



69TH INTERNATIONAL ASTRONAUTICAL CONGRESS BREMEN 2018

1 - 5 OCTOBER 2018 | GERMANY

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PROSPECTUS

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69TH INTERNATIONAL
ASTRONAUTICAL CONGRESS
BREMEN | 1-5 OCTOBER 2018



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GREETINGS FROM BREMEN, GERMANY

The International Astronautical Congress (IAC) is the one time of the year opportunity when about 4,000 space actors from all over the world come together. Global, multidisciplinary, and covering all space sectors and topics, it offers everyone the latest space information and above all new contacts and potential partnerships. Each year the IAC changes country, theme, and local organizer, enabling everyone to learn more about and be part of the world space network. Your host for the IAC 2018 is Bremen - Germany's main space city and one of Europe's major space centers.

With its outstanding and extensive space sector encompassing global players in industry and internationally renowned research institutes, Bremen offers an exceptionally fruitful environment for assembling the global space community. With the theme "**IAC 2018 - Involving Everyone**" we want to share our vision of a more diverse space sector. Our extensive outreach program will place special emphasis on the new generation of space experts, the expansion of equal opportunities, the integration of new countries and start-up companies into the global space network, as well as increasing the public participation.

Team Germany and the Local Organizing Committee (LOC) from ZARM is looking forward to welcoming you to Bremen in 2018!

CONGRESS INFORMATION

Dates

1 – 5 October 2018

Language

The official language of the Congress is English.

Standard Time

UTC +01:00

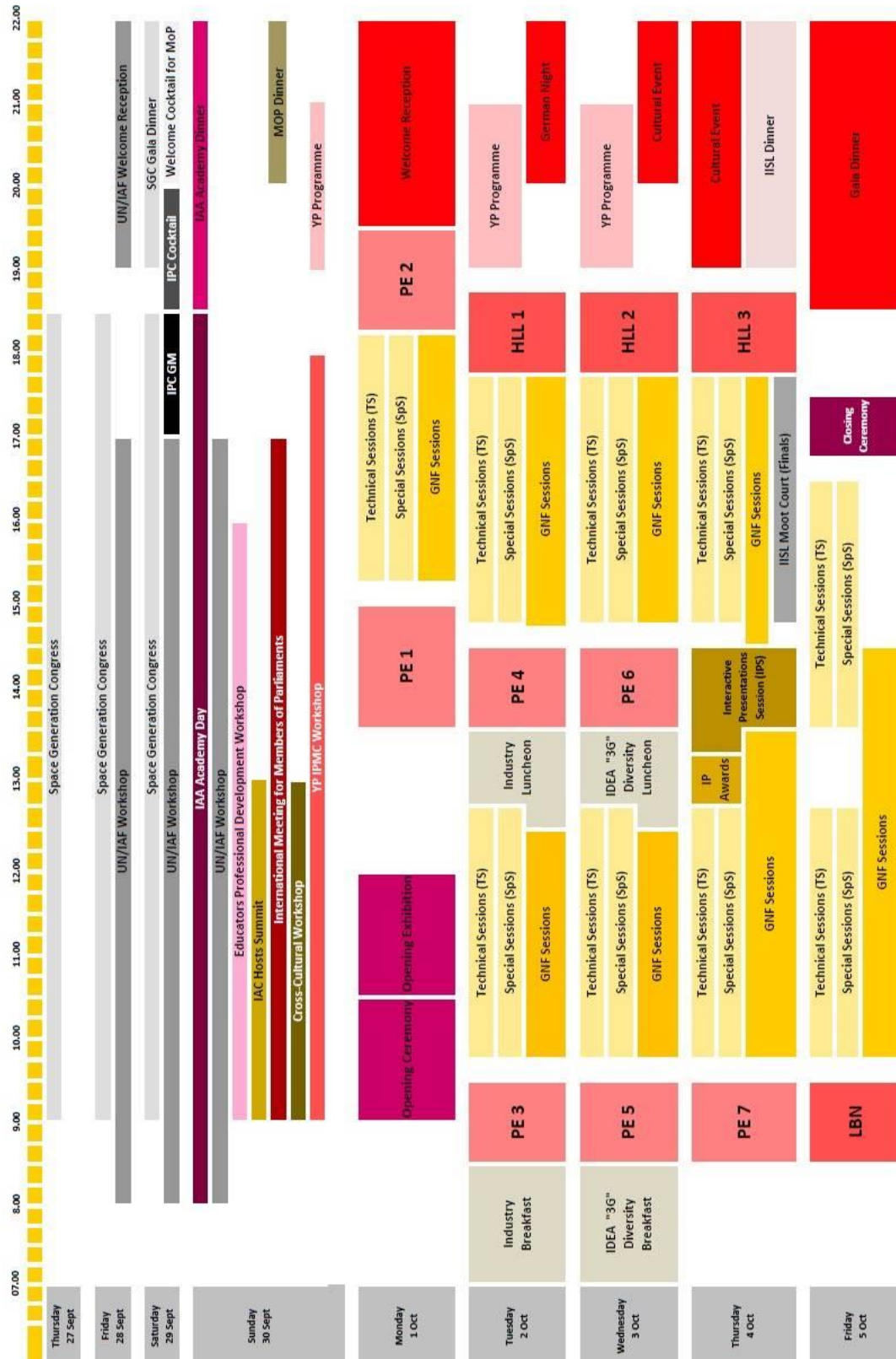
The Congress venue

The modern conference venue is located in the heart of the city, right next door to hotels, restaurants, recreation areas, and the main cultural attractions. Conference guests and visitors from all over the world mingle immediately with Bremen's vibrant urban life.

Bremen – The City of Space

As a result of the extraordinary accumulation of space-related research and industry Bremen has developed into a major space center in Europe. Bremen hosts a broad range of experts who work in fundamental research, computational modelling, technology development, system qualification, and the production of space components. All of these space actors see the IAC as a unique chance to further improve Bremen's visibility within the space community. The IAC delegates will benefit from this commitment and will be able to gain new insights into Bremen's scientific and industrial space landscape. No other city in Germany would be able to offer a greater variety of visits to space locations. Part of our concept is to create a new type of technical visits especially tailored for young professionals, allowing them to meet their peers and gather first-hand information on career opportunities.

CONGRESS AT A GLANCE



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 Packages	Number	Price
Platinum Sponsor	Up to 4	70,000 €
Gold Sponsor	Up to 5	50,000 €
Silver Sponsor	Up to 6	30,000 €

Sponsorship Items	Number	Price
Events		
IPMC Young Professionals Workshop	No Limit	3,000 €
Young Professional (YP) Networking Events	No Limit	5,000 €
Global Technical Sessions (GTS)	No Limit	3,000 €
Educators Professional Development Workshop	No Limit	2,000 €
GNF Short Event (30 mins)	No Limit	5,000 €
GNF Medium Event (45 mins)	No Limit	8,000 €
GNF Long Event (1 hour)	No Limit	10,000 €
Interactive Presentations	1	12,000 €
Interactive Presentations Award	1	5,000 €
Catering		
Coffee Service One Day	Up to 5	5,000 €
Coffee Service 7 Days	1	25,000 €
Refillable and Branded Water Bottle	1	30,000 €
IPC Cocktail Reception	No Limit	3,000 €
IAC Hosts Summit and Lunch	No Limit	5,000 €
VIP/Speakers Luncheon	Up to 5	8,000 €
IP Cocktail Reception	No Limit	6,000 €
Publications		
FP Back Cover	1	10,000 €
FP Inside Front Cover	1	7,000 €
FP Inside Back Cover	1	7,000 €
FP Full Page Advertisement	No Limit	6,000 €
FP ½ Page Advertisement	No Limit	2,000 €
FP ¼ Page Advertisement	No Limit	1,000 €
TP Back Cover	1	10,000 €
TP Inside Front Cover	1	7,000 €
TP Inside Back Cover	1	7,000 €
TP Full Page Advertisement	No Limit	6,000 €

TP ½ Page Advertisement	No Limit	2,000 €
TP ¼ Page Advertisement	No Limit	1,000 €
CFP 2019 Full Page Advertisement	No Limit	6,000 €
CFP 2019 ½ Page Advertisement	No Limit	2,000 €
Proceedings	1	10,000 €
Various		
Charge Bar Sponsor	1	5,000 €
IAF Members Lounge Sponsor	1	8,000 €
Lounge in Exhibition	1	20 000 €
Speakers Preparation Room	1	6,000 €
Promotional Material in the Congress Bag	No Limit	2,000 €
Writing Pads and Pens	1	3,000 €
Moot Court Competition and Other IISL Activities	No Limit	5,000 € - 25,000 €
Graphic Recording	No Limit	200 € per hour
IACTV Video Recording	No Limit	18,000 € (IAF Members) 20,000 € (Non IAF Members)
Executive Reporting	No Limit	450 € per hour

All prices quoted are exclusive of VAT

SPONSORSHIP OPPORTUNITIES IN DETAILS

PLATINUM PACKAGE

€ 70,000

- The opportunity to organise a Global Networking Forum (GNF) session for 60 minutes

Registration

- 5 complimentary registrations to the Congress

Advertisement and Acknowledgement

- Inclusion of sponsor's promotional material in the participant's Congress bags (inserts to be provided by the sponsor)
- Promotional Banner displayed at Congress Venue
- Verbal recognition during the official Opening Ceremony
- 2 full page advertisements, one in the IAC2018 Final Programme and one in Technical Programme
- Sponsor to be acknowledged on all IAC related publications, communications, and website

Exhibition

- 54 sqm (6 x 9) raw exhibit space
- 8 complimentary exhibitor passes

Additional Privileges

- 8 VIP seats at the Opening Ceremony
- 6 complimentary Gala Dinner tickets
- Sponsorship of 3 Young Professional and Student Events

GOLD PACKAGE

€ 50,000

- The opportunity to organise a Global Networking Forum (GNF) session for 45 minutes

Registration

- 4 complimentary registrations to the Congress

Advertisement and Acknowledgement

- Inclusion of sponsor's promotional material in the participant's Congress bags (inserts to be provided by the sponsor)
- Promotional Banner displayed at Congress Venue
- Verbal recognition during the official Opening Ceremony
- 1 full page advertisement in the IAC2018 Final Programme
- ½ page advertisement in the IAC2018 Technical Programme
- Sponsor to be acknowledged on all IAC related publications, communications, and website

Exhibition

- 36 sqm (6 x 6) raw exhibit space
- 6 complimentary exhibitor passes

Additional Privileges

- 4 VIP seats at the Opening Ceremony
- 4 complimentary Gala Dinner tickets
- Sponsorship of 2 Young Professional and Student Events

SILVER PACKAGE

€ 30,000

- The opportunity to organise a Global Networking Forum (GNF) session for 30 minutes

Registration

- 2 complimentary registrations to the Congress

Advertisement and Acknowledgement

- Inclusion of sponsor's promotional material in the participant's Congress bags (inserts to be provided by the sponsor)
- Promotional Banner displayed at Congress Venue
- Verbal recognition during the official Opening Ceremony
- 1 full page advertisement in the IAC2018 Final Programme or Technical Programme
- Sponsor to be acknowledged on all IAC related publications, communications, and website

Exhibition

- 18 sqm (6 x 3) raw exhibit space
- 4 complimentary exhibitor passes

Additional Privileges

- 3 VIP seats at the Opening Ceremony
- 2 complimentary Gala Dinner tickets
- Sponsorship of 1 Young Professional and Student Events

YOUNG PROFESSIONALS PROGRAMME (YPP)**€ 3,000 - € 5,000**

The IAF attaches great importance to the future workforce of tomorrow. For this reason, many events during the IAC are specifically targeted to the Young Professionals. All Young Professional Programme events 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 at designated event
- Invitations for sponsor's 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 and communications
- Sponsor will be acknowledged on all IAC related publications, communications 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

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. These events take place before and during the IAC.

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". By sponsoring the GTS your company will be provided with the highest visibility to the participants worldwide, and will make a significant contribution ensuring that the GTS are available for young professionals internationally.

EDUCATORS PROFESSIONAL DEVELOPMENT WORKSHOP**€ 2,000**

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

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, keynotes 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
- 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, photos 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

COFFEE SERVICE – (UP TO FIVE)**€ 5,000 - € 25,000**

At least three stations are foreseen in heavily frequented areas of the congress center. 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 Congress (7 days) - **€ 25,000**
- Sponsor logo displayed on stand-up displays on the tables
 - Branded coffee cups (*only available with 7 days sponsorship)
 - Sponsor will be acknowledged on all IAC related publications and website

REFILLABLE AND BRANDED WATER BOTTLE**€ 30,000**

Every IAC 2018 participant will receive a water bottle branded with sponsor's logo along with their congress material. This sustainable item will be used throughout the entire congress week and ideally taken home.

- Sponsor gets the exclusive branding of the water bottle
- Sponsor will be acknowledged on all IAC related publications and website

INTERNATIONAL PROGRAMME COMMITTEE (IPC) COCKTAIL RECEPTION**€ 3,000**

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**€ 5,000**

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

VIP/SPEAKERS LUNCHEONS**€ 8,000**

Sponsoring the VIP/Speakers Luncheons 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 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
- Invitations for company representatives to the selected event (number of participants to be agreed upon with the IAF)
- Branding of the lunch area
- 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

INTERACTIVE PRESENTATIONS AWARD – (EXCLUSIVE)**€ 5,000**

As a IP Award Ceremony Sponsor, you will receive the following benefits:

- Logo shown on projection screens during the ceremony
- Logo and marketing message in the congress proceedings
- 5-presentation during the IPC General Meeting
- 3-minute presentation during the Interactive Presentations Award Ceremony
- Acknowledgement in all IAC related publications and website
- Social Media exposure

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 Plenaries, GNF and general congress activities and information. 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 TECHNICAL PROGRAMME

The Technical Programme will be distributed to all attendees, and is the definitive guide to all technical activities taking place at the IAC. Advertising spaces of different sizes are available for sponsors of the technical 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 2019 CALL FOR PAPERS

The IAC 2019 Call for Papers will already be distributed during the IAC 2018 to all attendees and provides an initial overview of the IAC 2019 Technical Programme.

- Full Page Advertisement - € 6 000
- ½ Page Advertisement – € 2,000

IAC2018 PROCEEDINGS**€ 10,000**

Sponsoring the proceedings of the entire IAC 2018 Technical Programme is a great way of marketing your organization and ensuring that your promotion goes beyond the duration of the congress. All delegates attending the congress will receive by email a link to access the online IAC Proceedings. As an IAC Proceedings Sponsor, you will receive the following benefits:

- Company advert in proceedings
- Company name, logo, link to sponsor webpage and 100-word profile in proceedings
- Sponsor will be acknowledged on all IAC related publications and website

CHARGE BAR – (EXCLUSIVE)**€ 5,000**

The Charge Bar stations will be available for the exclusive use of congress delegates and will be located in several areas of the Exhibition Hall.

- Charge Bar Stations will be branded with sponsor's logo
- Sponsor will be acknowledged on all IAC related publications and website

IAF MEMBERS LOUNGE – (EXCLUSIVE)**€ 8,000**

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

- Sponsor logo at the entrance of the lounge and on every screen at the lounge
- 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

LOUNGE IN EXHIBITION – (EXCLUSIVE)**€ 20,000**

The lounge offers the IAC participants a comfortable and quiet zone inside the busy exhibition. Furnished with couches participants enjoy a relaxed pause during their conference day.

- Sponsor's logo will be displayed on a backdrop banner designed by ZARM
- The lounge will be named according to the sponsor
- Sponsor will be acknowledged on all IAC related publications and website

SPEAKERS PREPARATION ROOM – (EXCLUSIVE)**€ 6,000**

All technical programme speakers must report to the Speaker's Preparation Room to hand in and check their presentations. They can also edit and update their presentations here.

- Sponsor's logo will be displayed on a backdrop banner designed by ZARM
- The speakers room will be named: IAC2018 speakers preparation room supported by [Sponsors Name]
- Sponsor will be acknowledged on all IAC related publications and website

PROMOTIONAL MATERIAL IN THE CONGRESS BAG**€ 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 ZARM)
- Leaflets or Brochure will be included in all delegate bags (approx. 3000)
- Sponsor will be acknowledged on all IAC related publications and website

WRITING PADS & PENS - (EXCLUSIVE)**€ 3,000**

This is an opportunity to provide each delegate with your branded writing pads and pens in the congress bag, providing your organisation 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

MOOT COURT COMPETITION AND OTHER IISL ACTIVITIES**€ 5,000 - € 25,000**

Supporting the IISL Activities such as the Manfred Lachs Moot Court Competition, the IISL Annual Dinner and other IISL activities is a great way of marketing your organization.

- Sponsor will be acknowledged on all IAC related publications and website
- IISL additional benefits will be offered

GRAPHIC RECORDING**€ 200/HOUR**

The IAF partnered up with a team of professional graphic recorders who can live draw your event and, by combining the skills of a note-taker and an artist, will visually represent information communicated orally. This powerful technique is increasingly becoming popular as it captures discussions and ideas into drawings. Graphic Recording delivers an extra, essential visual element with the benefits of bringing events to life, and creating a visual record.

You will keep the actual board synthesising the essential elements of your event into a combination of words and images and we will also send you a digital version of it (property rights included) 45 days after your event.

- Graphic Recorder allocated at sponsor's event
- Sponsor's to keep Board with Graphic Recording
- Digital Version (property rights included) of Graphic Recording to be sent to Sponsor's (after 45 days)
- Sponsor will be acknowledged on all IAC related publications and website

IAC TV VIDEO RECORDING**€ 18,000/IAF MEMBERS****€ 20,000/NON IAF MEMBERS**

The IAF offers the IAC TV in partnership with Websedge, the award-winning Conference TV and online TV channel producer, to IAC delegates. IAC TV serves as a unique platform to highlight the most important issues and aspects of human endeavours in space. Websedge produces and airs on IAC TV screens, throughout the Congress venue, in-depth reports: five-minute documentary style films to highlight programmes, case studies and ongoing initiatives that are making a difference.

- Sponsor's Video to be displayed in all IACTV Screen at Congress venue and Congress Hotels
- Sponsor's video to be promoted on IAC website and IAF Social Media channels
- Sponsor will be acknowledged on all IAC related publications and website

EXECUTIVE REPORTING**€ 450/HOUR**

The IAF can provide you with cost-effective writing and editing services for your event. These writing tools, comprehensive proceedings, executive summary and list of key recommendations, can help you capturing and distil the knowledge that would otherwise be lost. Our writing team, Writing Partners, has extensive experience in analysis, research and audience-specific report writing across a broad spectrum of issues. Your raw data will be transformed into a comprehensive report, executive summary or one-page flyer as required. Our reports ensure the wider impact of your discussions match the quality of your insights and ideas.

- Sponsor's to receive comprehensive proceedings, executive summary and list of key recommendations
- Sponsor will be acknowledged on all IAC related publications and website

SPECIAL REQUESTS & 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 all special requests, please contact:

IAF

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SPONSORSHIP CONTRACT APPLICATION FORM (Part 1)

Please complete the following information and return to:

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isabella.marchisio@iafastro.org

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ZARM

ALENA LANGE

CORPORATE COMMUNICATIONS

E: alena.lange@zarm.uni-bremen.de

TEL. +49 421 218-57804

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)	

Sponsored Item	Price

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 1st August 2018 will be subject to a 50% cancellation fee. Any cancellation notice received after 1st August 2018 will be subject to a 100% cancellation fee.



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Connecting @ll Space People



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<https://twitter.com/iafastro>



<https://www.flickr.com/photos/iafastro>



<https://instagram.com/iafastro/>



<https://www.youtube.com/user/iafastro>



<https://www.linkedin.com/groups/79867>