



71st IAC 2020

The CyberSpace Edition

ORGANIZED AND
HOSTED BY:



71st International Astronautical Congress

– The CyberSpace Edition

12-14 October 2020

Sponsorship Kit

IAF Connecting @ll Space People

SUPPORTED BY:



www.iac2020.org



The 71st International Astronautical Congress – The CyberSpace Edition

The **71st International Astronautical Congress – The CyberSpace Edition** will take place in your homes and offices around the world from **12 – 14 October 2020**.

This virtual edition of the Congress will present the latest trends and insights in space research, technology and exploration. The programme will include Plenaries, Highlight Lectures, Technical and Special Sessions, IAF GNF Sessions and much more!

Our sponsorship opportunities include a wide range of options that can be selected according to each company interest and needs.

You will find exciting opportunities that will allow you to display your brand before, during and after the IAC 2020 - The CyberSpace Edition!

We are aware that every organization has very specific needs in terms of Sponsorship and that the following 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 are delighted to provide you more details about our premium packages on a **Platinum, Gold and Silver level**.

We will be happy to accommodate your needs whenever possible. Please for every requests contact us:

- **Isabella Marchisio**, Senior Projects Manager,
isabella.marchisio@iafastro.org
- **Alessandra D'Argenio**, Projects Assistant,
alessandra.dargenio@iafastro.org



SPONSORSHIP LEVELS

ANCHOR SPONSOR

€ 100.000

Virtual Exhibition

- **1 exclusive** exhibition booth
- Fully customizable booth with **6 screens** in a prominent placement
- Unlimited content data upload to your booth
- Interactive tool to **connect with users** visiting your booth

Prominent branding and visibility

- **Verbal recognition** from the IAF President during Opening Ceremony
- **Speaking Opportunity** during the Opening Ceremony
- Opportunity to organize, prior the IAC 2020, online events, short video demonstrations and product presentations
- Opportunity to **display promotional company video** / announcements during the 3 days of the Congress (one per day)
- Inclusion of **digital promotional material**, discount codes, interactive flyers or other, in the **Digital Congress Bags**
- Right to distribute **press releases** relating to sponsor activities and updates via the IAF Media Database
- Dedicated **exclusive page** on the IAC 2020 website
- Dedicated social media posts/updates mentioning sponsor leading up and during the IAC 2020 (content to be provided)
- **1 full page back-cover** ad and **1 full page inside front-cover** in the IAC2020 Digital Final Programme
- Logo visibility as a Anchor Sponsor in all pre-and post-event promotion
- Logo in **the landing page and 3D lobby** of the virtual conference
- Your organization logo on the IAC2020 official Final Programme and all related publications, App and Website
- Dedicated two page section in the IAC 2020 - The CyberSpace Edition Highlight (post conference publication)

PLATINUM SPONSOR

€ 60.000

Virtual Exhibition

- **1 premium** exhibition booth
- Fully customizable booth with **4 screens** in a prominent placement
- Unlimited content data upload to your booth
- Interactive tool to **connect with users** visiting your booth

Prominent branding and visibility

- **Verbal recognition** from the IAF President during Opening Ceremony
- Opportunity to organize, prior the IAC 2020, online events, short video demonstrations and product presentations
- Opportunity to **display promotional company video** / announcements during the 3 days of the Congress (one per day)
- Inclusion of up to **3 digital promotional material**, discount codes, interactive flyers or other, in the **Digital Congress Bags**
- Right to distribute **2 press releases** relating to sponsor activities and updates via the IAF Media Database
- **1 inside back-cover** and **1 full-page** advertisement in the IAC2020 Digital Final Programme
- **Logo visibility** as a Platinum Sponsor in all pre-and post-event promotion
- Logo in the **landing page and 3D lobby** of the virtual conference
- Your organization logo on the IAC2020 official Final Programme and all related publications, App and Website



SPONSORSHIP LEVELS

GOLD SPONSOR

€ 40.000

Virtual Exhibition

- **1 medium** exhibition booth
- **3 screens** to show your videos, pictures and logos
- Fully customizable booth
- Unlimited content data upload to your booth
- Interactive tool to connect with users visiting your booth

Prominent branding and visibility

- **Verbal recognition** from the IAF President during Opening Ceremony
- Opportunity to **display promotional company video** / announcements during 2 days of the Congress (one per day)
- Inclusion of up to **2 digital promotional material**, discount codes, interactive flyers or other, in the **Digital Congress Bags**
- Right to distribute 1 press release relating to sponsor activities and updates via the IAF Media Database
- **2 Full-pages** advertisement in the IAC2020 Digital Final Programme
- **Logo visibility** as a Gold Sponsor in all pre- and post-event promotion
- Logo in the **landing page and 3D lobby** of the virtual conference
- Your organization logo on the IAC2020 official Final Programme and all related publications, App and Website

SILVER SPONSOR

€ 20.000

Virtual Exhibition

- **1 standard** exhibition booth
- **2 screens** to show your videos, pictures and logos
- Fully customizable booth
- Unlimited content data upload to your booth
- Interactive tool to connect with users visiting your booth

Prominent branding and visibility

- **Verbal recognition** from the IAF President during Opening Ceremony
- Inclusion of **1 digital promotional material**, discount codes, interactive flyers or other, in the **Digital Congress Bags**
- **1 full page and 1 half page** advertisements in the IAC2020 Digital Final Programme
- **Logo visibility** as a Silver Sponsor in all pre- and post-event promotion
- Logo in the **landing page and 3D lobby** of the virtual conference
- Your organization logo on the IAC2020 official Final Programme and all related publications, App and Website



SPONSORSHIP OPPORTUNITIES

DIGITAL CONGRESS BAGS

€ 2.500

Inclusion of promotional material in the participants' Digital Congress bags. The bag will be **shared directly with all attendees** via email upon registration and will be available before, during and after the event. The bag will be accessible by any devices.

You may insert:

- Flyers
- Discount codes
- Advertisements
- Surveys
- Document sharing and download
- Registration to a next event

The sponsor will receive **instructions** to build its own space in the virtual bag. An **analytics report** will be made available after the event.

MOBILE APP MAIN SPONSOR

€10.000

The official IAF app offers a range of exciting opportunities to **get your brand in front of attendees** before, during, and after the virtual event. The IAF app allows us to guide users through the event and highlight the latest programmes and services.

Your company logo will be displayed on the user's smart device while actively using the application, and will be featured on an IAC 2020 branded **app banner image**. Send push notifications and create sponsored posts in order to engage with the participants!

IAF APP PUSH NOTIFICATIONS

€ 1.500

Use our conference application to attract your future clients. The push notifications will allow you to **stay in touch with attendees** and keep them informed even in cases when they aren't actively using the IAF app.

IAF NEWSLETTER

€3.000

Reach out, communicate and engage with a wide audience by sponsoring the IAF Newsletter! Our database has more than **30.000 subscribers** and is constantly growing.

The sponsorship opportunity includes:

- A prime space in our IAF newsletter with a 600 words article or advert
- Recognition of your company logo in the conference website

Just send us the content, links and jpegs!

ANNOUNCEMENTS AND VIDEO ADVERTISEMENTS

€8.000

Multiple timeslots will be available throughout the Congress, for your organizations to make announcements and share important news with the participants. These announcements may include **promotional videos, slides or advertisements**.

SPONSORSHIP OPPORTUNITIES

IAF SOCIAL MEDIA AND PRESS RELEASES

€4.000 – € 2.000

Take the opportunity to engage with the our space community of 43K people reaching out to more than **200k people**. Your sponsors will profit of an exclusive online promotion in all our Social Media channels.

Multiple ways of advertising are possible:

- Your post on our **social media networks** - **€2.000**
- Dedicated **mass mailings** and **adverts** sent to our community via effective emails - **€3.000**
- Opportunity to reach out to the official Congress Press by sending dedicated **Press releases** - **€4.000**

ADVERTISEMENTS IN DIGITAL PUBLICATIONS

€7.000 – € 2.000

The IAC Publications offer the best option to reach out all Congress delegates and ensure a broad scope of the marketing effort. The **Digital Programme** will be distributed to **all attendees** to guide them to all Plenaries, GNF and general congress activities and information.

Advertising spaces of different sizes are available for sponsors:

- Full Page Advertisement - **€6.000**
- Half Page Advertisement - **€2.000**
- Quarter Page Advertisement - **€1.000**

IAF NETWORKING SESSION

€5.000

This Networking Session will be dedicated to **developing the next generation of leaders** in the international space community. The event will take place virtually and will include activities or panel discussions.

This opportunity includes:

- **Speaking Opportunity** by company representatives during the opening
- **Logo recognition** on all Congress related communications
- Unique opportunity to **lead and moderate** a discussion amongst our future space leaders

IAF GLOBAL NETWORKING FORUM (IAF GNF)

€5.000

The Sponsor will have the opportunity to organise roundtables on prominent topics, keynotes and other events during the virtual Congress. Content of all events has to be agreed upon and previously discussed with the IAF.

This opportunity includes:

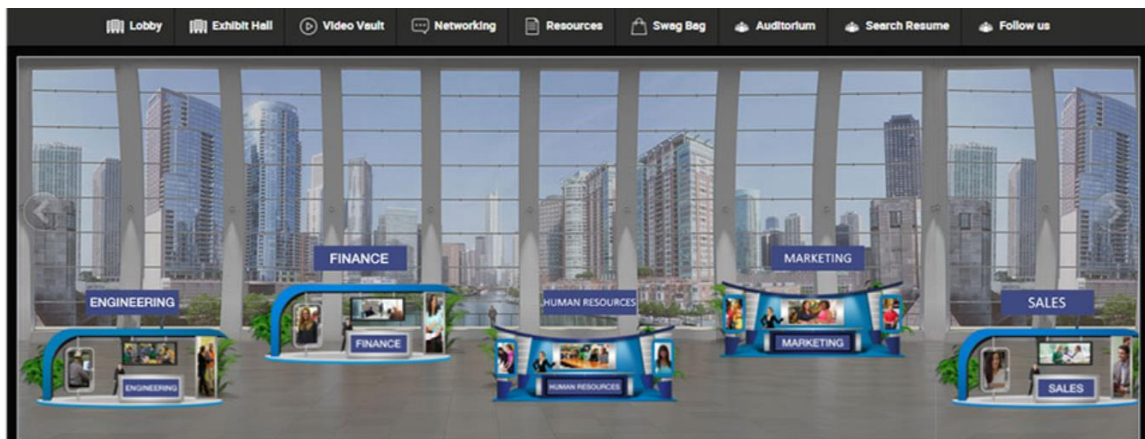
- **Slot allocation** for your event during the virtual IAC. The panel will last no more than **30 minutes**.
- Your **event description** will be included in the IAC Final Programme
- Your **membership status** will be acknowledged on all **IAF related publications and website**

VIRTUAL EXHIBITION

For the first time, the IAC 2020 the CyberSpace Edition will be hosting a virtual exhibition giving organizations the opportunity to present their products and services as well as giving the possibility to virtually interact with key decision makers and new potential partners.

Each Exhibitors will have the advantage to choose their own booth design, to display videos and share documents. Interaction with participants will be very easy, thanks to the group and individual chat system. At the end of the event you won't lose any data, a statistical report will be sent to you with all the information about the people who visited your booth!

Don't miss this opportunity, book your booth now!



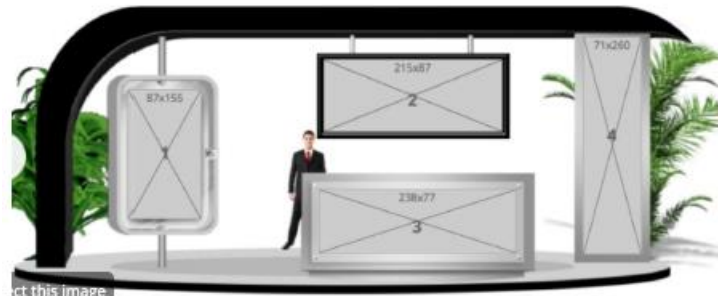
PREMIUM EXHIBITION BOOTH

€15.000

Anywhere in the booth environment, you can include a wide arrange of content including:

- **Prominent placement** of your virtual booth (first come first served basis)
- Fully customizable booth
- Booth and logo prominently highlighted in the exhibition hall
- **4 screens** to show your videos, pictures and logos
- Unlimited content upload to your booth
- Interactive tool to **connect with users** visiting your booth
- Logo on the IAC 2020 – The CyberSpace Edition Landing Page

- Your **organization logo** on the IAC2020 official Final Programme and all related publications, App and website
- Post-event **analytics report**
- Training to build your own booth



*All images shown above are for illustration purpose only

VIRTUAL EXHIBITION

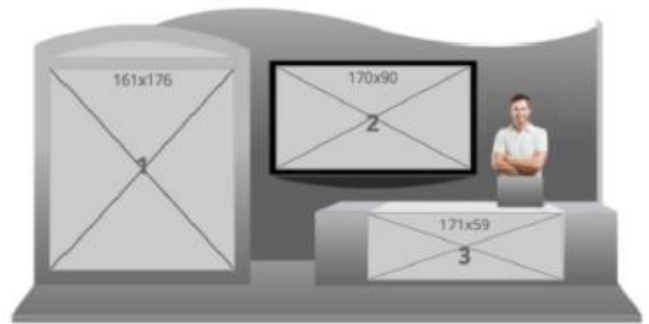
MEDIUM EXHIBITION BOOTH

€10.000

Anywhere in the booth environment, you can include a wide arrange of content including:

- Fully customizable booth
- Booth and logo prominently highlighted in the exhibition hall
- **3 screens** to show your videos, pictures and logos
- Unlimited content upload to your booth
- Interactive tool to **connect with users** visiting your booth
- Logo on the IAC 2020 – The CyberSpace Edition Landing Page

- Your **organization logo** on the IAC2020 official Final Programme and all related publications, App and website
- Post-event **analytics report**
- Training to build your own booth



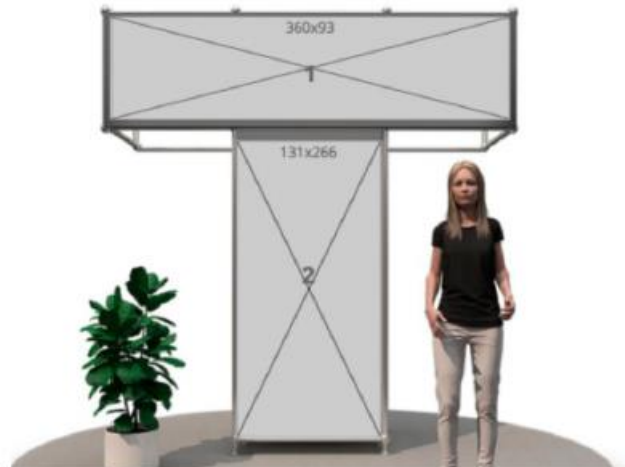
STANDARD EXHIBITION BOOTH

€5.000

Anywhere in the booth environment, you can include a wide arrange of content including:

- Fully customizable booth
- Booth and logo prominently highlighted in the exhibition hall
- **2 screens** to show your videos, pictures and logos
- Unlimited content upload to your booth
- Interactive tool to **connect with users** visiting your booth
- Logo on the IAC 2020 – The CyberSpace Edition Landing Page

- Your **organization logo** on the IAC2020 official Final Programme and all related publications, App and website
- Post-event **analytics report**
- Training to build your own booth



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