

AVIATION  **FORUM**

29 JULY-2 AUGUST 2024



ASCEND™

30 JULY-1 AUGUST 2024

CAESARS FORUM, LAS VEGAS

SPONSOR & EXHIBITOR PROSPECTUS

2024 AIAA AVIATION Forum and 2024 ASCEND
Two Incredible Events. One Central Expo Hall.
Endless Exhibit and Sponsorship Possibilities.

 aiaa.org/aviation

 ascend.events



TWO EVENTS. ONE VENUE.

Industry Visibility: These events attract a diverse range of 4,000+ professionals, including engineers, researchers, executives, and policymakers from across the aerospace sector.

Networking Opportunities: AIAA AVIATION Forum and ASCEND bring together key stakeholders and decision makers in the aerospace industry, including the DoD, DARPA, NASA, AFRL, Space Force, and more.

Market Expansion: Whether your company specializes in aircraft design, propulsion systems, space exploration, or aerospace technology, exhibiting or sponsoring at these events can help you expand your market reach. Engage with attendees who are actively seeking solutions and partnerships to address challenges and drive innovation in the aerospace field.

Brand Recognition: By associating your brand with respected industry organizations like AIAA you can enhance your company's credibility and visibility within the aerospace community.

Knowledge Sharing: AIAA AVIATION Forum and ASCEND feature technical sessions, panel discussions, workshops, and presentations covering the latest trends, developments, and advancements in aerospace technology and policy.

Recruitment Opportunities: Showcase your company's commitment to innovation and talent development by participating in career fairs, student programs, and recruiting events held in conjunction with these events. Engage with top engineering and aerospace talent, promote internship and job opportunities, and establish connections with future industry leaders.

JOIN US!

COMPLETE AUDIENCE ACTIVATION

BRAND AWARENESS

Activate high-impact channels, positioning your brand to the audiences.

THOUGHT LEADERSHIP

Establish authority in the market by promoting your expertise and solutions.

LEAD GENERATION

Qualify prospects by promoting key assets to generate leads.

RELATIONSHIP DEVELOPMENT

Enrich sales pipeline with activities from leads, re-engaging users to facilitate meaningful conversations.

CUSTOMER RETENTION

Engage existing customers, personalizing communication to promote brand loyalty.

AIAA AVIATION FORUM

AUDIENCE HIGHLIGHTS

A worldwide community of researchers, engineers, and visionaries dedicated to driving innovation in aeronautics.



2,973

Attendees



41

Countries



1,100

Organizations Represented



330

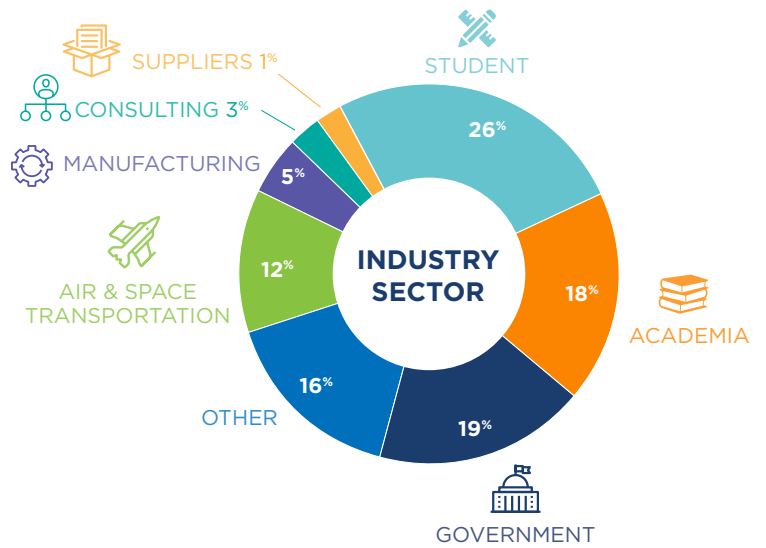
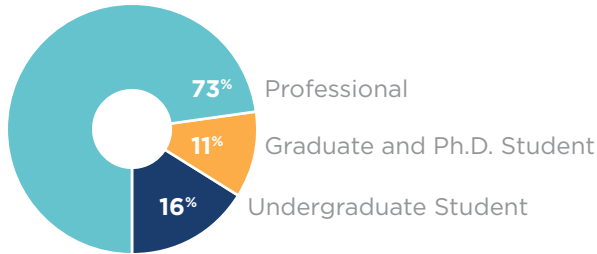
College and Universities



1,354

Technical Presentations

ATTENDEES TYPE



TOP COMPANIES/EMPLOYERS REPRESENTED



TOP COLLEGES/UNIVERSITIES REPRESENTED

1. Georgia Institute of Technology
2. Purdue University
3. Massachusetts Institute of Technology
4. Stanford University
5. University of Michigan, Ann Arbor

MEDIA OUTREACH



221
Mentions



146.6M
Reach



\$34.1K
Publicity Value

ASCEND

AUDIENCE HIGHLIGHTS

The international space community's best and brightest coming together to make humanity's off-world future a reality.



1,550

Attendees



30

Countries



650

Organizations Represented



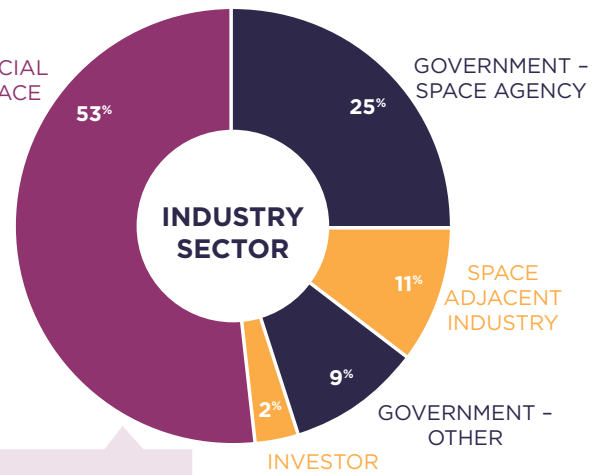
198

Technical Presentations

ATTENDEES TYPE



INDUSTRY SECTOR



16.9% of ASCEND attendees are c-suite



DRIVEN TO DISCOVER



BUILDING THE FUTURE



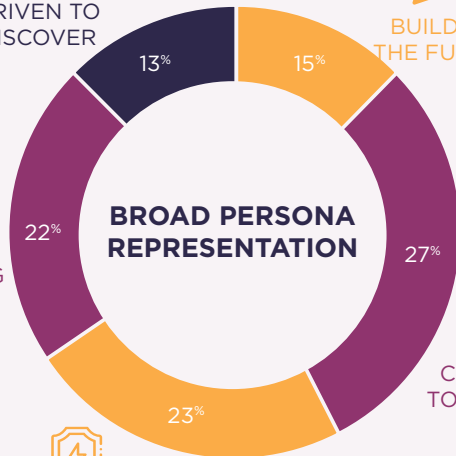
NAVIGATING THE CLIMB



CONNECTED TO COMMERCE



GUARDIANS FOR LIFE



BUILDING THE FUTURE: Interested in tools and technology and eager to gain hands-on experience to solve problems or enhance career.

CONNECTED TO COMMERCE: Building strategic partnerships and connecting with fellow business people and policy leaders; selling a product or service with significant impact on the space economy.

GUARDIANS FOR LIFE: Years of experience building space programs that impact society, committed to investing in meaningful change.

NAVIGATING THE CLIMB: Long, ambitious career ahead, looking for a breadth of ideas, connections, and experiences that will launch to the next level.

DRIVEN TO DISCOVER: Lifelong learner and teacher; exploring the intersection of science and technology and developing the next big ideas in space.

HIGH VISIBILITY PACKAGES

Centrally located within the venue, the Expo Hall will serve as a bridge between both events' communities, showcasing the latest technologies, products, and services from exhibitors in both the air and space domains.

PACKAGE BENEFITS	PREMIER \$110,000 <i>(1 available)</i>	GOLD \$42,500 <i>(3 available)</i>	SILVER \$27,500 <i>(5 available)</i>	BRONZE \$17,500
Logo and link on event websites	◆	◆	◆	◆
Logo and link in event app	◆	◆	◆	◆
Naming in promotions and communications	◆	◆	◆	◆
Logo on event signage	◆	◆	◆	◆
Logo on thank you slide before Plenary/ Macro and F360/Meta Sessions	◆	◆	◆	◆
Opportunity to introduce or moderate a session	◆	◆	◆	
Name in press release	◆	◆		
Full event registration(s)	15	3	2	1
Exhibit booth, or equivalent credit for larger booth configuration	400'	200'	100'	
Recognition on sponsor page in program	Logo	Logo	Logo	Logo
Email blast	Logo & message in exclusive email blast	Logo & message in exclusive email blast	Logo & message in shared email blast	Logo in shared email blast
Commercial supplied by sponsor to be played on-site	(2) Two 1-2 minute commercials	(2) Two 1-2 minute commercials	(1) One 1-2 minute commercial	(1) One 30-second commercial
Company listing online	Max 50 words	Max 50 words	Max 30 words	Name & logo only
Ad in program	Full page	Full page	1/2 page	

*Sponsorships and additional event passes available for additional cost.

EXHIBITING

AT AIAA AVIATION FORUM AND ASCEND

REACH ATTENDEES WITH AIAA'S COMPREHENSIVE EXHIBIT PACKAGE. BENEFITS INCLUDE:

1

Access to 4,000+ attendees in the aerospace industry.

2

Free virtual profile in the online event platform for added exposure.

3

Opportunity to hold a presentation in the HUB
(for additional cost)

4

Listing on one event website and the Expo Hall floor plan.

BOOTH PRICING OPTIONS

Standard Booth: \$4,700 per 10' x 10'

Premium Booth (facing the HUB): \$5,100 per 10' x 10'

Each display includes:

- › 2 full-conference badges are included for the first 10'x10' and 1 for each additional 10'x10'.
- › Include access to all sessions and food/networking functions.
- › Recognition on select materials and communications, including the post-event
- › Exhibit space includes pipe & drape and standard sign with company name for in-line booths and raw space for island-style exhibits.

ONLINE PROFILE INCLUDED WITH BOOTH PURCHASE

Your booth includes a free online profile on the program app. Take advantage of this opportunity to increase your visibility to all attendees.

A customizable profile with space for:

- › Company description
- › Company logo
- › Product categories
- › Full event recap report



SUBMIT A BOOTH CONTRACT

AVIATION



SUBMIT A BOOTH CONTRACT

ASCEND



EMAIL US
SALESINFO@AIAA.ORG



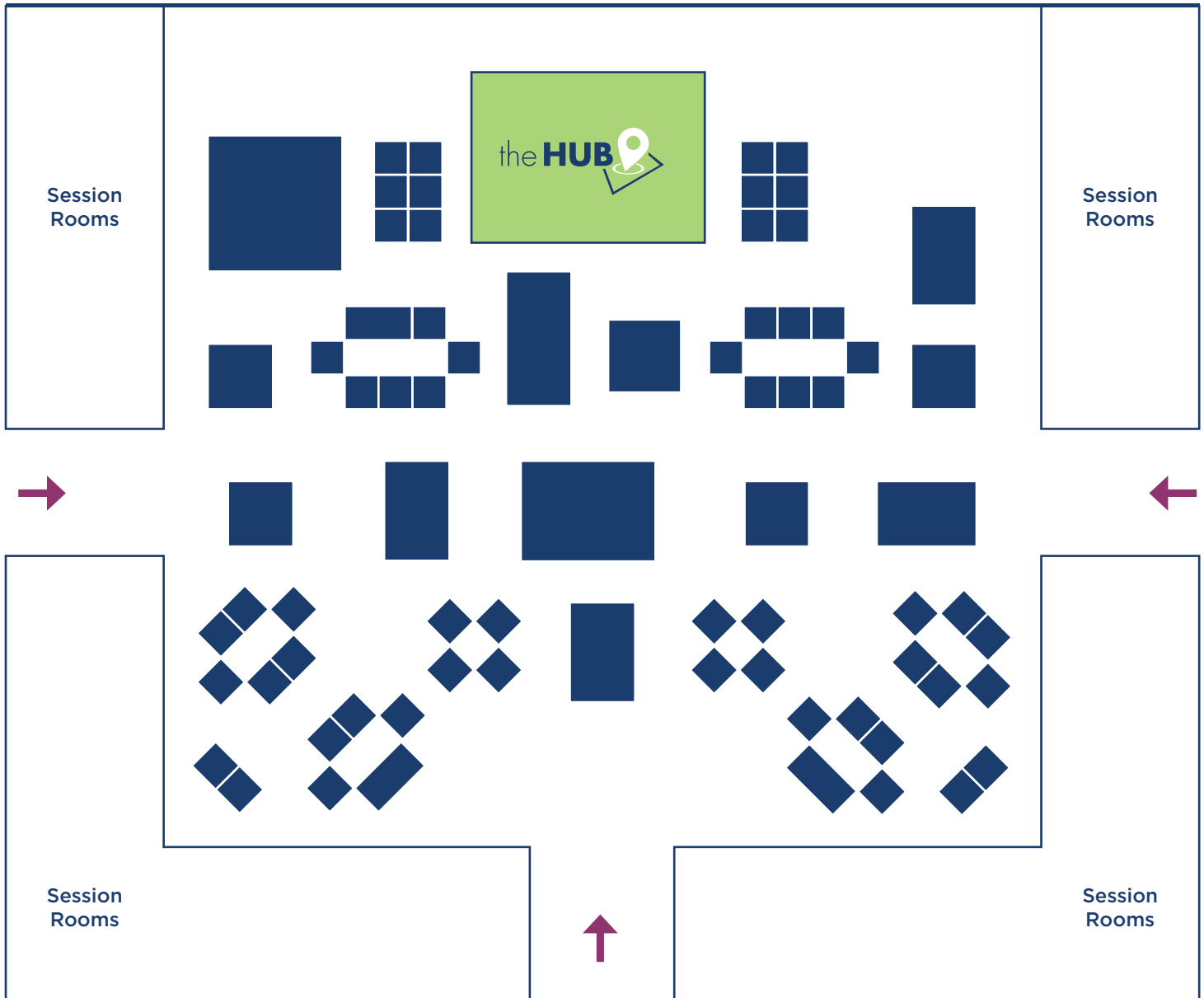
VIEW FLOOR PLAN

PREVIEW THE FLOOR PLAN

FOR THIS SUMMER'S EVENTS



The Expo Hall is the heart of this summer's co-located events in Las Vegas. It's where thousands of professionals from the aeronautics and space communities will gather to exchange knowledge and ideas, explore cutting-edge advances, and push the limits of what is possible in air and space.



3 Entrance Points

ONE SPONSORSHIP, TWO EVENTS

FOR BOTH EVENTS IN A SHARED SPACE

AIAA EVENTS APP

The AIAA Events app is the one-stop shop where all AIAA AVIATION Forum and ASCEND attendees can stay up to date on the latest schedule, program, speakers, technical sessions, and exhibitors. Your organization will be featured via a custom banner in the middle or at the bottom of the app webpage. Banner options:



- › **\$5,000 week of the event** (exclusive)
- › **\$3,500 week of the event** (two company rotation)
- › **\$2,500 per week leading up to the event** (exclusive)
- › **\$1,500 per week leading up to the event** (two company rotation)

ATTENDEE CONVERSATION LOUNGERS

\$2,500 | Ten Available

Immerse yourself in impactful connections with our sponsor-branded lounge chairs, strategically placed at the expo's heart. Small space, big impact – perfect for one-on-one conversations in an acoustically enhanced environment. Each lounge includes sponsor signage and recognition in the event program.



BRING YOUR OWN SIGN

Only available when purchased with other components.

Provide your company branded banner, stand, sign, artwork, or model to be placed in a common area at AIAA AVIATION Forum and ASCEND. Pricing to be determined by item size and visibility.

CHARGING STATION

\$3,500 | Three Available

Charging stations are a necessity at any event. Don't miss this opportunity to show the industry that you're powering innovation. You'll receive:

- › Your company logo prominently displayed on charging stations in the HUB
- › Option to distribute printed marketing materials on the charging station tables
- › Logo inclusion in pre-, during, and post-event marketing

COFFEE BREAK

\$5,000 | Six Available

(one a.m. and one p.m. break each day)

Help attendees get energized for the day's events by sponsoring a coffee break. You will receive logo recognition on the AIAA AVIATION Forum and ASCEND websites and signage within the break area to showcase your sponsorship.

PROFESSIONAL PHOTO LOUNGE

\$15,000 | Exclusive

Provide attendees an opportunity to upgrade the look of their personal headshot in the photo lounge. Your logo will be prominently displayed



in the photo area, in the delivery of the final digital photo via email, and on promotions for the lounge. You'll also have the option to distribute marketing materials in the lounge footprint, a fantastic recruiting tool!

HUB PRESENTATION

\$3,000 | Twelve Available

Engage directly with attendees and showcase your latest innovations, best practices, or other thought leadership content in one of our limited 20-minute HUB presentation slots. Benefits include:

- › Your company name and logo listing linked to a URL of your choice featured in the HUB section of the event platform and onsite
- › Logo inclusion in digital and social media materials pre-, during, and post-event
- › Mention in the daily recaps posted in the Flight Plan e-newsletter



COMBINED OPPORTUNITIES

HUB SPONSORSHIP

\$25,000 | Exclusive

Provides AIAA AVIATION Forum and ASCEND attendees insight into your organization's innovations and expertise. You'll receive:

- › One (1) 10 x 10 premium booth adjacent to the HUB (on a space available basis)
- › One (1) full-page color ad in the program
- › Logo recognition in marketing materials, plenary sessions, Expo Hall map and signage, and GOBO adjacent to Expo Hall
- › Opportunity for hardware placement inside the HUB
- › Inclusion in a non-exclusive on-site email inviting attendees to join you in the HUB
- › One (1) 20-minute presentation slot in the HUB
- › Two (2) complimentary full forum registrations

LED VIDEO BOARD

Imagine your brand featured prominently on a 103' x 27.5' LED video board that attendees see as soon as they enter the event venue. This is a can't-miss opportunity to project your brand's image, deliver your key messages, and make a remarkable impact. Options available:

- › **\$15,000 full-day takeover** (three available)
- › **\$7,500 half-day takeover** (six available if full day takeover is not purchased)
- › **\$7,500 30-60 second video** (played five times)
- › **\$4,500 30-60 second video** (played three times)
- › **\$3,000 30-60 second video** (played one time)



NETWORKING HAPPY HOUR IN EXPO HALL

\$5,000 | Three Available

Gather attendees and peers for a happy hour on the Wednesday of AIAA AVIATION Forum and ASCEND. This is a unique opportunity to connect with attendees from both events in an informal setting. Benefits include:

- › Ability to host a happy hour bar in/near exhibit booth
- › Logo recognition at the event
- › Mention of the event in the Daily Flight Plan e-newsletter for both events
- › Opportunity to provide an offer or giveaway during the event

Drinks and food not included with this sponsorship.



FORUM PROGRAM

\$12,400 | Exclusive

Sponsor the printed AIAA AVIATION Forum and ASCEND program that will be used by event attendees. As the title sponsor, your logo and branding will be prominently featured within the program and on signage. Benefits include a full-page ad.



COMBINED OPPORTUNITIES

POST-EVENT RECAP REPORT

\$5,000 | Exclusive

Acquire prominent logo placement within the post-event recap reports for both events along with a full-page ad to be included.

HYDRATION STATIONS

\$5,000 | Four Available

Co-sponsor four hydration stations for the week. Sponsor logos will be prominently featured at each station.

WI-FI

\$10,000 | Exclusive

Provide connectivity for all AIAA AVIATION Forum and ASCEND attendees. Your logo and artwork will appear on the login screen along with the password of your choosing. Sponsor to be acknowledged on signage and materials.

CUSTOMIZED OPTIONS

Contact the AIAA team. We'll work with you to put together a package that fits your needs and budget.



RESERVE YOUR SPONSORSHIP TODAY!

Contact the sales team at salesinfo@aiaa.org.



AIAA AVIATION FORUM

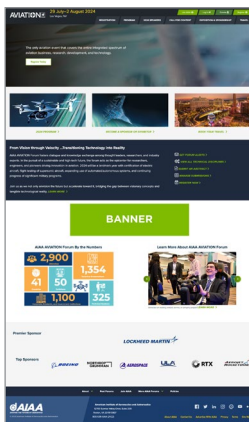
BRANDING OPPORTUNITIES

ADVERTISE ON THE FORUM WEBSITE*

\$3,000: Exclusive Banner
\$2,000: Rotates with one other advertiser

A custom banner on the AIAA AVIATION Forum website. All prices are based on a fixed 30-day exposure on the home page.

**AIAA does not guarantee number of impressions or click throughs.*



DAILY FLIGHT PLAN

\$1,000: One Issue
\$1,800: Two Issues
\$2,600: Three Issues

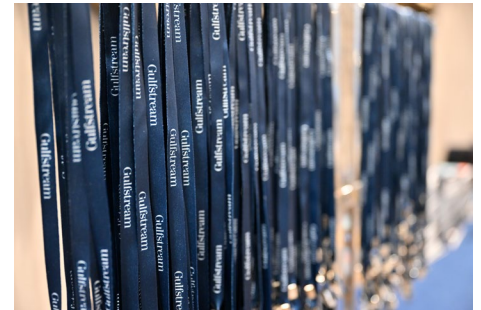
Include your company message, logo, and link in the daily Flight Plan newsletter sent to all participants each day at the forum.

DEDICATED EMAIL

\$10,000 | Three Available

A sponsor-owned email to be sent during the forum. Benefits include:

- › Exclusive sponsor-owned thought leadership content that will be sent to all attendees via email
- › Content must be submitted in a finalized HTML format with linking URLs



LANYARDS*

\$12,000 | Exclusive

Sponsor the co-branded AIAA AVIATION Forum lanyards and allow the attendees to do the advertising for you. Place your company logo on the lanyard that will be distributed to attendees upon registration.

ATTENDEE BAG*

\$12,000 | Exclusive

One of our highest profile sponsorships. Your company logo adorns the conference bags, given to attendees as they pick up their badges. These bags—customized for the forum—have a long shelf life post-show, keeping your brand visible. Sponsor to produce and ship bags.

COMMERCIAL BREAK

\$2,500 | Five Available Per Day

Commercials will be played during the event. The sponsor will receive one commercial (30 seconds to 1 minute in length) to be aired during a time designated by AIAA.



AIAA AVIATION FORUM

BRANDING OPPORTUNITIES

**Branded items are subject to AIAA approval. Sponsor to produce and ship materials to designated site.*

NOTEPAD AND PEN*

\$5,000 | Exclusive

Provide your co-branded notepad and pen for event attendees. Your materials will be distributed to attendees in the registration area. Sponsor to ship and provide materials.

SESSION UNDERWRITER

\$5,500 | Four Available

Sponsor an AIAA AVIATION Forum session live in Las Vegas. As a session underwriter, your logo and branding will be prominently featured within the program and on signage promoting the session on-site.

SOCIAL MEDIA BUNDLE

\$1,500 | Ten Available

The Institute will post your announcement on the official AIAA social media accounts on Facebook, Instagram, LinkedIn, and Twitter.

WATER BOTTLES

\$7,000 | Exclusive

Help attendees stay hydrated during AIAA AVIATION Forum by sponsoring water bottles to carry with them throughout the event. Sponsor to produce and ship water bottles.

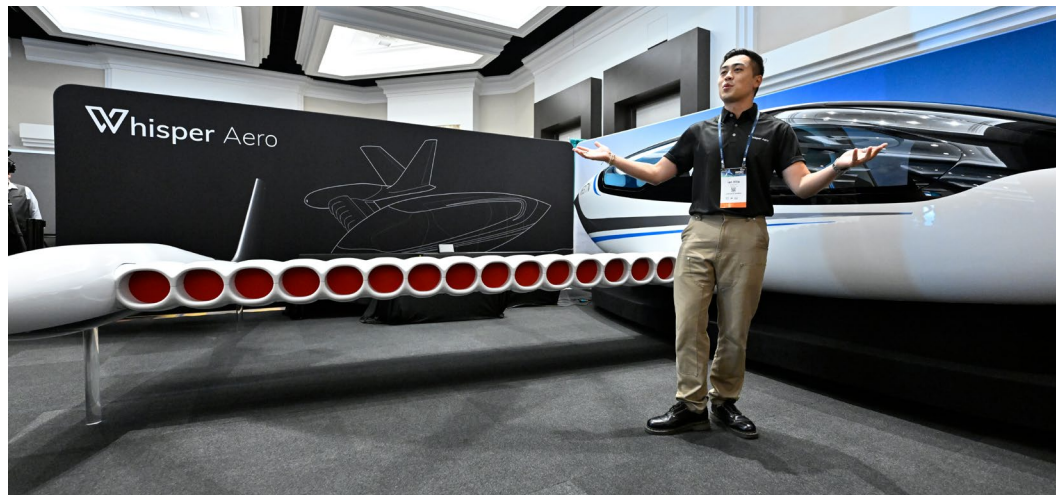
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ASCEND

BRANDING OPPORTUNITIES

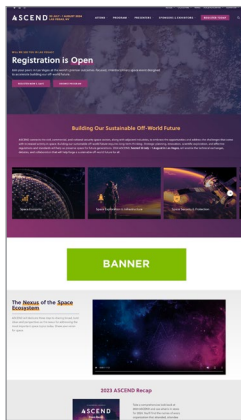
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LANYARDS*

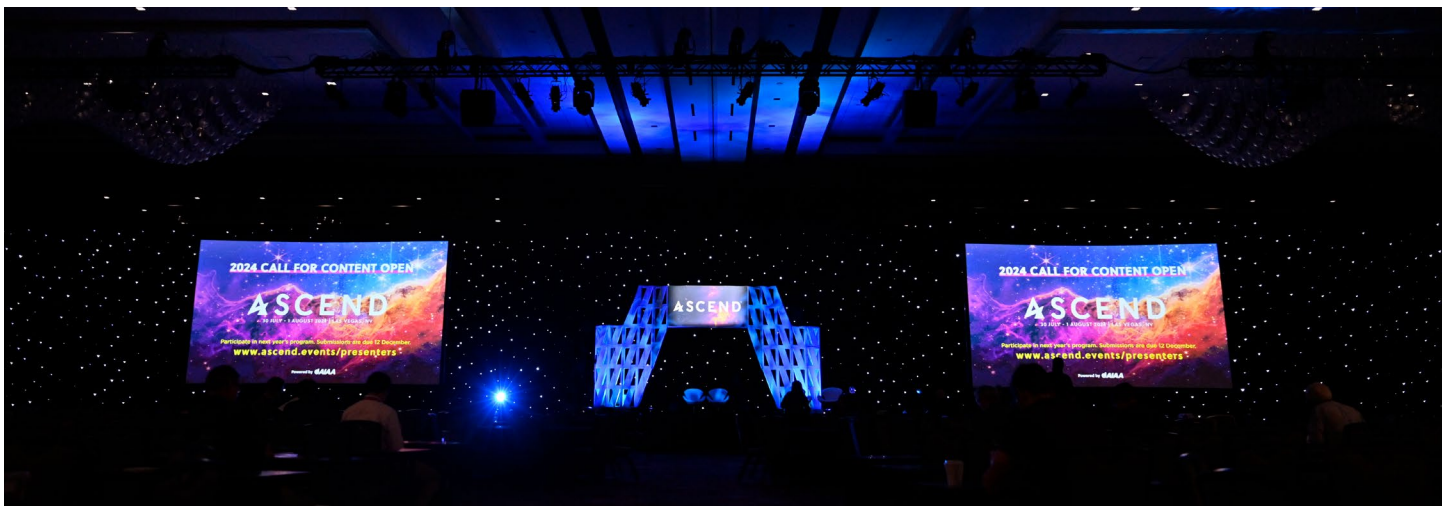
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ASCEND

BRANDING OPPORTUNITIES

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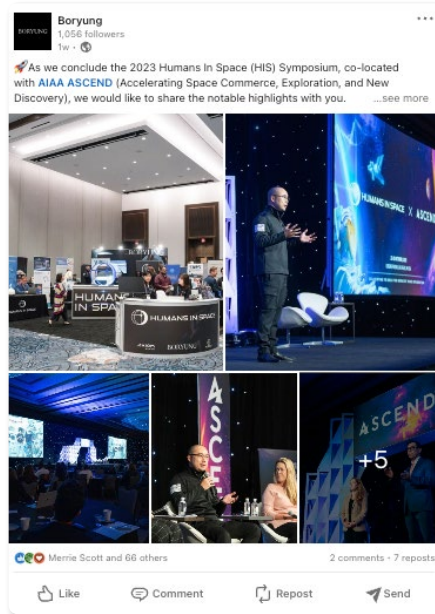
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WATER BOTTLES

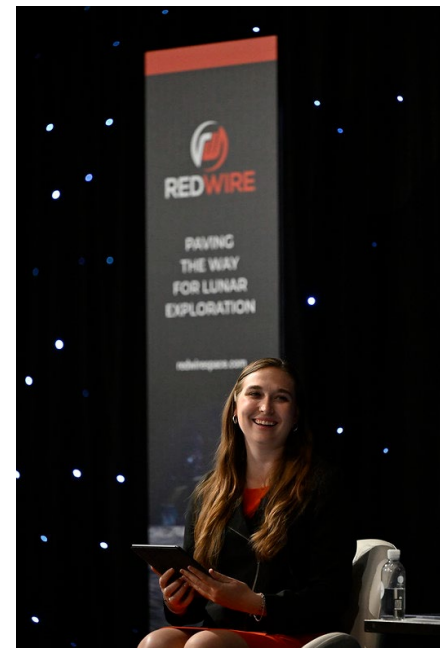
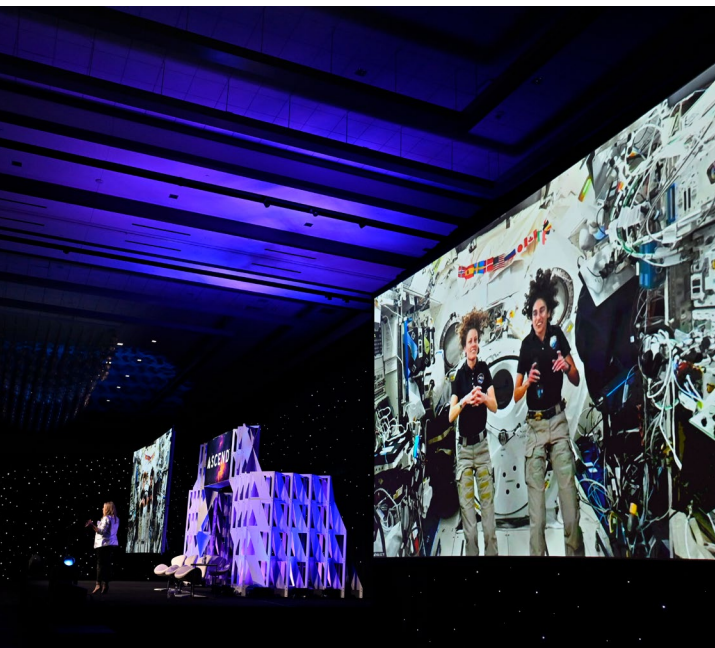
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Interested in Corporate Membership?

During AIAA AVIATION Forum and ASCEND, Corporate Members receive:

- + An allotment of complimentary registrations
- + Unlimited lowest rate available registrations, regardless of registration date
- + Your staff's use of the Zone to rest and recharge
- + Two invitations to the Corporate Member Welcome Happy Hour
- + Access to complimentary private meeting space
- + Corporate Member insignia to display at your booth
- + Opportunity to participate in Meet the Employers

Contact us today to learn about all the year-round benefits.



Contact us now to customize your activation plan.

ELIZABETH JUST

Sr. Manager, Sales Capture
Companies A-N
ElizabethJ@aiaa.org
+1 571.439.4672

JASON SICKELS

Sr. Manager, Sales Capture
Companies O-Z
JasonS@aiaa.org
+1 310.968.4981

VICKIE SINGER

Director,
Revenue Development
VickieS@aiaa.org
+1 443.629.9013

CHRIS SEMON

Director of Enterprise Accounts:
Lockheed Martin,
The Boeing Company,
Northrop Grumman, RTX
ChrisS@aiaa.org
+ 1 703.599.8444

PAUL DoCARMO

Operations Manager, Revenue
and Brand Management
PaulD@aiaa.org
+1 703.264.7576