



GLIC 2015

GLOBAL SPACE
INNOVATION
CONFERENCE



23 - 25 June 2015
Munich Residence Palace, Germany



www.glic2015.org



*From Government Programs
To Entrepreneurial Actions*

Sponsorship and Exhibition Prospectus

Organised by:





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GLOBAL SPACE INNOVATION CONFERENCE 2015

“From Government Programmes to Entrepreneurial Actions”

Welcome to the **GLOBAL SPACE INNOVATION CONFERENCE (GLIC 2015)**

The conference is the latest in the IAF’s highly successful thematic “Global Series” conferences, which began with the Global Lunar Conference (GLUC) in 2010 (Beijing, China), followed by the Global Exploration Conference (GLEX) in 2012 (Washington, US), and the Global Space Applications Conference (GLAC) in 2014 (Paris, France).

The primary goal of the GLIC-2015 is to provide to governments, space agencies, industries and entrepreneurs a forum for exchange of experiences in innovation management and technology transfer.

GLIC-2015 will be a networking event that highlights, investigates and discusses the key factors that enable successful space industry innovation and technology transfer to entrepreneurs. The conference will feature prominent individuals from the international space field as speakers and panelists discussing the major influencing dimensions of entrepreneurship and new venture creation.

GLIC 2015 is a high-level conference featuring prominent keynote speakers, an exhibition and six thematic plenary panel sessions:

Panel 1. The View From Entrepreneurs

Panel 2. Socioeconomic Environment for Entrepreneurs

Panel 3. Entrepreneurial Education and Training

Panel 4. Non-Financial Assistance for Venture Creation

Panel 5. Financial Support for Venture Creation

Panel 6. Policies and Laws for Entrepreneurship

A Results and Recommendations session will summarise the findings of the panels.

GLIC 2015 will also offer an attractive Opening Ceremony and interesting social programme with plenty of networking opportunities.

Please see the GLIC 2015 website for additional information on the Conference: www.glic2015.org.



GLIC 2015 is co-organized by the:

- Bavarian Ministry of Economic Affairs and Media, Energy and Technology
- German Aerospace Center (DLR)
- European Space Agency (ESA)
- The International Astronautical Federation (IAF)

The GLIC 2015 IPC Co-Chairs

- For the Bavarian Ministry of Economic Affairs and Media, Energy and Technology: **Joerg Feustel-Buechl**, Advisor;
- For DLR: **Gerd Gruppe**, Member of Executive Board, German Space Administration, and **Hansjoerg Dittus**, Member of Executive Board, Space Research and Technology;
- For ESA: **Frank Salzgeber**, Head of Technology Transfer Programme Office;
- For the IAF: **Ken Davidian**, Chairman of the IAF Investment and Entrepreneurship Committee.

The GLIC 2015 Organising Committee:

- For the Bavarian Ministry of Economic Affairs and Media, Energy and Technology: **Peter Seige**, Advisor.
- For DLR: **Gerd Gruppe**, Member of Executive Board, German Space Administration, and **Hansjoerg Dittus**, Member of Executive Board, Space Research and Technology;
- For ESA: **Karlheinz Kreuzberg**, Head of Director-General's Cabinet;
- For the IAF: **Andrea Boese**, IAF Vice-President, and **Christian Feichtinger**, Executive Director.

THE CONGRESS VENUE

The venue for the Global Space Innovation Conference is the historic Munich Residence or 'Residenz'. The Residenz is the largest city palace in Germany and is today open to visitors for its architecture, room decorations, and displays from the former royal collections. The complex of buildings contains ten courtyards and displays 130 rooms.



The GLIC Conference will take place on the Residence First Floor, all Plenaries taking place in the Max-Joseph Room and the exhibition being located in the Theatiner Gang and in the foyer in front of the Max-Joseph Room.

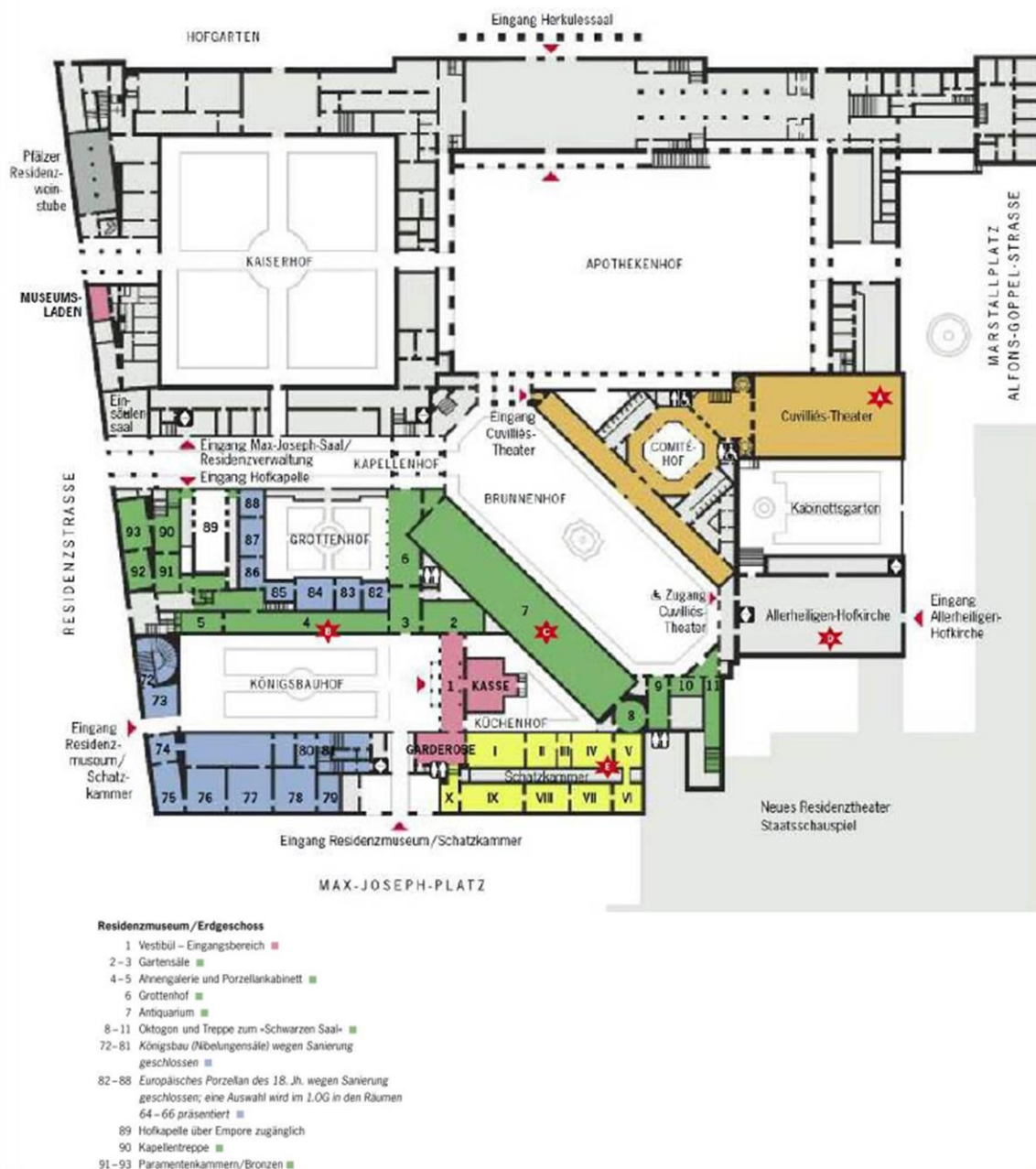




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FLOOR PLANS

Residence Ground Floor

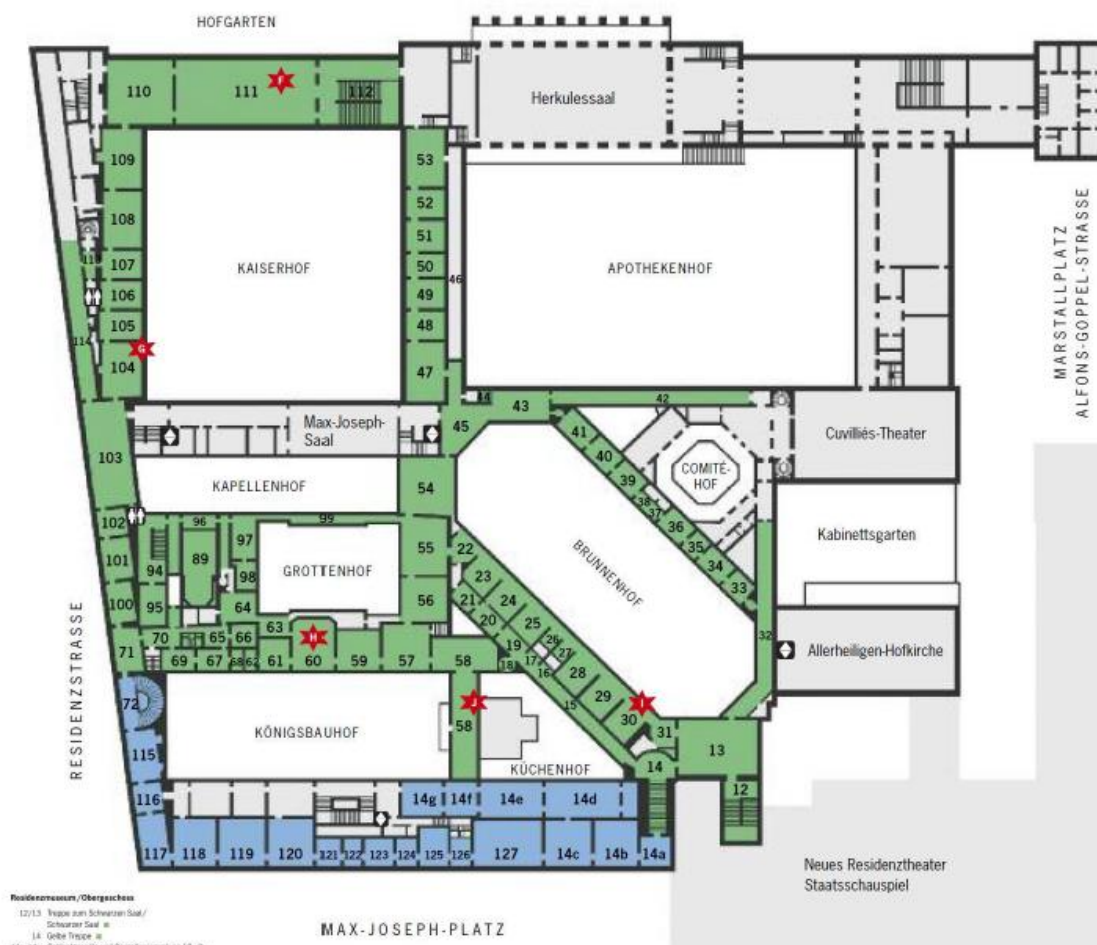


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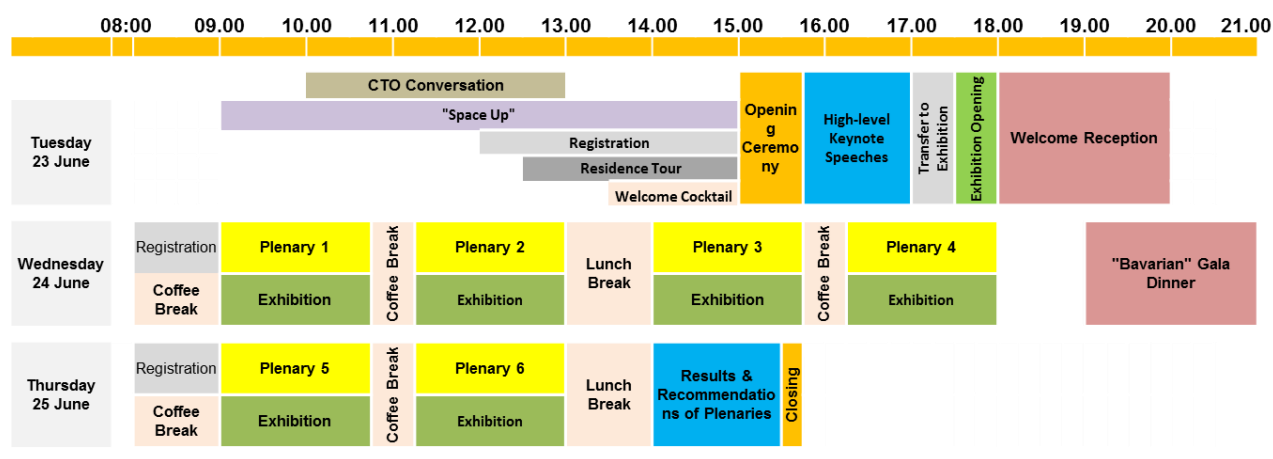
Residence First Floor



Residenzmuseum / Obergeschoss

- 12/13 Treppe zum Schwarzen Saal / Schwarzer Saal
- 14 Gelbe Treppe
- 14a-14g Schlachtersäle und Porzellan-Sammlung 19. Jh. wegen Sanierung geschlossen
- 19-20 Österreichisches Porzellan
- 21 Meublieren-Sammlung / Hofboden
- 22-31 Karlsruherzimmer
- 32 Alleenkammer
- 33-41 Hofgarten und Chinesischer Pavillon
- 42-46 Chinesischer Pavillon und Weiße Treppe
- 46-53 Theaterzimmer
- 54 St. Georg-Pavillon / Hofgarten-Sammlung
- 55-62 Rote Zimmer von Großer Galerie und Meublieren-Sammlung
- 63-64 Chinesischer Pavillon und Carillon
- 64-66 Ausstellung „Medien – Porzellan – Stille“ Porzellan-Sammlung des 18. Jh. / Sommerzimmer
- 67-69 Pfälzische Zimmer
- 70-71 Gelber Saal
- 72 Königin-Mutter-Treppe wegen Sanierung geschlossen
- 94 Kaiserhof-Treppe
- 95 Kaiserhof-Kammer
- 96/99 Empore der Hofkapelle
- 97-98 Vorraum und Rote Kapelle
- 99 Grotte
- 100-103 Silberkammer und Hofkassensaal
- 104-109 Ständezimmer
- 110-112 Versammlungssaal / Kaisersaal / Kaiserhof
- 113-114 Theatergang
- 115-117 Königsaal-Sammlung wegen Sanierung geschlossen

GLIC 2015 AT A GLANCE



GLIC 2015 GENERAL INFORMATION

Dates

23 – 25 June, 2015

Language

The official language of the Congress is English.

Website

www.glic2015.org

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.

Standard Time

GMT +1 hours



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SPONSORSHIP and EXHIBITION OPPORTUNITIES AT A GLANCE

Below we list the sponsorship opportunities available for GLIC 2015. We welcome the opportunity to customize a marketing package best suit your organisation's needs.

Sponsorship Type	Number	Price
Platinum Sponsorship	1	€ 25,000
Gold Sponsorship	2	€ 20,000
Silver Sponsorship	3	€ 15,000
Opening Ceremony	1	€ 10,000
Bavarian Gala Dinner	2	€ 5,000
Congress Lanyards	1	€ 5,000
Congress Badges	1	€ 5,000
Congress Bags	1	€ 5,000
Welcome Cocktail	1	€ 5,000
One Coffee Service	1	€ 1,000
Coffee Service for the entire event	1	€ 4,000
GLIC 2015 Final Programme	No Limit	€ 500 – 4,000
Website Sponsor	1	€ 5,000
Promotional Material in Congress Bags	No Limit	€ 2,000
Writing Pad & Pen Sponsor in Congress Bags	1	€ 3,000
Exhibition Booth Standard	13	€ 5,000
Exhibition Booth Plus	3	€ 6,000

All prices quoted are inclusive of VAT



SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSORSHIP PACKAGE – (exclusive)

€ 25,000

■ **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).
- One full page advertisement 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 exhibit booth.
- First 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.

GOLD SPONSORSHIP PACKAGES – (maximum 2)

€ 20,000

■ **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.
- Sponsors will be acknowledged on the sponsor's board on-site, the congress website and in the final programme.



■ Exhibition

- Complimentary exhibit booth.
- Second priority in choice of exhibition space and location.

■ Additional privileges

- 3 full VIP seating at the Opening Ceremony.
- 2 full complimentary tickets to the Gala Dinner.

SILVER SPONSORSHIP PACKAGES – (maximum 3)

€ 15,000

■ Registration

- 1 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 exhibit booth.
- 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.

OPENING CEREMONY - (exclusive)

€ 10,000

- Exclusive right to brand the Opening Ceremony –
- Opportunity to address the audience (3 minutes, subject to the approval of the Congress Organizing Committee)

Bavarian GALA DINNER SPONSORSHIP – (maximum 2)

€ 5,000

- 3 complimentary tickets to the Gala dinner.
- Company logo on Gala dinner signage.



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- 3 minutes welcome address at the Gala Dinner.
- 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.

CONGRESS LANYARDS - (exclusive)

€ 5,000

- The sponsoring company is responsible for providing the logo to the GLIC organisers.
- The logo will be prominently featured on all 350 lanyards at the Congress.
 - The sponsor's logo will be included on the conference website.
 - Acknowledgement in the sponsors' list in the final program.

CONGRESS BADGES - (exclusive)

€ 5,000

- 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 special offer will be given : €8,000**

CONGRESS BAGS SPONSOR – (exclusive)

€ 5,000

- 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.

WELCOME COCKTAIL

€ 5,000

- Sponsorship of the welcome cocktail on 23r June from 13:30 to 15:00
- All Congress delegates and VIP will gather during the welcome cocktail before the prominent opening ceremony
- 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.

COFFEE BREAKS and LUNCH BREAKS

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



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- Sponsorship of 1 Coffee break € 1,000
- Sponsorship of all Coffee Breaks € 4,000

Sponsorship of 1 Lunch Break € 2,000

Sponsorship of the 2 Lunch Breaks € 3,000

Sponsorship will be acknowledged as follows:

- Logo and 50 word profile in the final program.
- Significant branding at the Coffee and Lunch breaks.
- Sponsor's logo with hyperlink on Congress website.

GLIC 2015 FINAL PROGRAMME

- Sponsor logo as well as the link to sponsor website on the IAF and GLIC websites;
- Sponsor logo in the GLIC Final Programme (distributed to all attendees);
- Sponsor advertisements in the Final Programme.

Sponsorship opportunities for the final programme start at € 500.

- Back Cover – € 4,000
- Inside Front Cover/Inside Back Cover - € 3,000
- Full Page Advertisement – € 2,000
- ½ Page Advertisement – € 1,000
- ¼ Page Advertisement - € 500

WEBSITE SPONSOR – (exclusive)

€ 5,000

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

PROMOTIONAL MATERIAS IN CONGRERSS BAG

€ 2,000

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

- Promotional material such as leaflets, brochures and USB keys will be put in the congress bags distributed to all delegates
- Please note that the material should be provided by the sponsor and must be approved by the congress organiser (maximum size A4 and maximum 8 pages).



WRITING PAD & PEN IN CONGRESS BAGS– (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.

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

Giulia Maria Berardi
IAF Projects Manager
giuliamaria.berardi@iafastro.org
+33 1 80 05 24 31

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.

For additional information or to discuss a specific sponsorship opportunity, please contact:

Giulia Maria Berardi
IAF Projects Manager
giuliamaria.berardi@iafastro.org
+33 1 80 05 24 31



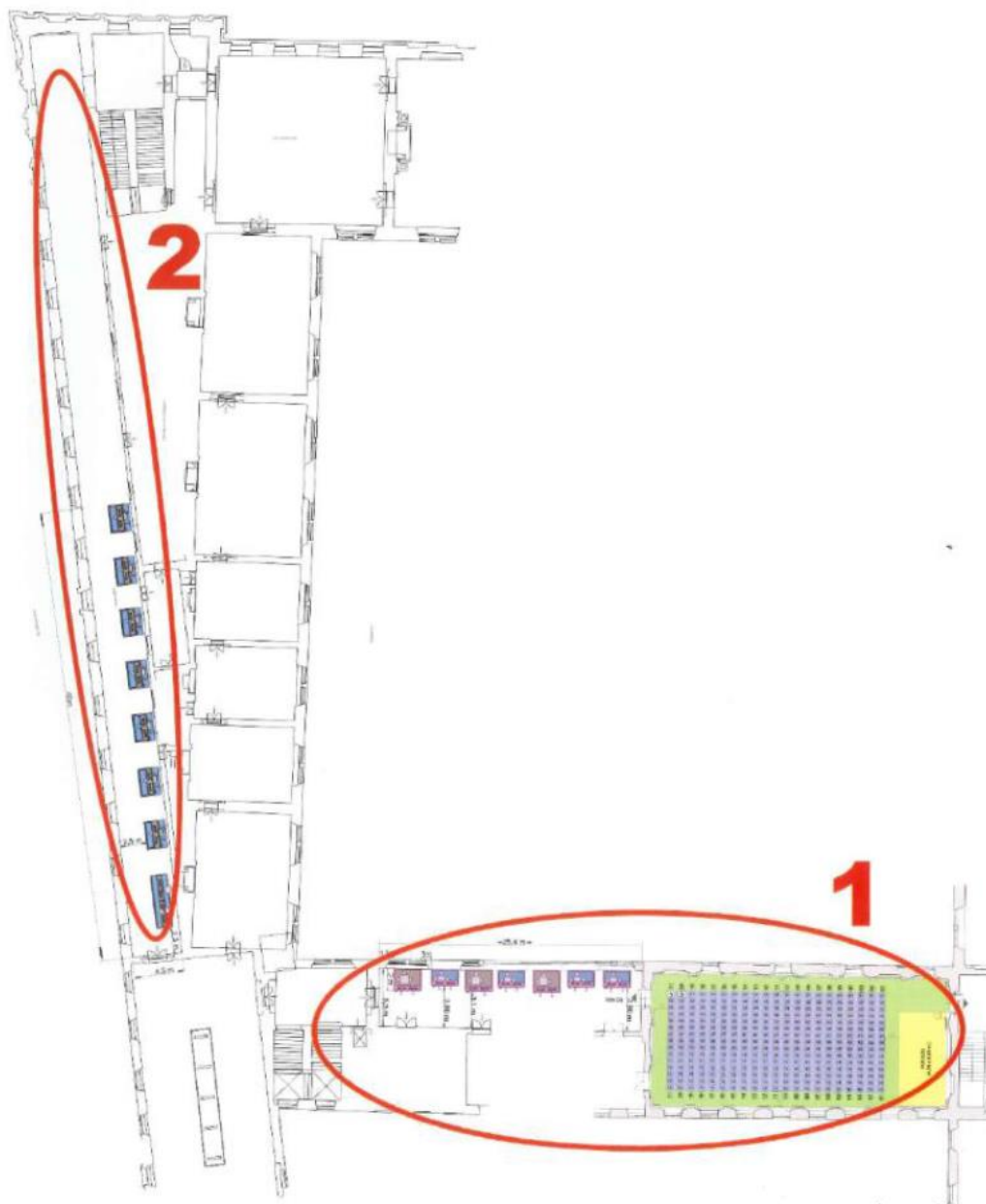
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INFORMATION FOR EXHIBITORS

A small exhibition will take place during the GLIC 2015.

All coffee breaks will be held in the exhibition area to maximize the exhibitor's exposure.

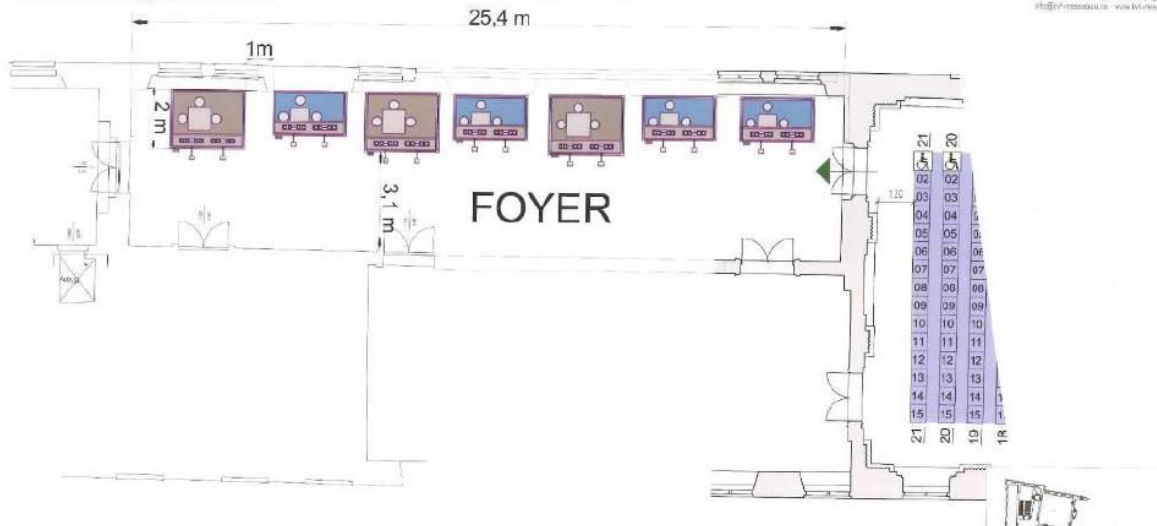
FLOOR PLANS





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Conference venue - Foyer Max-Joseph-Saal



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Michael Kutsche, King 1 - 1000000
info@kutsche.de - www.kutsche.de

BOOTH TYPES, LOCATION AND AVAILABILITY

Foyer (see area 1 in the floorplans):

- ✓ 3 booths Type 3
- ✓ 4 booths Type 2.

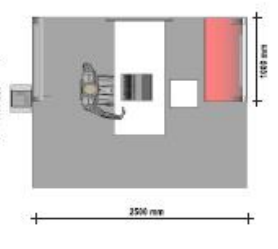
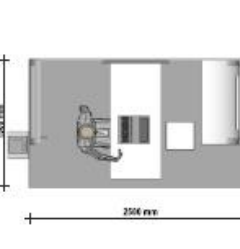
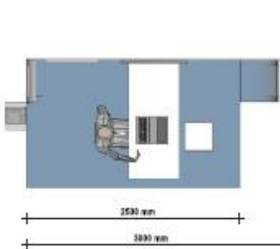
Theatriner Gang (see area 2 in the floorplans):

- ✓ 9 booths Type 1.

Typ 1:
9 x Theatriner Corridor

Typ 2:
4 x Max-Joseph-Hall foyer

Typ 3:
3 x Max-Joseph-Hall foyer





ALL BOOTHS AND EXHIBITION PACKAGES ARE INCLUSIVE OF:

- 1 cabinet with lockable Door,
- 1 bridge table ,
- 2 bar stools ,
- 1 Caddies Din A1,
- Wall plate color tbd by exhibitors (a variety of film colors possible)
- LED lighting
- Power distribution,
- 1 Exhibitors panel with Lettering
- A 32 " monitor
- Two Exhibitors' badges per booth
- 50-words company/product profile in the Final Program
- Link on the GLIC 2015 website
- Cleaning of public areas and gangways

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

PRICE

- ✓ **€ 5 000** for the Type 1 and Type 2
- ✓ **€ 6 000** for Type 3.

USEFUL INFORMATION

- Exhibition space will be allocated on a first come first serve basis.
- All exhibitors are required to be registered and will receive a badge displaying the exhibiting company name.

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



EXHIBITIONS CONTRACT APPLICATION FORM

Please complete the following information and return to:

Giulia Maria Berardi

IAF Projects Manager

giuliamaria.berardi@iafastro.org

+33 1 80 05 24 31

Name of Company	
Contact Name	
Address	
Post/Zip Code	
Country	
Telephone	
Fax	
Email	
Web site	
Short company description (50 words)	
Booth Choice	<input type="checkbox"/> Type 1 <input type="checkbox"/> Type 2 <input type="checkbox"/> Type 3

TERMS AND CONDITIONS

The terms and conditions of exhibiting are included in this prospectus.

A completed application form accompanied by advance payment (20% of total 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. Space allocations will be made in the order in which the application forms with the payment have been received.

We, the undersigned, express our wish to exhibit at the GLIC 2015 conference.

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.: _____

Expiry 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 15 May 2015 will be subject to a 20% cancellation fee. Any cancellation notice received after 15 May 2015 will be subject to a 100% cancellation fee.