - Inclusion of promotional material in the participant’s Congress satchel (insert to be provided by the sponsor)  
  - Full page advertisement in the final Programme  
  - Sponsors to be acknowledged on LOC nominated Congress signage, the Congress website, in the final Programme and in all publications and communications.  
  **Exhibition**  
  - Complimentary 18 sqm (6 x 3) exhibit raw space in prime location  
  - 2 Complimentary exhibitor passes  
  - Third priority in choice of exhibition space and location  
  **Additional privileges**  
  - 2 VIP seats at the Opening Ceremony  
  - 2 complimentary tickets to the Gala Dinner  
  - Sponsorship of 2 Young Professional and Students Events |
| **Bronze Sponsorship Package** | (Maximum of 10) 17,000 Euro | • 1 Complimentary registration pass to the Congress  
  **Advertisement and acknowledgements**  
  - Verbal recognition from the Congress Chair during the official opening ceremony  
  - Inclusion of promotional material in the participant’s Congress satchel (to be provided by the sponsor)  
  - 1/2 page advertisement in the final Programme  
  - Sponsors to be acknowledged on LOC nominated Congress signage, the Congress website, in the final Programme and in all publications and communications.  
  **Exhibition**  
  - Complimentary 9 sqm (3 x 3) exhibit raw space in prime location  
  - 2 complimentary exhibitor passes  
  **Additional Privileges**  
  - 1 VIP seat at the Opening Ceremony  
  - 1 complimentary ticket to the Gala Dinner |

Exposure to pre Congress event delegates including SGAC. **All Prices quoted are Exclusive of GST.**
Sponsorship Opportunities

Gala Dinner Sponsorship (Maximum of 2) 67,000 Euro
Your company will receive the following entitlements:

- A Complimentary table of 10 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
- Small table signs featuring the sponsor’s logo will be placed on the refreshment tables
- Inclusion of sponsors session invitation in the participants congress satchel
- Verbal recognition from the congress chair during the official opening ceremony
- Inclusion of promotional material in the participant’s congress satchel
- Two full page advertisements in the final programme with priority placement
- Sponsors to be acknowledged on LOC nominated congress signage, the congress website and in the final programme.

Cultural Evening – 33,500 Euro
Your company will receive the following entitlements:

- Two complimentary tickets to the cultural evening
- Company logo on cultural evening 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

Welcome Reception Sponsor – 40,000 Euro
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 tables
- Logo and 100 word profile in the final Programme

Congress Lanyards – 17,000 Euro
The sponsoring company to provide approximately 3,000 lanyards, on which the congress and Sponsor’s logo will be displayed.

The sponsoring company is responsible for the production of the lanyard.

Subject to Local Organising Committee approval and final design to be approved by the organisers.

Your Company will receive the following entitlements:

- 1 Complimentary delegate registration
- Sponsor will be acknowledged on LOC nominated congress signage, the congress website and in the final programme

Congress Name Badges – 8,000 Euro
A Congress name badge featuring the sponsors logo alongside the conference logo will be given to each conference participant.

Subject to Local Organising Committee approval and final design to be approved by the organisers.

Your Company will receive the following entitlements:

- Sponsor will be acknowledged on LOC nominated congress signage, the congress website and in the final programme

Congress Satchel Sponsor – 30,000 Euro
Exclusive sponsorship of the congress satchel featuring the sponsoring company logo alongside the Congress logo.

Subject to Local Organising Committee approval and final design to be approved by the organisers.

Your Company will receive the following entitlements:

- Sponsor will be acknowledged on LOC nominated congress signage, the congress website and in the final programme

Internet Centre and Charge Bar Sponsor – 16,000 Euro
Delegates will be able to keep their electronic devices constantly charged with access to the custom branded Charge Bar. The Charge Bar will be available for the exclusive use of Congress delegates. The Internet Centre and Charge Bar sponsor will receive the following entitlements and benefits:

- The sponsor may provide a freestanding banner which will be positioned in a prominent location within the lounge where the Charge Bar is located (maximum size 2m high x 1m wide)
- Company corporate literature may be displayed at the Charge Bar and Internet Centre (sponsor to supply)
- Opportunity to brand the Charge Bar panels with company signage
- Logo and 50 word profile in the final Programme
- 1 x Complimentary Delegate registration

GST: All prices above are GST Exclusive.

Special requests: We are aware that the sponsorship of any of the above items may not precisely suit your current marketing aims. In this case, we can present you with alternative and/or modified offers that may be more suitable. Please feel free to discuss these with the sponsorship representative.

*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.
Sponsorship Opportunities

**Sponsorship of Coffee breaks: One day**
6,500 Euro

**Sponsorship of Coffee breaks: All 7 days**
34,000 Euro

Sponsorship will be acknowledged as follows:
- Logo and 50 word profile in the final Programme
- Significant branding at the Coffee breaks
- Sponsor will be acknowledged on LOC nominated Congress signage, the Congress website and final Programme

**Media Centre Sponsor – 8,000 Euro**
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 centre (sponsor to supply)
- Logo and 50 word profile in the final Programme

**Mobile Phone App Sponsor – 10,000 Euro**
- The mobile phone 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 they want to see and receive messages from the organisers.
- Put your brand in front of delegates 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.

**IAF Members Lounge Sponsor – 8,000 Euro**
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
- Logo displayed on home screen of the computers located within the lounge.

**IAC Hosts Summit and Dinner - 2,000 Euro**
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 position 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) - 3,500 - 10,000 Euro**
The IAF Global Networking Forum is the perfect place and platform to showcase your organisation.
The GNF provides 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:
- An allocation of 30 minutes presentation time
- 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 on (outside and inside walls)
- Filming and reporting on all panels and roundtables organised on the GNF
- 30 and 60 minute packages can be negotiated.

**GST:** All prices above are GST Exclusive.

**Special requests:** We are aware that the sponsorship of any of the above items may not precisely suit your current marketing aims. In this case, we can present you with alternative and/or modified offers that may be more suitable. Please feel free to discuss these with the sponsorship representative.
Sponsorship Opportunities

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 $1,500 AUD
• Back Cover - 10,000 Euro
• Inside Front Cover/Inside Back Cover- 7,000 Euro
• Full Page Advertisement - 6,000 Euro
• ½ Page Advertisement - 2,000 Euro
• ¼ Page Advertisement - 1,000 Euro

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 Euro

Writing Pad and Pen Sponsor - 3,000 Euro
This is an opportunity to provide each delegate with your branded writing pads and pens in the Congress satchel, providing your organisation with exposure that exceeds the duration of the Congress. Please note the writing pads and pens are to be supplied by the sponsor.
• Entitlements:
  • Writing Pads, provided by the sponsor, will be included in all Congress satchel
  • Sponsor will be acknowledged in the final Programme

Interactive Presentations - 12,000 Euro
The sponsor will receive acknowledgement in the following formats:
• Sponsor’s logo on Congress website
• Acknowledgement on Sponsor’s Board on-site
• Acknowledgement on Sponsor’s List in the Final Programme
• Welcome screen with sponsors logo

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 Professionals Programme include the following sponsorship benefits:
• Sponsor logo on the IAF and IAC website 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 Euro
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 coffee break and lunch
• Possibility to organise a cocktail reception or dinner

Young Professionals Networking Reception - 5,000 Euro
The IAF Young Professionals (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 is 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

Global Technical Sessions (GTS) - 3,000 Euro
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 ensuring that the virtual forums are available for young professionals internationally.

GST: All prices above are GST Exclusive.
Special requests: We are aware that the sponsorship of any of the above items may not precisely suit your current marketing aims. In this case, we can present you with alternative and/or modified offers that may be more suitable. Please feel free to discuss these with the sponsorship representative.
Sponsorship Opportunities

Plasma Screen Advertisement
(One advertisement slot, entire conference duration - 5 days) - 5,000 Euro

The Plasma Screen Advertisement opportunity allows you to capture the attention of delegates during lunch and coffee breaks by displaying your company’s marketing 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 maximise the sponsoring company’s exposure to the delegates
• The plasma screens will display the detailed scientific programme during the programme sessions
• The plasma screen 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 and the IAF Secretariat
• Each advertisement will be displayed for 30 seconds
• Advertisement slots will be allocated on a first come, first served basis

Promotional Material Sponsor - 2,000 Euro

• Inclusion of promotional material, such as leaflets and brochures, in the participants’ Congress satchel:
  • One page (1 page = 1 double-sided sheet) in A4 format, in the Congress satchel (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 Congress organiser.

Proceedings USB Key Sponsor - 4,000 Euro

• Branded USB key to be provided by sponsor to be included in Congress satchel
• Sponsor will be acknowledged in the final Programme
• Sponsor’s logo on Congress website
• Acknowledgement on Sponsor’s Board on-site

GST: All prices above are GST Exclusive.

Special requests: We are aware that the sponsorship of any of the above items may not precisely suit your current marketing aims. In this case, we can present you with alternative and/or modified offers that may be more suitable. Please feel free to discuss these with the sponsorship representative.
All Occasions Group is a dynamic organisation established by Anne-Marie Quinn in 1998 to supply specialised Conference and Event Management Services. All Occasions Management provides a broad range of conference and event management, communication, marketing and travel services matched with a premium level of service, and a dedication to achieving and maintaining success.

All Occasions Group has managed a broad range of national and international events, for 50 delegates to 3500 delegates in diverse A-Z of locations. As a leading supplier, it is the belief that All Occasions Group’s knowledge, international experience, passion and enthusiasm are the essential ingredients required to successfully manage every conference.

All Occasions Management is a Certified Event Company (CEC). The primary role of the company is to work closely with the organising committee to deliver memorable, high quality and professional events. All Occasions Group are committed to providing professional advice, quality project management, guidance and leadership on every event. As a proud national company with a solid reputation for managing local, national and international conferences and events, and delivering domestic and international travel management services, it is a pleasure to be working with the IAC 2017 Local Organising Committee to deliver a Congress of the highest standard.

Contact Details:
Sheila Woodhart
Sponsorship and Exhibition Manager
12 Stirling Street
Thebarton SA 5031
T +61 8 8125 2216
M 0426 293 444
F +61 8 8125 2233
E sheila.woodhart@aomevents.com
Sponsorship and Exhibition Contract Application Form

Please complete the following information and return to the Congress Organiser:

**All Occasions Group**  
12 Stirling Street  
Thebarton SA 5031  
Australia  
**Tel:** +61 8 8125 2200  
**Email:** iac2017@aomevents.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>
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*Name of the company- as you wish it to appear on all acknowledgements.

**Sponsorship Opportunities**

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**Exhibition Opportunities**

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☐ This is a provisional booking. Please hold for 14 days

☐ Payment has been made by cheque/transfer/credit card; please forward me the final confirmation and invoice

☐ Please send me a first deposit invoice for 50% of the total amount due.  
Note: If you would prefer to make payment in Euro please contact the conference organiser.
Sponsorship and Exhibition Contract Application Form

Please complete the following information and return to the Congress Organiser:

All Occasions Group
12 Stirling Street
Thebarton SA 5031
Australia
Tel: +61 8 8125 2200
Email: iac2017@aomevents.com

Payment Details

Name of Company: 

☐ Credit Card:

Credit Card no.: 

Expiry Date: / 

Type of Card: 

Name of Card Holder: 

* Payments on credit card will incur a 2.8% surcharge for Visa and Mastercard, 3.6% for American Express and 4.95% for Diners. All debits to your credit card will appear as “All Occasions Management” on your statement.

☐ Bank Transfer:

Account Number: 10202481
BSB: 065-112
SWIFT Code: CTBAU25
Bank Name: Commonwealth Bank of Australia
Bank Branch: Hindmarsh
Branch Address: 230 Port Road, Hindmarsh, SA 5007

**Bank charges are the responsibility of the payee.

☐ Cheque:

Please make cheques payable to

Account Name: All Occasions Group Pty Ltd – Trust Account No. 6 – IAC2017

**Bank charges are the responsibility of the payee.

Signature ___________________________________________ Date ____________________________

Cancellation Policy
Cancellations will be accepted in writing only. A cancellation notice which must be received no later than 1 July 2017 will be subject to a 50% cancellation fee. Any cancellation notice received after 1 July 2017 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.

Please note that the final exhibition set up, opening and bump-out schedule will be updated in the Exhibitors Manual which will be provided 3 months prior to the Congress. Please send your Company biography, logo and insurance via email.
Exhibition Space Information:

Raw Space Rental
Price: $900 (AUD) per square metre with a minimum of 9 sqm (must be in denominations of 9 sqm).

Includes:
• Three Exhibitors’ registrations for the first 9 square metres and two Exhibitors’ registrations for each additional 9sqm.
• 50 words company/product profile in the Final Programme
• Link on the IAC 2017 website.
• Listing in the Congress mobile app and other electronic media.

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

Booth structures, furnishings and signage will need to be confirmed with the official exhibition contractor AEH.

Reductions
IAF members - 15% discount will be given for IAF members. The price for IAF members will be $765 (AUD) per square meter.
Academic Institutions - 50% discount will be given for academic institutions. The price for academic institutions will be $450 (AUD) per square metre.

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 9sqm booked. For any additional 9 sqm, two exhibitors’ registrations will be provided.

Exhibitor Manual
An Exhibitor 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
These terms and conditions constitute a contract between you (‘the Exhibitor/Sponsor’) and All Occasions Group Pty Ltd (ABN 44 109 863 514) (‘the Congress Organiser’) in relation to the sponsorship and/or use of exhibition space at the 68th International Astronautical Congress at the Adelaide Convention Centre in Adelaide, Australia from 25 to 29 September 2017 (‘the Congress’). By signing the application form you are indicating your acceptance of these terms and conditions. The expression ‘Exhibitor’ refers to an organisation using space in the Congress Exhibition.

Acceptance and Allocation
The Congress Organiser, reserves the right to accept or reject any application at its absolute and unfettered discretion with the return of any deposit paid in the event of a rejection. Sponsorship and exhibition packages, which may be limited in number, will be generally allocated in the order of the receipt of application forms. Allocation of sponsorship packages and booths regardless of the preference indicated, and alteration of the floor plan is at the discretion of the Congress Organiser, whose decision will be final.

Application and Payment
To apply for a sponsorship or exhibition package please contact iac2017@aomevents.com and specify the package required. An acceptance form will be sent to you to complete, along with a tax invoice for the deposit of 50%. On receipt of the completed form and 50% deposit, a confirmation letter will be sent outlining the exhibitor or sponsorship details. If the deposit is not received within 21 days of invoice, the package will be released for resale. Final payment of the remaining 50% is due by 1st March 2017 with a tax invoice to be sent to you. Should final payment not be received by 21 days after this date, the package will be released for resale and the deposit forfeited. As spaces are strictly limited, returning an Acceptance Form does not guarantee a place as a Sponsor/Exhibitor. You will be contacted with a confirmation letter to confirm your acceptance as a Sponsor/Exhibitor.

Cancellation Policy
Cancellations will be accepted in writing only. A cancellation notice which must be received no later than 1 July 2017 will be subject to a 50% cancellation fee. Any cancellation notice received after 1 July 2017 will be subject to a 100% cancellation fee.

Legal Responsibility
The International Astronautical Federation, the Space Industry Association of Australia, the Congress Organiser and the Adelaide Convention Centre (‘the Organisers’) accept no responsibility for any act, omission or other default on the part of the Exhibitor/Sponsor during or in connection with the Congress that results directly or indirectly in any loss, damage, personal injury or death. The Exhibitor/Sponsor agrees to indemnify the Organisers in respect of any claim and demands in respect thereof. The Exhibitor acknowledges that the Organisers are not responsible for any loss or damage to the Exhibitor’s property and that all Exhibitor material and equipment is the sole responsibility of the Exhibitor. The Organisers will not be liable for any indirect or consequential damages arising out of a breach of this Exhibition/Sponsorship contract. In the event that the Congress or Exhibition is cancelled or delayed through no fault of the Organisers, including but not limited to fire, flood, labor disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slowdowns or disputes, or other similar events then the Sponsor/Exhibitor shall not be entitled to any refund or any claim for any loss or damage.
Exhibitor registration

If you are an Exhibitor, the package includes 3 exhibitor passes, for the first 9 square meters, to be used for booth personnel. Two exhibitor passes for each additional 9 square meters will be allocated.

Exhibitor Manual

An Exhibitor Manual outlining all technical aspects of exhibiting will be circulated no later than 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.

Exhibitor Display Rules

- The Congress Organiser shall determine the hours during which the Exhibition shall be conducted and the hours of access for Exhibitors, including any variations of access times as may be necessary.
- The allocated exhibition booth must be staffed at all times during the exhibition and removal of any exhibition display must not commence until after the exhibition closes.
- All advertising material, such as banners, must be displayed within the designated booth area.
- Excessive noise that inconveniences other exhibitors or the congress must be avoided.
- Exhibitors must not obstruct aisles and walkways.
- While Exhibitors are encouraged to pursue novel methods of attracting people with their stand, practices disadvantaging other exhibitors or detracting from the Exhibition are not permitted.

Detailed Requirements and Due Dates:

- The Congress Organiser’s requirements regarding the artwork for logos and advertisements, specifications and delivery details for signage, arrangements for static display, delivery of satchel inserts or other arrangements will be sent to you in a confirmation letter at a later date with relevant due dates.
- Logos will be requested in both .jpg and .eps format, high resolution 300dpi. If logos in other formats are received, the Organiser are not responsible for the quality of the logos displayed in any of the promotional material.
- In the event that materials, information or artwork required by the Congress Organiser are not received by the designated due date, their use for their intended purpose cannot be guaranteed the Organisers are not responsible for any losses sustained as a result.
IAF Secretariat
3 Rue Marionikis
75015 Paris
France
Tel: +33 1 4567 4260
Email: info@iafastro.org

SIAA
c/- Nova Systems
27-31 London Road
Mile End, South Australia 3031
Australia
Email: contactus@spaceindustry.com.au