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**72ND INTERNATIONAL ASTRONAUTICAL CONGRESS**  
SPONSORSHIP AND EXHIBITOR PROSPECTUS

# **INSPIRE, INNOVATE & DISCOVER**

**FOR THE BENEFIT OF HUMANKIND**

25th - 29th October 2021  
Dubai World Trade Centre, UAE

[www.iac2021.org](http://www.iac2021.org)



Under the patronage of  
**His Highness Sheikh Mohammed Bin Rashid Al Maktoum**  
**UAE Vice President, Prime Minister and Ruler Of Dubai**

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## ABOUT DUBAI

Well known for its fast paced way of life, its energy, and its tolerance towards people from all over the world, Dubai will be a perfect location to host the IAC 2021.

Home to Burj Khalifa; the world's tallest building, Burj Al-Arab; the world's most luxurious hotel, and Dubai Mall; the world's largest and most luxurious shopping attraction, Dubai offers delegates, business travellers and tourists the opportunities to work and to relax.

With its internationally renowned luxury resorts and award winning restaurants, iconic symbols of heritage, record breaking shopping malls, and an unrivalled list of entertainment venues and cultural attractions, you may even end up extending your stay.

As an international gateway, we are confident that Dubai will astonish your senses in style, and offer you the ideal backdrop to the 72nd International Astronautical Congress.







## ABOUT IAC 2021

Once a year the global space community, its major players, its leaders, its decision makers, come together in an iconic meeting of minds, to work towards the advancement, the betterment of all humankind.

Next year, high-level stakeholders from space agencies and institutions around the world come together under one roof to exchange information and ideas, to share developments and advances, to swap insights, strategies and rising trends.

**The International Astronautical Congress (IAC) is the world's premier space event. It is a one-of-a-kind assemblage, unmatched in scale and in scope, unequalled in its reach and its attendance, and in 2021 in a first for the country and a first for the entire region, it will be held in the UAE.**

**The world's premier space event will come to Dubai in 2021 — will you be there?**

As official host of the seventy-first International Astronautical Congress — the IAC 2021 — the UAE will become the first-ever Arab country to host this annual, high profile gathering of the international space industry. Dubai will become the first city in the region to host the event in its seventy-year history.

We at the Mohammed bin Rashid Space Centre (MBRSC) are committed to making this event a resounding success. And we would like to invite you to be a part of this historic moment, to be a part of the UAE's legacy.

## WHY PARTICIPATE?

Each year the IAC features a line-up of thematic plenary sessions, informative lectures, in-depth technical sessions and interactive workshops — there is certainly no dearth of opportunities to learn.

But the event also features an exclusive global networking forum, as well as a heavily attended space science exhibition, both meticulously tailored to encourage engagement.

Participating organizations can leverage their presence at IAC 2021:

### **CONNECT, NETWORK AND BUILD PARTNERSHIPS**

The IAC is structured to maximise networking opportunities; its organisers place heavy emphasis on the creation of alliances and partnerships during the event's run. IAC 2021 will provide a platform to network with the global space sector's leaders across government, industry and academia, and to make critical business connections. It will allow for collaboration and cooperation on a domestic as well as an international level.

### **SHOWCASE YOUR ORGANIZATION**

IAC 2021 will provide an opportunity for participating organizations to highlight their capabilities, their experience, their contributions and their innovations in the space sector and beyond to a wide spectrum of attendees and high-level representatives of international agencies.

### **BE A PART OF DUBAI'S ICONIC 2021 LINE-UP**

The year 2021 is set to become a cornerstone in the nation's history — millions of visitors and nearly 200 participating nations will coalesce in Dubai for the region's first-ever World Expo. For the UAE's space sector, it marks the moment in which years of hard work will come to fruition: the MBRSC will launch Hope Probe, its space-exploration spacecraft to Mars.

The city will attract delegates from around the world and become the site for several successful business-to-business interactions. We understand the value of strong partnerships and, at any event we host, we are committed to creating an environment conducive to the formation of such connections.

So as we prepare to become a meeting ground for the brightest and best from the international space sector, this is a unique opportunity for participating organizations to join us.





## WHO WILL ATTEND?

Since its formation the IAC has grown into a site of collaboration and cooperation on multiple levels, and as such garners the presence of high-profile representatives from international space agencies and institutions.

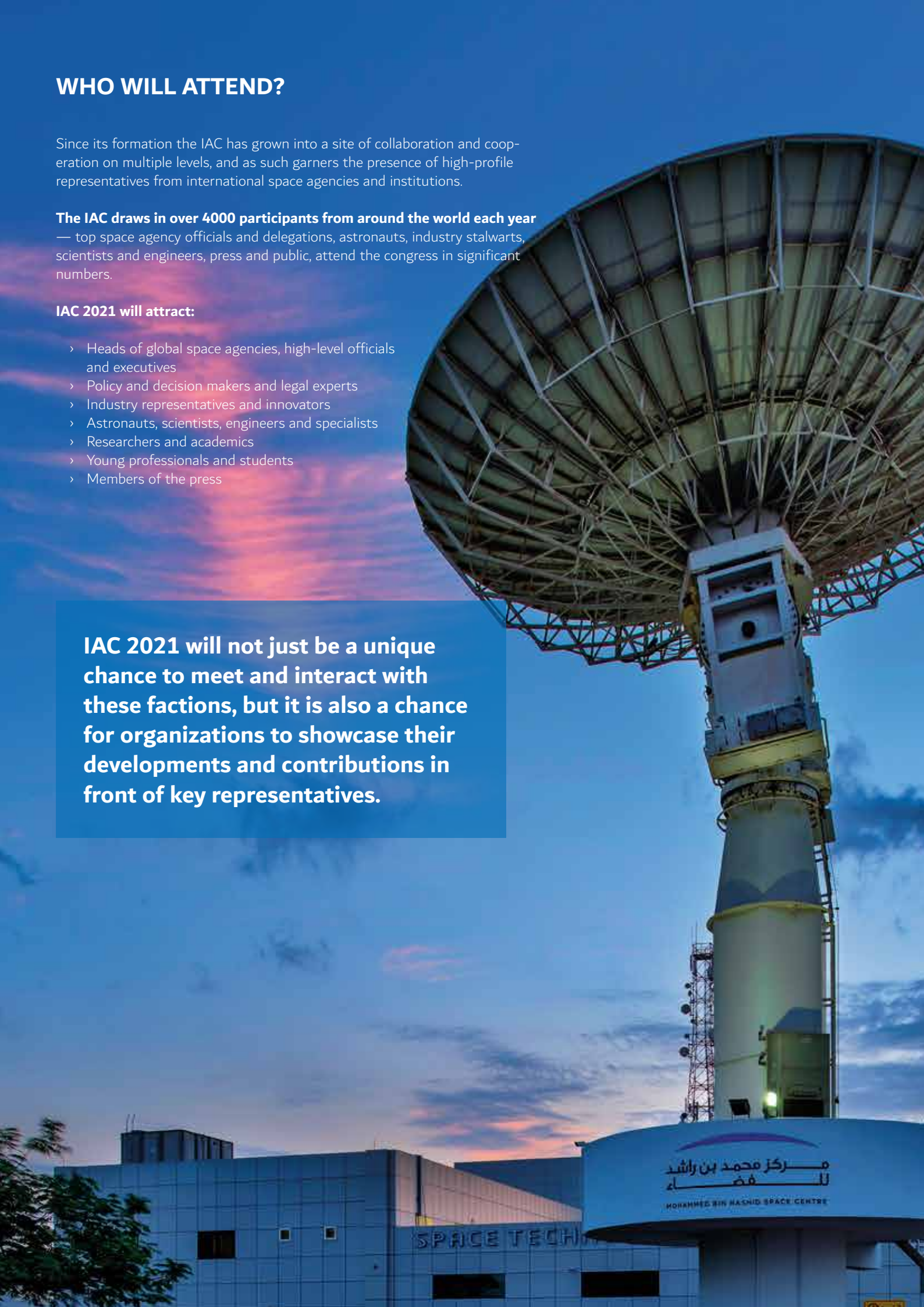
### **The IAC draws in over 4000 participants from around the world each year**

— top space agency officials and delegations, astronauts, industry stalwarts, scientists and engineers, press and public, attend the congress in significant numbers.

#### **IAC 2021 will attract:**

- › Heads of global space agencies, high-level officials and executives
- › Policy and decision makers and legal experts
- › Industry representatives and innovators
- › Astronauts, scientists, engineers and specialists
- › Researchers and academics
- › Young professionals and students
- › Members of the press

**IAC 2021 will not just be a unique chance to meet and interact with these factions, but it is also a chance for organizations to showcase their developments and contributions in front of key representatives.**



## ABOUT IAF

Created in 1951 to foster dialogue between scientists around the world, and to support international cooperation in all space related activities, the **International Astronautical Federation (IAF)** to this day continues to connect all space people through its congress, the International Astronautical Congress (IAC). The Federation is the world's leading space advocacy body with almost 400 members from 71 countries. Following its theme – “A space-faring world cooperating for the benefit of humanity” and its motto “*Connecting @All Space People*”, over 40

administrative and technical committees support the Federation in its mission to advance knowledge about space and to foster the development of space assets by facilitating global cooperation. As organizer of the annual International Astronautical Congress (IAC), and other meetings on specific subjects, the IAF actively encourages the development of space for peaceful purposes and supports the dissemination of scientific and technical information related to space.

### THE INTERNATIONAL ASTRONAUTICAL FEDERATION (IAF)

100 Avenue de Suffren  
75015 Paris, France  
Telephone: +33 145 674260  
Email: [info@iafastro.org](mailto:info@iafastro.org)

## ABOUT MBRSC

**The Mohammed Bin Rashid Space Centre**, founded in 2006, is home to the UAE National Space Programme. The Centre builds and operates earth observation satellites, offering imaging and data analysis services to clients around the world. The Centre launched DubaiSat-1, DubaiSat-2, and recently launched KhalifaSat on 29 October 2018 from Tanegashima Space Center in Japan. KhalifaSat was developed 100% in the UAE by a team of highly qualified Emirati engineers. The Centre is responsible for the development of the Emirates Mars Mission and the Mars Hope Probe, a mission to reach Mars orbit by 2021 and gather key science data about Mars' atmosphere, as well as the UAE Astronaut Programme and the development of the Mars 2117 vision to build a human colony on Mars.





## IAC LEGACY

The significance associated with winning the right to host the IAC in 2021 would not be lost on the young people of the UAE, and would serve to further illustrate the progress that has been made in the space sector in just over a decade. Space has become an attractive sector to many Emiratis and MBRSC's strategy is mainly to harness space technology in the country and region in a way that attains socioeconomic development over the long term.

Hosting IAC 2021 will be a knowledge enrichment platform for the youth in the fields of space science and technology. It will act as an accelerator for STEM education, and will be a source of enormous pride and inspiration for the next generations who are hoping to participate in the space sector. The legacy of IAC 2021 will also be felt across the region, acting as a catalyst for other nations to establish space centres and agencies.

However, the impact of both the IAC 2021 coming to Dubai and the launch of the Emirates Mars Mission - Hope mission in the same year will send a message that reaches much further than the UAE. It will send a message to Arabs that they too can have an impact in space, and that their contributions are respected and valued by the international community. The UAE is regarded as being a shining light in the region, and a beacon of hope for young people, and the Hope probe is an example of this, sending the message that the Arab world can contribute to humanity, to science and to human endeavor.

Space is a sector that is growing in the UAE, and, as a result of the increased activity, it's now growing in the region too. To see an Arab nation hosting the IAC would act as an accelerator

to this growth, as the people would see the impact the UAE is having after just over a decade of space activity.

The Arab world once played a vital role in advancing humanity's understanding of science, mathematics and the stars themselves, and while during the course of time parts of the region have become embroiled in difficulties, the UAE hopes to spread the message to the youth that they can make a difference, and that they can accomplish amazing things. Space is central to this.

The UAE is also keen to strengthen and enhance cooperation between all countries in the space sector. International cooperation is fundamental for the development of space activities in the UAE and the region. IAC provides the ideal platform for the exchange of experiences and mutual cooperation, pushing the industry on to an even more advanced level.

The congress has had a huge impact on the space industry in a number of ways, encouraging new business relationships, international cooperation between countries and agencies, the introduction of investment plans to support space launches, manufacturing, ground station operations and services. Finally, it gives members and attendees the possibility to grow their space programme and get their projects and missions off the ground.

Our vision in the UAE is to make a contribution to humanity and to science. We see an honour such as hosting IAC 2021 as being a pivotal step in our journey towards accomplishing our ambitions.

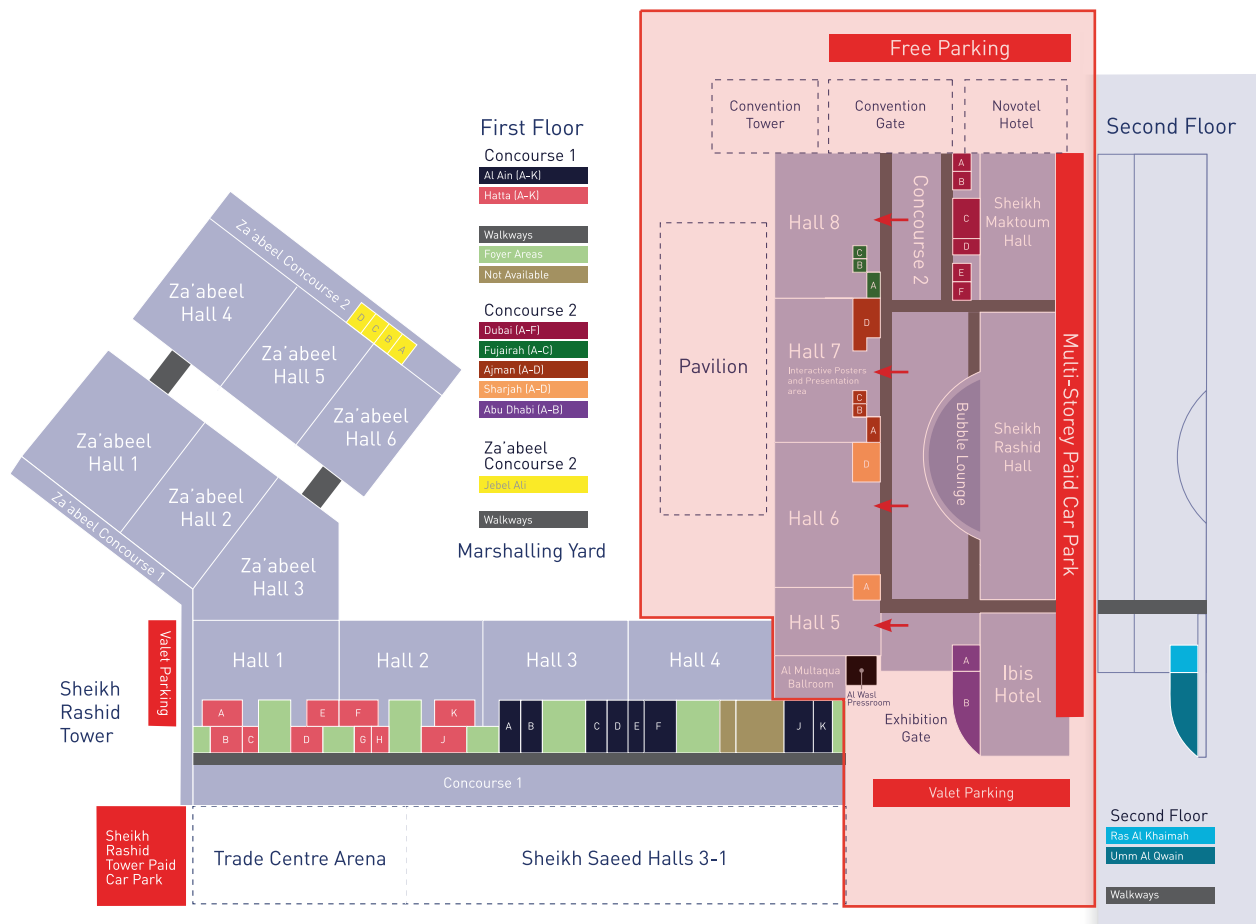
## VENUE DETAILS AND FLOOR PLAN

At Dubai World Trade Centre (DWTC) the only limit is your imagination. As the region's largest events venue, we offer every type of service and support all under one roof.

Our business was founded on one simple idea creating better events and experiences. If you can imagine it, we'll make it happen. Dubai World Trade Centre is centrally located within the commercial business district of Dubai amidst the city's iconic landmarks.

With over 30 years experience and more than one million square feet of multi-purpose space, we have welcomed some of the world's most high-profile events. A destination in itself, DWTC hosts more than 500 events across international trade fairs, mega consumer shows and prestigious conventions - and welcomes more than 3 million visitors from 160 global markets every year.





With the Dubai International Convention and Exhibition Centre at the heart of our complex, DWTC is home to the commercial offices of Sheikh Rashid Tower and the Convention Tower. With our own fully onsite serviced accommodation at The Apartments as well as our associate onsite hotels, Novotel and Ibis, a good night's sleep is within arm's reach. The result is a complex fully integrated into the business heart of Dubai.



\* Highlighted area demonstrates IAC 2021 location

## SPONSORSHIP PACKAGES

We offer a range of opportunities to organizations interested in associating with IAC 2021. The benefits, privileges, exhibition space and values associated with each of the packages and opportunities are outlined below.

				
IAC 2021 BRANDING AND SPONSORSHIP OPPORTUNITIES	Platinum	Gold	Silver	Bronze
<b>Sponsorship Value in EUR</b>	EUR 212,000	EUR 107,000	EUR 53,000	EUR 21,000
<b>Sponsorship Value in AED</b>	AED 954,000	AED 481,500	AED 238,500	AED 94,500
Complimentary full-registration congress passes	20	8	4	2
Complimentary Exhibits (booth staff)	15	6	4	2
Complimentary tickets to the Gala Dinner	8	4	3	2
Complimentary tickets to the Social Tours		4	3	2
Recognition during the Opening Ceremony	✓	✓	✓	✓
Recognition at the Gala Dinner	✓			
IAF Global Networking Forum (IAF GNF)	60m	45m	30m	
Advertisements in the Final Programme (FP) or Technical Programme (TP)		2 Full: 1 in FP, 1 in TP	Choose one from FP or TP (Full)	Choose one from FP or TP (Half)
Advertisements in the Final Programme (Final programme) or Technical Programme (TP)	Choose one from			
Inside Front Cover	FP or TP			
Priority in choosing the prime location of your advertisement in the final programme	✓	✓		
Sponsor to be Acknowledged on:				
› LOC Selected Congress Signage				
› Congress Website	✓	✓	✓	✓
› Final Programme				
› All Promotions and Communications (includes static and digital signage)				
Complimentary exhibit raw space in prime location	200 sqm	100 sqm	60 sqm	9 sqm
Priority in choice of exhibition space and location	FIRST	SECOND	THIRD	FOURTH
VIP seating at the Opening Ceremony	8	4	2	2
Seating at the VIP lunches throughout event (Mon - Fri)	8	4	2	1
Young Professionals Networking Reception (Branding)	3	2	1	
Logo Recognition at these events, as the Sponsor:				
› Opening Ceremony	✓	✓	✓	✓
› Gala Dinner				
Promotional material in each delegate Welcome Kit (insert to be provided by the sponsor)	✓	✓	✓	
Logo and Exhibitor profile in the final programme	✓	✓	✓	✓
Internet Café – Place your free-standing sign and marketing collateral in this Exhibit Hall location		✓		
Event Sponsorship (Choice of sponsorship of IPMC YP Workshop, Global Technical Session, or Interactive Presentation Award)			✓	✓
IAF Member Lounge Exclusive Sponsor	✓			



## SPONSORSHIP PACKAGES

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### PLATINUM SPONSORSHIP PACKAGE:

Opportunities	Four (4)	
Investment	EUR 212,000	AED 954,000

The opportunity to organize one discussion on prominent topics as part of the Global Networking Forum (GNF) programme for 60 minutes. (Request to be sent by end of April 2021)

#### REGISTRATION

- › 20 complimentary full-access registration passes to the Congress

#### ADVERTISEMENT AND ACKNOWLEDGMENT

- › Inclusion of sponsorship's promotional material in each participant Welcome bags (sponsor to provide insert)
- › Verbal recognition from the Congress Chair during the official Opening Ceremony
- › 1 full page advertisement: 1 inside front cover either final programme or technical programme
- › Verbal recognition from the podium at the Gala Dinner
- › Promotional banner displayed at Congress Venue
- › Acknowledgment on selected Congress signage, Congress website, final programme, technical programme and proceedings.
- › Logo recognition as a sponsor at these events: Welcome Reception, Gala Dinner

#### EXHIBITION

- › Complimentary exhibit raw space in prime location: 200 sqm.
- › 15 Complimentary exhibitor booth staff passes
- › First priority in choice of exhibition space and location
- › Logo and Exhibitor profile in the final programme

#### ADDITIONAL PRIVILEGES

- › 8 VIP seats at the Opening Ceremony
- › 10 Complimentary tickets to the Gala Dinner
- › 8 Complimentary tickets to the Social Events
- › 3 Young Professionals networking reception (branding)
- › Exclusive branding of the IAF members lounge

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### GOLD SPONSORSHIP PACKAGE:

Opportunities	FIVE (5)	
Investment	EUR 107,000	AED 481,500

The opportunity to organize one discussion on prominent topics as part of the Global Networking Forum (GNF) programme for 45 minutes. (Request to be sent by end of April 2021)

#### REGISTRATION

- › 8 complimentary full-access registration passes to the Congress

#### ADVERTISEMENT AND ACKNOWLEDGMENT

- › Inclusion of sponsorship's promotional material in each participant welcome bags (sponsor to provide insert)
- › Recognition from the Congress Chair during the official Opening Ceremony
- › 2 full page advertisement: 1 in the final programme and 1 in the technical programme
- › Promotional banner displayed at Congress Venue
- › Acknowledgment on selected Congress signage, Congress website, final programme, technical programme and proceedings.
- › Logo recognition as a sponsor at these events: Welcome Reception, Gala Dinner
- › Internet Café, free standing sign and marketing collateral in the Exhibit Hall location

#### EXHIBITION

- › Complimentary exhibit raw space in prime location: 100 sqm.
- › 6 Complimentary exhibitor booth staff passes
- › Second priority in choice of exhibition space and location
- › Logo and Exhibitor profile in the final programme

#### ADDITIONAL PRIVILEGES

- › 4 VIP seats at the Opening Ceremony
- › 4 Complimentary tickets to the Gala Dinner
- › 4 Complimentary tickets to the Social Events
- › 2 Young Professionals networking reception (branding)

# SPONSORSHIP PACKAGES



## SILVER SPONSORSHIP PACKAGE:

<b>Opportunities</b>	Six (6)	
<b>Investment</b>	EUR 53,000	AED 238,500

The opportunity to organise one discussion on prominent topics as part of the Global Networking Forum (GNF) programme for 30 minutes. (Request to be sent by end of April 2021)

### REGISTRATION

- › 4 complimentary full-access registration passes to the Congress

### ADVERTISEMENT AND ACKNOWLEDGMENT

- › Inclusion of sponsorship's promotional material in each participant Welcome bags (sponsor to provide insert)
- › Verbal recognition from the Congress Chair during the official Opening Ceremony
- › 1 full page advertisement in the final programme or the technical programme
- › Acknowledgment on selected Congress signage, Congress website, final programme, technical programme and proceedings
- › Logo recognition as a sponsor at these events: Welcome Reception, Gala Dinner

### EXHIBITION

- › Complimentary exhibit raw space in prime location: 60 sqm.
- › 4 Complimentary exhibitor booth staff passes
- › Third priority in choice of exhibition space and location
- › Logo and Exhibitor profile in the final programme

### ADDITIONAL PRIVILEGES

- › 2 VIP seats at the Opening Ceremony
- › 3 Complimentary tickets to the Gala Dinner
- › 3 Complimentary tickets to the Social Events
- › 1 Young Professionals networking reception (branding)



## BRONZE SPONSORSHIP PACKAGE:

<b>Opportunities</b>	Ten (10)	
<b>Investment</b>	EUR 21,000	AED 94,500

### REGISTRATION

- › 2 complimentary full-access registration passes to the Congress

### ADVERTISEMENT AND ACKNOWLEDGMENT

- › Inclusion of sponsorship's promotional material in each participant Welcome bags (sponsor to provide insert)
- › Verbal recognition from the Congress Chair during the official Opening Ceremony
- › Half page advertisement in the final programme or the technical programme
- › Acknowledgment on selected Congress signage, Congress website, final programme, technical programme and proceedings
- › Logo recognition as a sponsor at these events: Welcome Reception, Gala Dinner

### EXHIBITION

- › Complimentary exhibit raw space in prime location: 9 sqm.
- › 2 Complimentary exhibitor booth staff passes
- › Fourth priority in choice of exhibition space and location
- › Logo and Exhibitor profile in the final programme

### ADDITIONAL PRIVILEGES

- › 2 VIP seats at the Opening Ceremony
- › 2 Complimentary tickets to the Gala Dinner
- › 2 Complimentary tickets to the Social Events
- › Brand your company logo in one of these events: IPMC YP Workshop, Global Technical Session, Educators Development Workshop, Interactive Presentation Award

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### CONGRESS BRANDING OPPORTUNITIES

Categories	Amount in EUR	Amount in AED	Opportunities
Opening Ceremony	EUR 40,000	AED 180,000	1
Welcome Reception	EUR 40,000	AED 180,000	1
Gala Dinner	EUR 30,000	AED 135,000	2
Congress Bags	EUR 30,000	AED 135,000	2
Internet Cafe and Charging Pod	EUR 15,000	AED 67,500	1
Congress Mobile Application	EUR 15,000	AED 67,500	1
IAF Members Lounge	EUR 8,000	AED 36,000	1
Promotional Material in the Congress Bag	EUR 2,000	AED 9,000	Multiple
Writing Pads and Pens	EUR 3,000	AED 13,500	1
Moot Court Competition and other IISL activities	EUR 5,000 - 25,000	AED 22,500 – 112,500	Multiple
Virtual Congress Bag	EUR 15,000	AED 67,500	1
Promotional Material in the Virtual Congress Bag	EUR 2,000	AED 9,000	Multiple

### CATERING OPPORTUNITIES

Categories	Amount in EUR	Amount in AED	Opportunities
Coffee Service - 1 day	EUR 5,000	AED 22,500	Multiple
Coffee Service - Entire Congress	EUR 25,000	AED 112,500	7
IPC Cocktail Reception	EUR 5,000	AED 22,500	Multiple
IAC Hosts Summit and Lunch	EUR 5,000	AED 22,500	Multiple
Industry Breakfast	EUR 6,000	AED 27,000	Multiple
IDEA Diversity Breakfast	EUR 6,000	AED 27,000	Multiple
VIP/Speakers Lunch	EUR 10,000	AED 45,000	Maximum 5
Industry Lunch	EUR 10,000	AED 45,000	Multiple
IDEA Diversity Lunch	EUR 10,000	AED 45,000	Multiple
IP Cocktail Reception	EUR 6,000	AED 27,000	Multiple

### EVENT SPONSORSHIP OPPORTUNITIES

Categories	Amount in EUR	Amount in AED	Opportunities
IPMC Young Professionals Workshop	EUR 5,000	AED 22,500	Multiple
Young Professional (YP) Networking Events	EUR 5,000	AED 22,500	Multiple
Global Technical Sessions (GTS)	EUR 5,000	AED 22,500	Multiple
Educators Professional Development Workshop	EUR 5,000	AED 22,500	Multiple
GNF Short Event (30 Mins)	EUR 5,000	AED 22,500	Multiple
GNF Medium Event (45 Mins)	EUR 8,000	AED 36,000	Multiple
GNF Long Event (60 Mins)	EUR 10,000	AED 45,000	Multiple
Interactive Presentations	EUR 12,000	AED 54,000	1
Interactive Presentations Award	EUR 5,000	AED 22,500	1



## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### IAC PUBLICATION OPPORTUNITIES

Categories	Amount in EUR	Amount in AED	Opportunities
Final Programme Back Cover*	EUR 10,000	AED 45,000	1
Final Programme Inside Front Cover*	EUR 7,000	AED 31,500	1
Final Programme Inside Back Cover*	EUR 7,000	AED 31,500	1
Final Programme - Full Page Advertisement	EUR 6,000	AED 27,000	Multiple
Final Programme - Half Page Advertisement	EUR 2,000	AED 9,000	Multiple
Final Programme - Quarter Page Advertisement	EUR 1,000	AED 4,500	Multiple
Technical Programme Back Cover*	EUR 10,000	AED 45,000	1
Technical Programme Inside Front Cover*	EUR 7,000	AED 31,500	1
Technical Programme Inside Back Cover*	EUR 7,000	AED 31,500	1
Technical Programme - Full Page Advertisement	EUR 6,000	AED 27,000	Multiple
Technical Programme - Half Page Advertisement	EUR 2,000	AED 9,000	Multiple
Technical Programme - Quarter Page Advertisement	EUR 1,000	AED 4,500	Multiple
Call For Papers 2022 - Full Page Advertisement	EUR 6,000	AED 27,000	Multiple
Call For Papers 2022 - Half Page Advertisement	EUR 2,000	AED 9,000	Multiple
IAC 2021 Proceedings	EUR 10,000	AED 45,000	1

ADDITIONAL SPONSORSHIP OPPORTUNITIES



\* All images are for representational purpose only.

# CONGRESS BRANDING OPPORTUNITIES



## OPENING CEREMONY

Monday, 25 October 2021

<b>Opportunities</b>	One (1)	
<b>Amount</b>	EUR 40,000	AED 180,000



## WELCOME RECEPTION

Monday, 25 October 2021

<b>Opportunities</b>	One (1)	
<b>Amount</b>	EUR 40,000	AED 180,000



## GALA DINNER

Friday, 29 October 2021

<b>Opportunities</b>	One (1)	
<b>Amount</b>	EUR 30,000	AED 135,000

IAC's "who's who" events for the year which normally has the biggest turn out. These events are excellent business development opportunities for companies sponsoring – whether it is to build new business relationships or strengthen existing ones.



## CONGRESS BAGS

<b>Opportunities</b>	Two (2)	
<b>Amount</b>	EUR 35,000	AED 135,000

Each delegate will receive a specially designed quality conference bag containing the conference programme, conference venue map, essential information, and other details useful for delegates.



## WRITING PADS AND PENS

<b>Opportunities</b>	One (1)	
<b>Amount</b>	EUR 3,000	AED 13,500

Included in conference bags, the notebooks & pens are a great giveaway and can be utilized long after the conference, extending your brand exposure.



## PROMOTIONAL MATERIALS

<b>Opportunities</b>	Multiple	
<b>Amount</b>	EUR 2,000	AED 9,000

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 MBRSC)
- › Leaflets or Brochure will be included in all delegate bags (approx. 5000)
- › Sponsor will be acknowledged on all IAC related publications and website

\* All images are for representational purpose only.

## CONGRESS BRANDING OPPORTUNITIES



**INTERNET CAFÉ  
AND CHARGING POD**



**IAF MEMBERS' LOUNGE**



**CONGRESS MOBILE APPLICATION**

Opportunities	One (1)	
Amount	EUR 15,000	AED 67,500

If you're searching for a sponsorship opportunity that offers high visibility throughout the duration of the Conference, look no further than the Internet Cafe. Almost everyone who attend the Conference visits the Internet Cafe. This popular sponsorship offers an opportunity for your company to gain visibility at the Internet terminals where attendees will connect with each other, check email and surf the Web. The logo screensaver guarantees that your logo will be seen by anyone who steps in front of an Internet Cafe computer.

Opportunities	One (1)	
Amount	EUR 8,000	AED 36,000

The IAF Members Lounge is the area where all delegates affiliated to an IAF Member Organization can enjoy some relaxing and quite 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

Opportunities	One (1)	
Amount	EUR 15,000	AED 67,500

The official IAF 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 to attend and receive messages from the organizers. Your company logo will be displayed on the user's smart device while actively using the application.



### MOOT COURT COMPETITION AND OTHER IISL ACTIVITIES

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 logo at the entrance of the lounge and on every screen at the Lounge

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

Opportunities	Multiple	
Amount	EUR 5,000 - 25,000	
	AED 22,500 - 112,5000	

\* All images are for representational purpose only.



# CONGRESS BRANDING OPPORTUNITIES



## VIRTUAL CONGRESS BAG

The exclusive sponsor of the Virtual Bag will have their logo prominently displayed in the bag. The bag will be shared directly with all attendees via email upon registration and will be available before, during and after the event and will be accessible by any devices.

## PROMOTIONAL MATERIAL IN THE VIRTUAL CONGRESS BAG

Sponsors can provide any of the following items to include into the bag:

- › Flyers
- › Brochures
- › Documents
- › Discount codes
- › Advertisements
- › Document sharing and download
- › Registration to a next event and much more!

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



\* All images are for representational purpose only.

## INDUSTRY DAY CATERING OPPORTUNITIES

The IAF jointly with its Industry Relations Committee (IRC) organizes an Industry Day at each IAC, giving industry members of the IAF a forum for an open and intensive exchange on the latest developments in their respective sectors, and to foster international cooperation. Each year, the popular event gathers high-level officials and experts as well as a wide audience to its multiple events.



### INDUSTRY BREAKFAST

Opportunities	Multiple	
Amount	EUR 6,000	AED 27,000

- › Sponsor logo on breakfast signage
- › Possible display and distribution of sponsor promotional materials
- › Recognition at the beginning of the breakfast
- › Possibility for a 2-minute speech at the beginning of the reception
- › Invitations for company representatives to the breakfast
- › Sponsor will be acknowledged on all IAC related publications and website

### INDUSTRY LUNCH

Opportunities	Multiple	
Amount	EUR 10,000	AED 45,000

- › Sponsor logo on signage
- › Possible display and distribution of sponsor promotional materials
- › Recognition at the beginning of the lunch
- › Possibility for a 2-minute speech at the beginning of the reception
- › Invitations for company representatives to the lunch
- › Sponsor will be acknowledged on all IAC related publications and website
- › Non-alcoholic beverages will be served



\* All images are for representational purpose only.

## CATERING OPPORTUNITIES



### VIP / SPEAKERS LUNCH

Opportunities	Five (5)	
Amount	EUR 10,000	AED 45,000

Sponsoring the VIP/Speakers Lunch will allow your company to be recognized in front of a crowd of high-level representatives of all major space actors.

- › Sponsor logo at entrance
- › Possible display and distribution of sponsor promotional materials in the area
- › Possibility for a 10minute 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)
- › Branded backdrop at lunch area
- › Sponsor will be acknowledged on all IAC related publications and website
- › Non-alcoholic beverages will be served



### IAC HOSTS SUMMIT AND LUNCH

Opportunities	Multiple	
Amount	EUR 5,000	AED 22,500

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 organizations.

- › Sponsor logo at entrance
- › 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 opportunity at lunch area
- › Sponsor will be acknowledged on all IAC related publications and website
- › Non-alcoholic beverages will be served



### IPC COCKTAIL RECEPTION

Opportunities	Multiple	
Amount	EUR 5,000	AED 22,500

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
- › 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
- › Non-alcoholic beverages will be served



### COFFEE SERVICE

Opportunities	Multiple	
Amount for 1 day	EUR 5,000 (choice of 1 location per day)	AED 22,500 (choice of 1 location per day)
Amount for the entire congress	EUR 25,000 (choice of 2 locations)	AED 112,500 (choice of 2 locations)

- › Sponsor logo on coffee signage
- › Possible display and distribution of sponsor promotional materials in the area (as per opportunity chosen. Own branding to be provided)
- › Sponsor will be acknowledged on all IAC related publications and website

\* All images are for representational purpose only.



## IAF “3G” IDEA DIVERSITY BREAKFAST & LUNCH

The IAF “3G” International Platform for Diversity and Equality in Astronautics (IDEA) provides a framework for an intensive and open exchange on diversity and equality topics among IAF members, potential members, and other organizations promoting diversity.



### IDEA DIVERSITY BREAKFAST

Opportunities	Multiple	
Amount	EUR 6,000	AED 27,000

- › Sponsor logo on breakfast signage
- › Display and distribution of sponsor promotional materials in the area
- › Option for a keynote address or presentation at beginning of breakfast
- › Invitations for company representatives to the breakfast (number to be agreed upon by IAF)
- › Branding of the breakfast area
- › Sponsor will be acknowledged on all IAC related publications and website
- › Non-alcoholic beverages will be served

### IDEA DIVERSITY LUNCH

Opportunities	Multiple	
Amount	EUR 10,000	AED 45,000

- › Sponsor logo on signage
- › Display and distribution of sponsor promotional materials in the area
- › Option for a keynote address or presentation at beginning of lunch
- › Invitations for company representatives to the lunch (number to be agreed upon by IAF)
- › Branding of the lunch area
- › Sponsor will be acknowledged on all IAC related publications and website
- › Non-alcoholic beverages will be served



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# IAC PUBLICATION OPPORTUNITIES

IAC Publications offer the best option to reach out all Congress delegates and ensure a broad scope of the marketing effort. All publications sponsorships include the following benefits:

- › Sponsor advertisements in the chosen publication
- › Sponsor will be acknowledged on all IAC related publications and website

## IAC FINAL PROGRAMME

Opportunities: Multiple

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.

Placement	Amount in EUR	Amount in AED
Back Cover*	EUR 10,000	AED 45,000
Inside Front Cover/ Inside Back Cover*	EUR 7,000	AED 31,500
Full Page Advertisement	EUR 6,000	AED 27,000
Half Page Advertisement	EUR 2,000	AED 8,000
Quarter Page Advertisement	EUR 1,000	AED 4,500

## IAC 2021 CALL FOR PAPERS

Opportunities: Multiple

The IAC 2021 Call for Papers will already be distributed during the IAC 2021 to all attendees and provides an initial overview of the IAC 2021 Technical Programme.

Placement	Amount in EUR	Amount in AED
Full Page Advertisement	EUR 6,000	AED 27,000
Half Page Advertisement	EUR 2,000	AED 8,000

## IAC TECHNICAL PROGRAMME

Opportunities: Multiple

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.

Placement	Amount in EUR	Amount in AED
Back Cover*	EUR 10,000	AED 45,000
Inside Front Cover/ Inside Back Cover*	EUR 7,000	AED 31,500
Full Page Advertisement	EUR 6,000	AED 27,000
Half Page Advertisement	EUR 2,000	AED 8,000
Quarter Page Advertisement	EUR 1,000	AED 4,500

## IAC 2021 PROCEEDINGS

Opportunities: One (1)

Amount in EUR	Amount in AED
EUR 10,000	AED 45,000

Sponsoring the proceedings of the entire IAC 2021 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

## EVENT SPONSORSHIP OPPORTUNITIES

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 at the entrance
- › 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
- › Acknowledgment on selected Congress signage, Congress website, final programme, technical programme and proceedings, in all promotional email blasts, and in printed advertisements (if space allows).

### IPMC YOUNG PROFESSIONALS WORKSHOP

Opportunities	Multiple	
Amount	EUR 5,000	AED 22,500

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
- › Acknowledgment on selected Congress signage, Congress website, final programme, technical programme and proceedings, in all promotional email blasts, and in printed advertisements.



### YOUNG PROFESSIONAL (YP) NETWORKING EVENTS

Opportunities	Multiple	
Amount	EUR 5,000	AED 22,500

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
- › Acknowledgment on selected Congress signage, Congress website, final programme, technical programme and proceedings, in all promotional email blasts, and in printed advertisements.

### GLOBAL TECHNICAL SESSIONS (GTS)

Opportunities	Multiple	
Amount	EUR 5,000	AED 22,500

The GTSs were conceived to give the opportunity to Young Professionals who cannot attend the IAC to participate virtually in an oral session. By sponsoring the GTS your company will be provided with the highest visibility to virtual participants worldwide, and will make a significant contribution toward ensuring the virtual forums are available for young professionals internationally in future years.

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# EVENT SPONSORSHIP OPPORTUNITIES

## IAF GLOBAL NETWORKING FORUM (IAF GNF) NETWORKING FORUM

Opportunities	Multiple	
Amount	EUR 5,000 to EUR 10,000	AED 22,500 to AED 45,000

The IAF Global Networking Forum (IAF GNF) is the perfect place and platform to showcase your organization, and is one of the highlights of the IACs in the past few years. 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.

The GNF sponsorships include:

- › Sponsor will be allocated a slot for its event during the IAC week (first come first served basis, request to be sent by 30th April 2021)
- › 30-, 45- and 60-minute package options can be negotiated
- › 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

## EDUCATORS PROFESSIONAL DEVELOPMENT WORKSHOP

Opportunities	Multiple	
Amount	EUR 5,000	AED 22,500

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 at entrance
- › 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

## INTERACTIVE PRESENTATIONS

Opportunities	One (1)	
Amount	EUR 12,000	AED 54,000

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)

Opportunities	One (1)	
Amount	EUR 5,000	AED 22,500

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



# EXHIBITION 2021

## SHELL SCHEME

Stand Package	IAF Member	Non Member
Shell Scheme	EUR 475/sqm	EUR 570/sqm
	AED 2,137.50/sqm	AED 2,565/sqm

### Shell scheme stand includes the following:

- › Standard Booth - 9sqm (minimum)
- › Shell Scheme
- › 1 Round Table
- › 2 Chairs
- › 3 Spot Lights
- › 1 Waste Bin
- › Floor Carpet
- › Electricity x 1 kw
- › Power Socket
- › Basic Fascia with company name and booth number
- › Company profile in IAC 2021 official printed final programme guide and event app
- › Inclusion in digital exhibitor directory and online floorplan
- › Two (2) exhibitor booth staff badges for the first 3x3 = 9sqm space, additional badges to be purchased



## SPACE ONLY

Stand Package	IAF Member	Non Member
Space Only	EUR 440 / sqm	EUR 520 / sqm
	AED 1,980 / sqm	AED 2,340 / sqm

### Space only stand includes the following:

- › Space is sold on per SQM basis with a minimum of 3x3=9sqm (international booth size equivalent to 10ft x 10ft)
- › Space only stand does not include any carpet, furniture, structure, furnishings, electrical or signage. These need to be purchased with the official exhibition contractor
- › The bookings will be considered on first come first served basis
- › Exhibitors will have to pay the mandatory insurance fees which covers the Third Party Public Liability Insurance for Exhibitors. The insurance costs would vary upon various stand sizes

## DOUBLE DECKER STRUCTURE

Double decker stand	IAF Member	Non Member
Applicable to Space Only	EUR 320 / sqm	EUR 320 / sqm
	AED 1,440 / sqm	AED 1,440 / sqm

In addition to the above chosen stand option, space only exhibitors are encouraged to build double decker areas within their stand, the upper-floor space fee is AED 1,440/sqm into total number of SQM. However exhibitors are reminded that permission to build double storey stands is subject to agreement with the organizers. The organizers reserve the right to deny permission to build double decker stands.

## MANDATORY INSURANCE FEES

9sqm to 35sqm	36sqm to 100sqm	101sqm & above
EUR 100 OR AED 450	EUR 150 OR AED 675	EUR 200 OR AED 900

- › The organizer holds the right to approve or reject any stand confirmations
- › Exhibition Booth staff badges will provide access to the exhibition area, Opening Ceremony and Welcome Reception. The entry to the technical and plenary session rooms is not included and will require a registration as full delegate
- › Two (2) exhibitor booth staff badges for every 9sqm space booked, additional badges to be purchased

\* All images are for representational purpose only.



## 72ND INTERNATIONAL ASTRONAUTICAL CONGRESS

25th-29th October 2021, Dubai World Trade Centre  
United Arab Emirates

### REGISTER YOUR INTEREST TO SPONSOR AT IAC 2021, Dubai

Please complete the form below and our dedicated team will contact you shortly for any further assistance.

Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Designation: \_\_\_\_\_

City: \_\_\_\_\_ Country: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Mobile: \_\_\_\_\_ Website: \_\_\_\_\_

SPONSORSHIP CATEGORY	VALUE IN EUR / AED		VALUE
<input type="checkbox"/> PLATINUM	EUR 212,000	AED 954,000	
<input type="checkbox"/> GOLD	EUR 107,000	AED 481,500	
<input type="checkbox"/> SILVER	EUR 53,000	AED 238,500	
<input type="checkbox"/> BRONZE	EUR 21,000	AED 94,500	
ADDITIONAL SPONSORSHIP OPTIONS (choose from the options defined in the Sponsorship brochure)			
<input type="checkbox"/>	EUR	AED	
<input type="checkbox"/>	EUR	AED	
<input type="checkbox"/>	EUR	AED	
<input type="checkbox"/>	EUR	AED	
VAT @ 5%			
TOTAL			AED

For any further queries or assistance on Exhibition and Sponsorship opportunities, you may contact:

#### Isabella Marchisio

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#### Sucheeta Mascarenhas

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Telephone: +971 4 3064193  
Email: iac2021@dwtc.com

Sign Here:



## 72ND INTERNATIONAL ASTRONAUTICAL CONGRESS

25th-29th October 2021, Dubai World Trade Centre  
United Arab Emirates

### REGISTER YOUR INTEREST TO EXHIBIT AT IAC 2021, Dubai

Please complete the form below and our dedicated team will contact you shortly for any further assistance.

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Designation: \_\_\_\_\_

City: \_\_\_\_\_ Country: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Mobile: \_\_\_\_\_ Stand Number: \_\_\_\_\_

STAND PACKAGES	IAF MEMBER VALUE PER SQM	NON MEMBER VALUE PER SQM	TOTAL SQM	TOTAL STAND VALUE IN AED
<b>SHELL SCHEME STAND</b>	<input type="checkbox"/> EUR 475 AED 2,137.50	<input type="checkbox"/> EUR 570 AED 2,565	<b>X</b>	
<b>SPACE ONLY STAND</b> (minimum 9sqm) Only raw space will be provided, exhibitors will have to design their own stand & order electricity separately	<input type="checkbox"/> EUR 440 AED 1,980	<input type="checkbox"/> EUR 520 AED 2,340	<b>X</b>	
<b>DOUBLE DECKER STRUCTURE</b> the upper-floor space fee is AED 1,250/sqm into total number of SQM.	<input type="checkbox"/> EUR 320/sqm or AED 1,440/sqm			
<b>MANDATORY INSURANCE FEES</b>	<input type="checkbox"/> 9sqm to 35sqm EUR 100 or AED 450	<input type="checkbox"/> 36sqm to 100sqm EUR 150 or AED 675	<input type="checkbox"/> 101sqm & above EUR 200 or AED 900	
VAT @5%				
<b>TOTAL IN AED</b>				

#### Isabella Marchisio

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#### Sucheeta Mascarenhas

Conference Manager  
Mobile: +971 585024787  
Telephone: +971 4 3064193  
Email: iac2021@dwtc.com

Insurance fees is mandatory and cannot be waived off as it covers the Mandatory Third Party Public Liability Insurance for Exhibitors

Sign Here:



# YOUR GATEWAY TO 72ND INTERNATIONAL ASTRONAUTICAL CONGRESS

*See you @ IAC 2021!*

## **IAF**

### **Isabella Marchisio**

Senior Projects Manager

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