9-11 JUNE 2020
St. Petersburg, Russia

Sponsorship Kit
INTRODUCTION

The International Astronautical Federation (IAF) is pleased to present the Sponsorship Kit for the Global Space Exploration Conference (GLEX) 2020 that will take place in St. Petersburg, Russian Federation from 9 – 11 June 2020.

The Conference, co-organized by the International Astronautical Federation (IAF) and ROSCOSMOS, will bring together leaders and decision-makers within the science and human exploration community – engineers, scientists, entrepreneurs, educators, agency representatives and policy makers. The leaders in the field will converge in St. Petersburg to discuss recent results, current challenges and innovative solutions and it will contain several opportunities to learn about how space exploration investments provide benefits as well as discuss how those benefits can be increased through thoughtful planning and cooperation.

ROSCOSMOS and IAF are both committed to supporting the international relationships that enable exploration of outer space and are very enthusiastic to organize GLEX 2020. This Sponsorship Kit outlines the range of GLEX 2020 sponsorship and exhibition opportunities, do not miss the chance to showcase your company!

GLEX 2020 will consist of:

- an Opening Ceremony with prominent speakers;
- a Plenary Programme with panel discussions;
- Keynote Lectures;
- a Technical Programme with Sessions in several parallel technical streams;
- a Global Networking Forum (GNF) Programme;
- Small Space Exhibition;
- an attractive social and networking programme including a Welcome Reception and a Gala Dinner;
- a pre-conference Next Generation Seminar;
- post-conference cultural visits to landmarks sites of Saint Petersburg.
Founded in 1951, the International Astronautical Federation is the world’s leading space advocacy body with almost 400 members in 68 countries, including all leading space agencies, industries, research institutions, universities, societies, associations and institutes worldwide. Following its theme “A space-faring world cooperating for the benefit of humanity”, the Federation advances knowledge about space, fostering the development and application of space assets by promoting global cooperation. As organizer of the annual International Astronautical Congress (IAC), Global Conferences and other thematic meetings, the IAF actively encourages the development of astronautics for peaceful purposes and supports the dissemination of scientific and technical information related to space.

ROSCOSMOS, an IAF Member since 1993, is a State Corporation that was established to oversee and implement a comprehensive reform of the Russian space industry. State Space Corporation ROSCOSMOS ensures the implementation of the Russian government’s space program and its legal regulation. ROSCOSMOS is also placing orders for the development, manufacture and supply of space equipment and space infrastructure objects. The state corporation is also responsible for international space cooperation and tasked with setting the stage for the future use of results of space activities in the social and economic development of Russia.
CONGRESS INFORMATION

Dates
8 June 2020 – Next Generation Seminar
9 – 11 June 2020 – Conference
12 June 2020 – Cultural Visits

The Congress Venue
Tavricheskiy Palace
Shpalernaya Ulitsa, 47, St Petersburg, Russia, 191015

Language
The official language is English

Standard Time
GMT + 03:00

Website
Glex2020.org
# BRANDING AND SPONSORSHIP OPPORTUNITIES

## Premium Packages
- Anchor Sponsorship Package: Price on demand
- Platinum Sponsorship Package: 60,000 €
- Gold Sponsorship Package: 40,000 €
- Silver Sponsorship Package: 30,000 €

## Events and Catering
- Congress Lanyards: --
- Congress Badges: --
- Congress Bags: 15,000 €
- Promotional Materials in Congress Bags: 3,000 €
- IAF Global Networking Forum: 5,000 – 10,000 €
- Next Generation Seminar and Reception: 10,000 €
- Interactive Presentations: 10,000 €
- Welcome Reception: 12,000 €
- VIP Lunch: 10,000 €
- Gala Dinner: 15,000 €
- Coffee Breaks: 5,000 – 13,000 €

## Publications
- Final Programme Back Cover: --
- Final Programme Inside Front Cover: --
- Final Programme Inside Back Cover: --
- Final Programme Full Page Advertisement: 8,000 €
- Final Programme ½ Page Advertisement: 4,000 €
- Final Programme ¼ Page Advertisement: 2,000 €
- Exhibition Raw Standard Booth: 5,000 €

*Only part of Anchor Sponsorship Package
**Only part of Platinum Sponsorship Packages
PREMIUM PACKAGES

PLATINUM SPONSOR  60,000 €

Registration
• 6 complimentary registrations to the Congress

Advertisement and Acknowledgement
• Verbal recognition during the official Opening Ceremony
• 1 full page advertisement in the GLEX 2020 Final Programme:
  1 inside Front or Back Page in the Final Programme
• Prime visibility at the Conference Venue

Additional Privileges
• Sponsor to be acknowledged on all GLEX 2020 related publications, communications, and website
• Inclusion of sponsorship’s promotional materials in each participant Welcome bags (sponsor to provide insert)

GOLD SPONSOR  40,000 €

Registration
• 4 complimentary registrations to the Congress

Advertisement and Acknowledgement
• Verbal recognition during the official Opening Ceremony
• 1 full page advertisement in the GLEX 2020 Final Programme
• Prime visibility at the Conference Venue

Additional Privileges
• Sponsor to be acknowledged on all GLEX 2020 related publications, communications, and website
• Inclusion of sponsorship’s promotional materials in each participant Welcome bags (sponsor to provide insert)

SILVER SPONSOR  30,000 €

Registration
• 3 complimentary registrations to the Congress

Advertisement and Acknowledgement
• Verbal recognition during the official Opening Ceremony
• ½ page advertisement in the GLEX 2020 Final Programme
• Prime visibility at the Conference Venue

Additional Privileges
• Sponsor to be acknowledged on all GLEX 2020 related publications, communications, and website
• Inclusion of sponsorship’s promotional materials in each participant Welcome bags (sponsor to provide insert)
## SPONSORSHIP OPPORTUNITIES IN DETAIL

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Description of Benefits</th>
<th>Cost</th>
</tr>
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</table>
| **Conference Lanyards**<sup>*</sup>     | • Sponsor logo to be prominently featured on all GLEX 2020 lanyards  
• Sponsor logo on GLEX 2020 website, all GLEX 2020 publications and communications                                                                                                                                   | --      |
| **Exclusive**                            |                                                                                                                                                                                                                         |         |
| **Conference Badges**<sup>*</sup>       | • Sponsor logo to be prominently featured on all GLEX 2020 badges  
• Sponsor logo on GLEX 2020 website, all GLEX 2020 publications and communications                                                                                                                                   | --      |
| **Exclusive**                            |                                                                                                                                                                                                                         |         |
| **Conference Bags**                      | • Sponsor logo to be prominently featured on all GLEX 2020 bags  
• Sponsor logo on GLEX 2020 website, all GLEX 2020 publications and communications                                                                                                                                   | 15,000 €|
| **Exclusive**                            |                                                                                                                                                                                                                         |         |
| **Promotional materials in Congress Bags** | • Inclusion of promotional material, such as flyers and brochures, in the participants’ Congress bags.  
• Flyers or Brochure to be provided by the sponsor (content to be approved by the IAF)  
• Flyers or Brochure will be included in all delegate bags  
• Sponsor will be acknowledged on all GLEX 2020 related publications, communications and website                                                                                   | 3,000 € |
| **Multiple sponsorship opportunities**   |                                                                                                                                                                                                                         |         |
| **Welcome Reception**                    | • Branding of the Welcome Reception (upon availabilities)  
• Opportunity to address the audience  
• Distribution of Sponsor’s material during the Event  
• Sponsor logo on GLEX 2020 website, all GLEX 2020 publications and communications                                                                                                                                   | 12,000 €|
| **Exclusive**                            |                                                                                                                                                                                                                         |         |
| **Interactive Presentations**            | As an IP Award Ceremony Sponsor, you will receive the following benefits:  
• Logo shown on the IP screens  
• Logo and marketing message in the conference proceedings  
• 3-minute presentation during the Interactive Presentations Ceremony  
• Acknowledgement in all GLEX 2020 related publications and website                                                                                                                                                          | 10,000 €|
| **Exclusive**                            |                                                                                                                                                                                                                         |         |

*Only part of Anchor Sponsorship Package
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<tr>
<td><strong>Next Generation Seminar and Reception</strong></td>
<td>The Next Generation Seminar is dedicated to developing the next generation leaders in the international space community and comprises networking events and a cocktail reception, including activities or panel discussions, which are interesting for the YP community. These events take place before GLEX 2020.</td>
<td>10,000 €</td>
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<tr>
<td>Multiple sponsorship opportunities</td>
<td>Additional sponsorship benefits:</td>
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<td>• Inaugural speech and brief company presentation at the seminar and reception</td>
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<td>• Branding of the event associated reception</td>
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<td>• Acknowledgement on selected Congress signage, website, final program, in all promotional email blasts and in printed advertisements (if space allows)</td>
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<tr>
<td><strong>Global Networking Forum</strong></td>
<td>The IAF Global Networking Forum (GNF) is the perfect place and platform to showcase your organization. The Sponsor will have the opportunity to organize roundtables on prominent topics, networking events, keynotes and other events during the entire Congress. Content of all events has to be agreed upon and previously discussed with the IAF.</td>
<td></td>
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<tr>
<td>Multiple sponsorship opportunities</td>
<td>• Sponsor will be allocated a slot for its event during GLEX 2020 (first come first served basis)</td>
<td>5,000 € (30 min slot)</td>
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<td>• The event description will be included in the GNF Programme as well as in the GLEX 2020 Final Programme</td>
<td>8,000 € (45 min slot)</td>
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<td>• Hostess and IAF support available during the organization and the execution of the event</td>
<td>10,000 € (60 min slot)</td>
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<td>• Possible display and distribution of sponsor promotional materials in the GNF area</td>
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<td>• Sponsor will be verbally recognized during the GNF Opening Event</td>
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<td>• Sponsors will be acknowledged on all GNF and GLEX 2020 related publications and website</td>
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| Gala Dinner              | • Company logo on Gala Dinner signage  
• 3 minutes welcome address at the Gala Dinner  
• Sponsor may provide a freestanding banner to be positioned in a prominent location at the Gala Dinner  
• Sponsor logo on printed menus  
• 2 executive seats at VIP reserved table                                                                                                                   | 10,000 € |
| VIP Lunch                | Sponsoring the GLEX 2020 Lunch will allow your company to be recognized in front of a crowd of high-level representatives of all major space actors.  
• Sponsor logo on the door branding / signage of the event  
• Possible display and distribution of sponsor promotional materials in the area  
• Possibility for a keynote address/presentation at beginning of lunch  
• 2 executive seats at VIP reserved table  
• Sponsor will be acknowledged on all GLEX 2020 related publications and website                                                                                   | 8,000 € |
| Coffee Breaks            | Coffee and tea will be served on each day during all morning and afternoon session breaks  
• Sponsorship of Coffee breaks for One day - € 5,000  
• Sponsorship of Coffee breaks for Entire Conference (3 days) - € 13,000  
• Sponsor logo displayed on the coffee area branding  
• Sponsor will be acknowledged on all GLEX 2020 related publications and website                                                                                      | 5,000 € - 13,000 € |
ADVERTISEMENTS

GLEX 2020 Publications offer the best option to reach out 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 GLEX 2020 related publications and website

**GLEX 2020 Final Programme**

The Final Programme will be distributed to all attendees, and is the definitive guide to all Plenaries, GNF and general congress activities and information. Advertising spaces of different sizes are available for sponsors of the final program.

- Full Page Advertisement – € 6,000
- Half Page Advertisement – € 2,000
- ¼ Page Advertisement – € 1,000

**Advert size specifications:**

- **A4 Full page with bleed (5 mm all round):**
  Trim Area: 210 mm (w) x 297 mm (h)
  With 5 mm Bleed all round: 220 mm (w) x 307 mm (h)
  Safe Type/text area: 184 mm (w) x 271 mm (h)

- **Half page Horizontal Floating – no bleed:**
  Advert size: 200 mm (w) x 141 mm (h)
  Safe Type/text area: 184 mm (w) x 125 mm (h)

- **¼ page Horizontal Floating – no bleed:**
  Advert size: 97 mm (w) x 141 mm (h)
  Safe Type/text area: 81 mm (w) x 125 mm (h)
EXHIBITION

GLEX 2020 will be hosting a small exhibition, giving the opportunity to organizations to present products and services as well as giving the opportunity to interact with key decision makers and new potential partners.

The Exhibition area will be located in a prominent area of the Congress Venue (Tavricheskiy Palace), where a high circulation of delegates is ensured.

Exhibition booth details

- Booth 1m50 x 3m – € 5,000 (raw space)
- Company profile on the GLEX2020 official printed Final Programme and all related publications, App and Website.

Please note: the costs of the booth is equivalent to the raw space. The booth build up is not included in the price.
SPECIAL REQUESTS AND OTHER OPPORTUNITIES

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.

For special requests, please contact:
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