

Student Paper Competition Sponsor Recognition Process

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Background and Scope:

AIAA Technical Committees may choose to include a Student Paper Competition as part of the technical conference program. These competitions often have industry sponsors who provide the monetary prizes and travel expense awards for competition finalists and winners. Although the amounts of the sponsorships may vary, the sponsors should be appropriately recognized in any relevant Call for Papers and/or Student Paper Competition promotion. The process below is suggested to inform all internal and external stakeholders of their responsibilities regarding student paper competition and appropriate sponsor recognition.

Recommended Process:

- In the event that an AIAA Technical Committee chooses to organize a Student Paper Competition as part of the technical conference program, the TC must inform the Product Manager of the competition during the CFP development stage and provide a description of the competition (i.e., criteria, paper topics, award presentation details), including any relevant sponsor information.
- If the conference has a lead sponsor in place, the lead sponsor must be informed of the Student Paper Competition sponsor, as the lead sponsor is involved in the review and approval process of the CFP text and brochure.
- Immediately upon identifying the Student Paper Competition sponsor, the TC (or sponsor representative) will provide this information to the Product Manager and Sponsorship Manager, along with the sponsor's LOGO (color EPS format preferred; at least 300 dpi) for use in any Student Paper Competition promotion.
- The Product Manager will inform the AIAA Student Programs staff (Stephen Brock and Lisa Bacon) of the competition, so they can properly field questions from students or university faculty/advisors. The Product Manager will also inform the Technical Activities Manager (Betty Guillie).
- After the text for the CFP has been developed, the Product Manager will provide the Marketer with the text for the Student Paper Competition (as part of the CFP text), as well as the supporting sponsor's LOGO in the preferred format.

- A sentence recognizing the Student Paper Competition sponsor will be included in the Student Paper Competition text, i.e., **All awards (prizes) provided by (courtesy of) [insert sponsor's name]**. The sponsor LOGO will not appear within the printed promotion materials (i.e., Call for Papers or Preliminary Program brochures) to avoid conflict with the lead sponsor's LOGO.
- The Marketer will post the sponsor LOGO on the conference Web site under the "Hosts/Partners/Sponsors" link, with a hyperlink to the sponsor's home page. The Marketer will also include the sponsor LOGO in all e-mail broadcasts promoting the competition. The Marketer will only recognize the sponsor in promotion directly related to the Student Paper Competition only (i.e., CFP brochure, Web site, e-mail broadcasts about competition).
- A sign recognizing the sponsor will be placed outside the session room where the Student Paper Competition finalists are presenting their papers.