

SHAPING THE FUTURE OF **AEROSPACE**

MARKETING AND ENGAGEMENT OPPORTUNITIES

January–December 2020

Reach industry
influencers and key
decision makers

Options
available for
every budget

AIAA CORPORATE PARTNERS



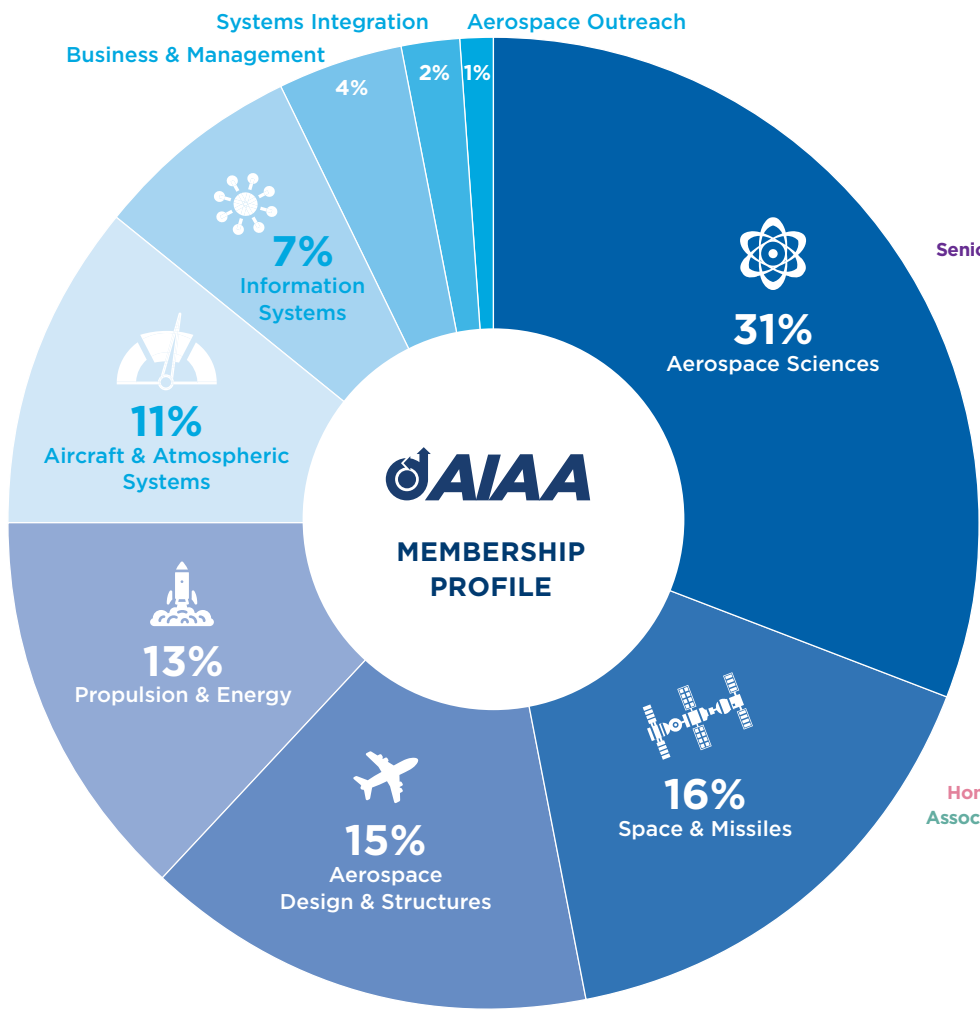
LOCKHEED MARTIN



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MEMBERSHIP TYPE

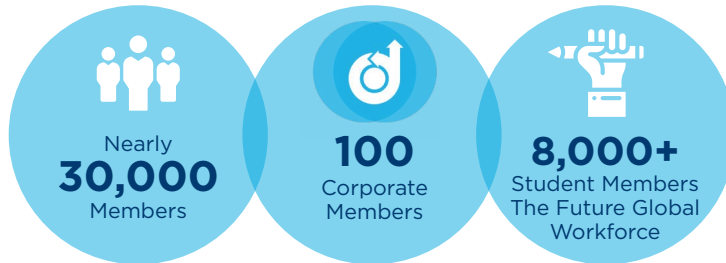


SHAPING THE FUTURE OF AEROSPACE

WHY AIAA?

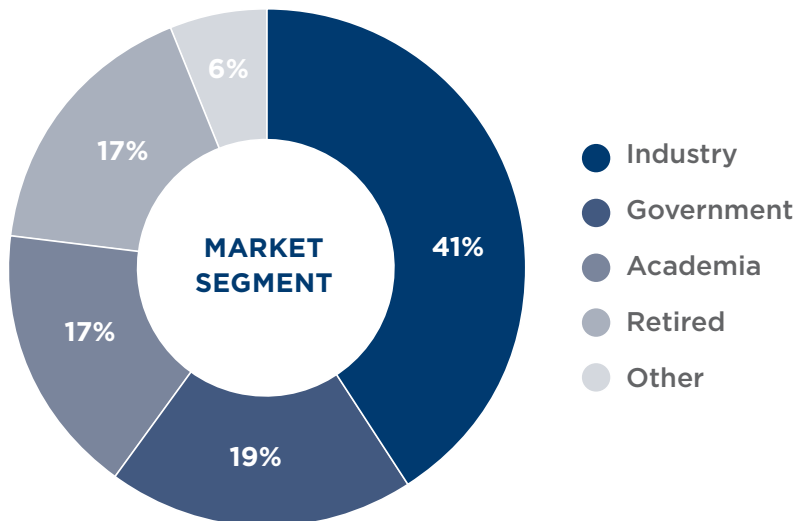
Because AIAA's mission is to help aerospace professionals and their organizations succeed. Our members make dreams come true.

AIAA BY THE NUMBERS



AIAA EXISTS TO HELP YOUR ORGANIZATION SUCCEED

- › A champion for the global big picture
- › Technical excellence across an expansive list of disciplines
- › Collective member impact that is accelerating progress
- › Solutions for workforce readiness and development
- › Your partner for success



A large, modern atrium with a high, arched glass and steel ceiling. In the foreground, a man and a woman are seated on a curved bench, engaged in conversation. The woman is wearing a pink blazer and glasses. In the background, other people are walking on a patterned carpet. The overall atmosphere is professional and bright.

AIAA FORUMS

Each year, AIAA forums draw over **10,000 participants** from **90+ countries** around the world, including more than **2,500 prequalified students** that are dedicated to joining the future aerospace workforce. Engineers and scientists from business, government, and academia present more than **5,200 technical papers** that offer the latest industry research and development findings that will shape the future of aerospace.

WHAT TO EXPECT AT AIAA FORUMS

- › Over 10,000 engaged industry participants annually
- › Relevant and timely content
- › Exhibits aligned with current industry needs
- › Qualified business leads
- › Workforce recruitment

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15-19 JUNE 2020
RENO, NV

2020 THEME:

We Get You—Here, There, and Now Everywhere!

THE NUMBERS



2,200
ATTENDEES



1,100
TECHNICAL
PRESENTATIONS



30
COUNTRIES

ATTENDEES BY MARKET SECTOR



BECOME AN EXHIBITOR OR SPONSOR

aiaa.org/aviation



2020 THEME:

Trumpeting the Future of Propulsion and Energy in the Big Easy

THE NUMBERS



1,650
ATTENDEES



700
TECHNICAL
PRESENTATIONS



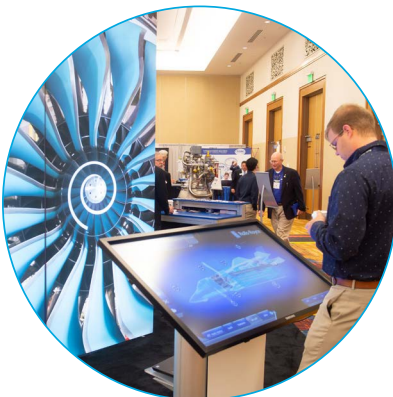
36
COUNTRIES

ATTENDEES BY MARKET SECTOR



BECOME AN EXHIBITOR OR SPONSOR

aiaa.org/propulsionenergy





11-15 JANUARY 2021
NASHVILLE, TN

2021 THEME:

Accelerating Innovation Through Diversity

THE NUMBERS



5,000
ATTENDEES



2,500
TECHNICAL
PRESENTATIONS



43
COUNTRIES

ATTENDEES BY MARKET SECTOR



BECOME AN EXHIBITOR OR SPONSOR

aiaa.org/scitech



20-22 APRIL 2021
LAUREL, MD

The AIAA DEFENSE Forum is focused on aerospace technologies and their applications in national security. This Secret/NoForN event provides a venue for leaders from government, military, industry and academia to explore aerospace technologies and their application to complex national security challenges.

THE NUMBERS



350
ATTENDEES



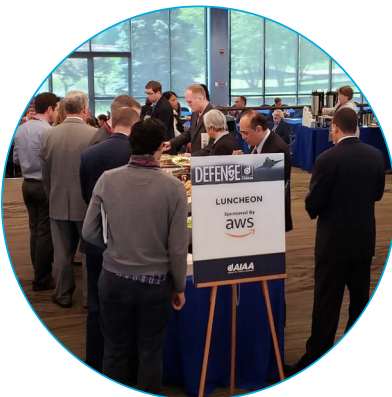
100+
TECHNICAL
BRIEFINGS

ATTENDEES BY MARKET SECTOR




BECOME A SPONSOR

aiaa.org/defense



PREMIUM-LEVEL SPONSOR PACKAGES

AIAA's sponsorship packages integrate Premier, Signature, and Executive levels, offering sponsors an array of opportunities to maximize their presence at its flagship industry events. Each premium level provides a set of core benefits, plus additional benefits of its own.

| BENEFITS <i>These benefits do not apply to AIAA DEFENSE Forum.</i> | PREMIER <i>One available per forum</i> | SIGNATURE <i>Up to three available per forum</i> | EXECUTIVE <i>Up to five available per forum</i> |
|--|--|--|---|
| | | | |
|  Sponsor-level exclusivity. <i>Only available to Partner and Corporate Members</i> | ✓ | – | – |
| Use of sponsor's product images in the forum printed program and marketing materials | ✓ | – | – |
| Option to make opening remarks at forum plenary and/or introduce speaker | ✓ | – | – |
| Opportunity to hold a VIP reception or dinner in place of Speaker/Sponsor/VIP reception (some restrictions apply) | ✓ | – | – |
| Lanyard branding opportunity — distributed to all attendees | ✓ | – | – |
| Sponsor announcement or company feature on forum website home page and subpages | ✓ | ✓ | ✓ |
| One (1) Executive Steering Committee (ESC) representative | ✓ | ✓ | – |
| One (1) full-page color ad in forum printed program | ✓ | ✓ | ✓ |
| Invitations to the Speaker/Sponsor/VIP reception | 10 | 5 | 3 |
| Prominent logo placement on stage backdrops during the plenary and Forum 360 sessions | ✓ | ✓ | ✓ |
| Complimentary full conference registrations | 15 | 5 | 2 |
| Reserved table for 10, plus one seat at head table of a forum luncheon | ✓ | ✓ | ✓ |
| Option to provide a commercial to be played prior to one of the plenary or lunch sessions | ✓ | ✓ | – |
| Exhibit booth or equivalent credit for larger booth configuration in the Exposition Hall | 400' | 200' | 100' |
| Opportunity to provide a giveaway at a forum | ✓ | ✓ | – |
| Opportunity to enhance the all-attendee reception in the Exposition Hall. Expenses to be covered by sponsor (décor, entertainment, branded giveaway, etc.). | ✓ | – | – |
| Additional Branding and Advertisement | | | |
| Onsite recognition from the podium during the plenary sessions | ✓ | ✓ | ✓ |
| Logo included in onsite materials, program, signage, etc. | ✓ | ✓ | ✓ |
| Logo in pre-event emails and Flight Plan emails | ✓ | ✓ | ✓ |
| Logo on forum website in multiple locations | ✓ | ✓ | ✓ |
| Prices | \$115,000 Exclusive to corporate members | \$60,000 Nonmembers: \$70,000 | \$25,000 Nonmembers: \$30,000 |

All prices are subject to change.

EXHIBITS

Does not apply to AIAA DEFENSE Forum.

COMPETE AND WIN WITH AIAA EXPOSITIONS

Showcase your cutting-edge technology or services. Demonstrate through hands-on learning experiences. Gain high marketing visibility, pre-, during, and post-event.

OPTIONS:

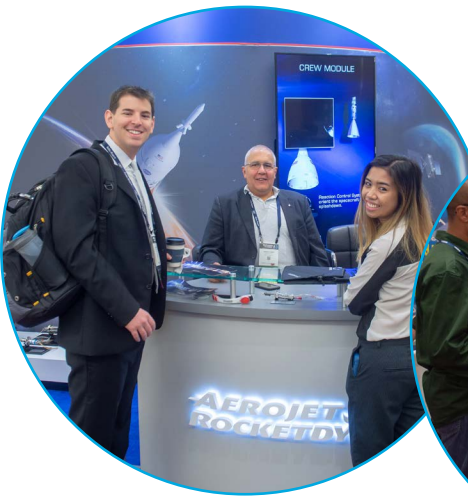
- \$4,600 per 10'x10' – Standard booth
- \$5,000 per 10'x10' – Premium booth location facing the HUB

Each 10' x 10' exhibit space with ID sign includes:

- (4) Exhibitor badges
- (2) Drink tickets at networking event
- (2) Tickets for boxed lunch in Exposition Hall
- Pipe and Drape with 8' back and 3' side drape
- Access to daily all-attendee networking events

“Exhibiting at AIAA events has allowed us the opportunity to meet the leaders and bright minds in aerospace. As an engineering simulation software company, it’s invaluable to have face-to-face discussions and share ideas at these forums.”

Jon Zenker, Staff Engineer, Gamma Technologies



Combine an exhibit space with a speaking slot in the HUB, technical session sponsorship, or a daily Flight Plan email sponsorship. Prices from \$1,000.

All prices are subject to change.



THE HUB TITLE SPONSOR

Member: \$25,000 | Nonmember: \$28,000

1 opportunity per forum

Allow AIAA forum attendees to gain insight into your organization's innovations and new industry perspectives.

BENEFITS INCLUDE:

- › One (1) 10' x 10' exposition booth adjacent to the HUB
- › One (1) full-page color advertisement in program
- › Company logo included in marketing materials, plenary sessions, Exposition Hall map and signage, and GOBO adjacent to Exposition Hall
- › Hardware placement inside the HUB
- › Inclusion in a non-exclusive onsite email inviting attendees to join you in the HUB
- › One (1) 30-minute presentation slot in the HUB
- › Two (2) complimentary full forum registrations
- › Two (2) Speaker/Sponsor/VIP Reception invitations



CHARGING STATIONS

Member: \$5,000 | Nonmember: \$6,800

1 opportunity per forum

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

BENEFITS INCLUDE:

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

ACTIVITIES IN THE HUB

- › Post plenary and Forum 360 session interviews
- › Competitions
- › Design challenges
- › Recruiting opportunities
- › Product pitches
- › And fun – music, contests, meetups



All prices are subject to change.

CUSTOM PACKAGES

Does not apply to AIAA DEFENSE Forum.

LIVESTREAM SPONSORSHIP

Member: \$10,000 | Nonmember: \$12,500

1 opportunity per forum

Extend your reach beyond the forum with live and on-demand plenary and Forum 360 sessions.



BENEFITS INCLUDE:

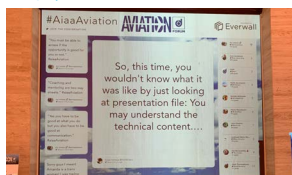
- › Your logo prominently displayed on the AIAA.org forum landing page, Livestream landing page and in the plenary sessions
- › Logo inclusion in pre-, during, and post-event marketing
- › One (1) Speaker/Sponsor/VIP Reception invitation
- › Unique Livestream viewers: 19,703/year;
Total Livestream pageviews: 25,000/year

SMART WALL AND SOCIAL MEDIA SPONSORSHIP

Member: \$5,000 | Nonmember: \$7,000

1 opportunity per forum

Social media wall used for late-breaking developments. Speak to the audience directly with this unique offer.



BENEFITS INCLUDE:

- › Two (2) 10' x 12' projected Twitter wall images located in high traffic areas and the Exposition Hall, combined with a GOBO feature, stating "Social Media powered by <sponsor name>"
- › Two (2) oversized monitors located outside the plenary room with a branding frame featuring sponsor's logo
- › Sponsor opportunity to participate in the AIAA Twitter contest and provide swag for the recipient
- › Mutually agreed upon number of tweets each day featuring sponsor hashtags and handles

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TECHNICAL SESSION(S) ADVERTISEMENT

One (1) session - Member: \$3,000 | Nonmember: \$3,600

Two (2) sessions - Member: \$5,400 | Nonmember: \$6,000

Three (3) sessions - Member: \$7,500 | Nonmember: \$9,100

Multiple opportunities per forum

Targeted sessions attended by individuals with a specific topic interest.

BENEFITS INCLUDE:

- › Company name introduced at the start of the session by the Session Chair
- › Option to place your marketing materials on participants' seats
- › One (1) branded advertiser sign outside the technical session
- › Recognition with other forum sponsors in prominent locations

FLIGHT PLAN SPONSORSHIP

One (1) Flight Plan distribution -

Member: \$1,000 | Nonmember \$1,200

Two (2) Flight Plan distributions -

Member: \$1,750 | Nonmember \$1,950

Three (3) Flight Plan distributions -

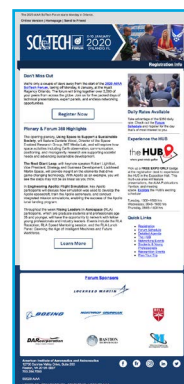
Member: \$2,500 | Nonmember \$2,700

Multiple opportunities per forum

Daily emails distributed to all participants at the forum, featuring the day's highlights.

BENEFITS INCLUDE:

- › Digital distribution to all participants
- › Your company message, logo, and link to your URL



All prices are subject to change.

ON-DEMAND OPTIONS

| OPTIONS | DETAILS | MEMBER | NONMEMBER |
|----------------------------------|--|-----------------------------------|-----------------------------------|
| BRING YOUR OWN BANNER | Sponsor-provided pop up banners or marketing display in up to three (3) high visibility areas | From \$1,500 | – |
| DELEGATE BAG | Sponsor-provided bag distributed to all attendees | \$9,500 | \$12,000 |
| HOTEL KEY CARDS | Introduce your company when attendees check into their hotel room. Logo and URL can be placed directly on the key cards | \$5,500 | \$7,000 |
| LANYARDS | Sponsor-provided lanyards distributed to all attendees | \$5,500 | \$7,000 |
| NETWORKING COFFEE BREAKS | Recognized at all 3 daily networking coffee breaks with signage in coffee service area | \$4,500/day | \$5,250/day |
| FLOOR DECALS | These 5'x5' full color floor banners are available in many high-visibility locations | 1-2: \$1,750/ea 3+: \$1,500/ea | 1-2: \$2,200/ea 3+: \$1,800/ea |
| PEN AND PAD | Sponsor provided pen and pad of your choice, distributed at high visibility locations including the HUB and registration desk. | \$1,200 | \$1,500 |
| PLENARY CHAIR DROP | One page, front and back, marketing material placed on each plenary seat | \$1,000 | \$1,250 |
| PROGRAM GUIDE ADVERTISING | Full-page color ad options | \$2,500 | \$2,900 |

Be sure to ask about other options such as venue specific advertising, GOBOs, digital signage, and more.

EMPOWERING SMALL BUSINESSES

Member: \$2,500 | Nonmember: \$3,000

Multiple opportunities per forum

AIAA offers special visibility for businesses of 11 employees or less. We value the innovators and risk-takers—and want to give you opportunities to build relationships with your new customers.

- › Two (2) Speaker/Sponsor/VIP Reception invitations
- › One (1) full forum registration
- › Company logo included in pre-, during, and post-event marketing



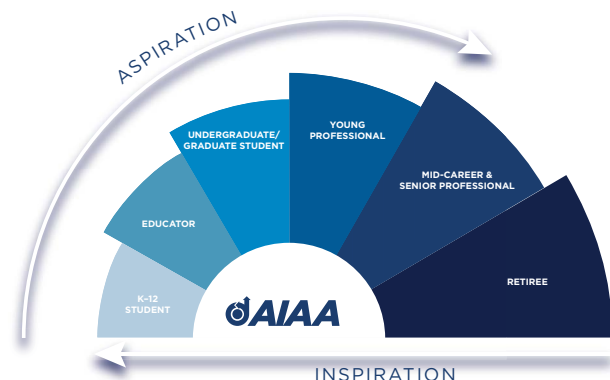
All prices are subject to change.

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WORKFORCE DEVELOPMENT

FROM ASPIRATION TO INSPIRATION

Helping your company build relationships for the next era of innovation—at every career level!



STUDENT WELCOME EVENTS SPONSORSHIP

1 opportunity per forum

Increase brand exposure at multiple events that welcome and prepare graduate and undergraduate students, across all disciplines, who attend select AIAA's forums. Special activities include Meet the Employers and the Student Welcome Mixer. Attendance for both varies per forum, ranging from 100 to 400 people.

- › Network with the best and brightest undergraduate and graduate students, many selected by their educational institution to attend
- › Meet highly qualified job candidates in an inviting, pressure-free atmosphere

BENEFITS INCLUDE:

- › Your logo prominently displayed onsite at all student-related functions
- › Access to opt-in email distribution list
- › Opportunity to project your company logo and deliver remarks to the attendees of the career development event and the Student Welcome Mixer
- › Two (2) Speaker/Sponsor/VIP Reception invitations
- › Meet the Employer preferred table location and preferred introduction time slot
- › Opportunity to provide marketing material at entrance of career development event and the Student Welcome Mixer
- › Exclusive access to students during the Student Welcome Mixer
- › Social media coverage

| | Presenting Level | | Supporting Level | |
|-----------------------------|------------------|-----------|------------------|-----------|
| | Member | Nonmember | Member | Nonmember |
| SciTech Forum | \$11,000 | \$13,000 | \$5,000 | \$7,000 |
| AVIATION Forum | \$8,000 | \$10,000 | \$3,750 | \$5,750 |
| Propulsion and Energy Forum | \$5,000 | \$7,000 | \$4,000 | \$6,000 |

All prices are subject to change.

YOUNG PROFESSIONALS — RISING LEADERS IN AEROSPACE

4 opportunities per forum

Meet and interact with students and young professionals up to 35 years of age. As a sponsor you will have the option to engage with attendees during one of the following activities: speed mentoring, an industry panel discussion, a keynote session, or a lunch panel.

BENEFITS INCLUDE:

- › Your logo prominently displayed onsite at all student-related functions
- › Access to opt-in email distribution list
- › Opportunity to project your company logo and deliver remarks to the attendees
- › Two (2) Speaker/Sponsor/VIP Reception invitations
- › Opportunity to distribute printed marketing material
- › Social media coverage

| | Member | Nonmember |
|-----------------------------|----------|-----------|
| SciTech Forum | \$12,500 | \$14,500 |
| AVIATION Forum | \$12,500 | \$14,500 |
| Propulsion and Energy Forum | \$10,000 | \$12,000 |



DURAND LECTURE FOR PUBLIC SERVICE LUNCH RECEPTION

Member: \$15,000 | Nonmember: \$18,000

1 opportunity exclusively at AIAA SciTech Forum

A celebratory lunch reception held during AIAA SciTech Forum in honor of William F. Durand and the annual award recipient. This award is presented for notable achievements by a scientific or technical leader whose contributions have led directly to the understanding and application of the science and technology of aeronautics and astronautics for the betterment of mankind.



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All prices are subject to change.

CELEBRATIONS OF EXCELLENCE

AEROSPACE SPOTLIGHT AWARDS GALA

One table for 10 guests: \$3,600

(required for sponsorship)

17 JULY 2020 | WASHINGTON, D.C.

Ronald Reagan Building and International Trade Center

Join AIAA as we honor the best of the aerospace industry for their outstanding achievements. Network with industry leaders and colleagues as we recognize the Class of 2020 AIAA Fellows and Honorary Fellows and premier award winners at the AIAA Aerospace Spotlight Awards Gala.

- › Invite your best customers to celebrate with you and honor individuals who have made an impact in the industry.
- › Demonstrate your organization's commitment to making a difference in aeronautics and astronautics.
- › Connect with K-12 educators to honor their STEM contributions as they help shape the next generation of aerospace professionals.

Purchase two or more tables and receive \$1,000 off the price of a sponsorship package!

AIAA Awards Being Presented:

- › AIAA Goddard Astronautics Award
- › AIAA Reed Aeronautics Award
- › AIAA Distinguished Service Award
- › AIAA International Cooperation Award
- › AIAA Public Service Award
- › AIAA Lawrence Sperry Award
- › AIAA Engineer of the Year
- › Daniel Guggenheim Medal

Reserve your table or individual seat today!

For more details, visit

aiaa.org/gala



| SPONSORSHIP OPTIONS | PARTNER <i>Reserved for AIAA's Corporate Partners</i> | GOLD \$8,000 | SILVER \$4,750 |
|--|--|-----------------------|--------------------------------|
| Logo on primary welcome sign | Logos, tiered | Logos, tiered | Logos, tiered |
| Tables in preferred locations | ✓ | Placed after Partners | Placed after Gold and Partners |
| Verbal acknowledgment from podium | ✓ | ✓ | ✓ |
| Signage throughout the celebration area | ✓ | ✓ | ✓ |
| Logo projected on wall during reception | ✓ | ✓ | – |
| Branding on dessert tables | ✓ | ✓ | – |
| Tribute page in printed program | ✓ | ✓ | – |
| Sponsor mention in marketing collateral and print ads (no logo) | ✓ | – | – |
| Place setting: Congratulatory message from AIAA's Corporate Partners | ✓ | – | – |
| Enhanced table host sign and decor | ✓ | – | – |

All prices are subject to change.

ADVOCACY

POLICY BREAKFAST SERIES – SPONSORSHIP OPTIONS

WASHINGTON, D.C.

Events held quarterly at various Locations

AIAA is offering a new initiative designed to connect our members with government stakeholders and other thought leaders. Presented as an educational series, these sessions cover topical policy-related issues of relevance to the aerospace community. This smaller-scale format offers a great opportunity to network with key representatives across government, industry, and academia.

All events take place in the Washington, D.C., area, have limited access, and will be considered “off the record.”

- › **Format:** Speakers are high-level policymakers – congressional committee chairs and ranking members, senior agency and administration officials or moderated panel
- › **Potential topics:** Artemis program funding, NASA authorization, Higher Education Act reauthorization, orbital debris mitigation, aircraft certification, hypersonic technologies, and more
- › **Audience:** D.C.-area AIAA members and nonmembers, corporate/Wash Ops representatives, congressional staff
- › **Expected attendance:** est. 50



| SPONSORSHIP OPTIONS | PREMIER \$5,000 | SUPPORTING \$3,500 |
|--|--------------------|-----------------------|
| Programming contributions and speaker recommendations | ✓ | – |
| Remarks and speaker introduction | ✓ | – |
| Complimentary registrations | 5 | 2 |
| Speaker’s table seating | 3 | 2 |
| Company logo on registration page, printed and digital marketing materials | ✓ | ✓ |
| Option to distribute marketing materials or giveaway | ✓ | ✓ |

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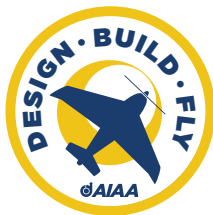
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All prices are subject to change.

DESIGN/BUILD/FLY (DBF) COMPETITION

WICHITA, KANSAS OR TUCSON, ARIZONA



Every year, DBF invites student teams to design, fabricate, and demonstrate the flight capabilities of an unmanned, electric-powered, radio-controlled aircraft to meet a specified mission profile. The competition gives 750 university students the opportunity to validate and apply their analytic studies in a challenging and fun environment. The organizing committee, which comprises representatives from the sponsoring organizations and the AIAA Aerodynamics, Aircraft Design, Design Engineering and Flight Test Technical Committees, selects a new topic each year to encourage innovation, and maintains a fresh design challenge annually. Inspire the aeronautic leaders of the future by becoming a sponsor.



| SPONSORSHIP OPTIONS | GOLD | SILVER |
|--|---------------------------------------|---------------------------------------|
| | Member: \$5,000 Nonmember: \$6,500 | Member: \$2,500 Nonmember: \$3,750 |
| 6' Table in the shared sponsor area with electricity | ✓ | – |
| Recognition during opening and closing remarks | ✓ | ✓ |
| Logo and link on the competition website | ✓ | ✓ |
| Logo on t-shirts provided to all participants | ✓ | – |
| Logo on onsite signage | ✓ | – |

Note: Wi-fi is not provided. All prices are subject to change.



ASCEND

16-18 November 2020 | Las Vegas, Nevada
CAESARS FORUM

Accelerating Space Commerce, Exploration, and New Discovery

Powered by AIAA, ASCEND is a new event designed to accelerate space commerce, exploration, and new discovery. ASCEND has limitless opportunities to connect you with the right people in propulsion and energy, launch services, engineering, private enterprise, startups, investors, civil space, national security space, academia, research, space sciences, media, emerging technologies, and policy.

ASCEND provides multiple levels of support options.

Brand Awareness

If your goal is to be seen as a supporting voice in this unique event, and you want to ensure that every attendee leaves knowing about your brand, this is the package for you.

Product Launch

ASCEND is the perfect venue for new product announcements. This package is strategically crafted to get the message out about your new product or service.

Building Your Network

This is for the connected company looking to generate leads, build partnerships and recruit talent.

Space Available

Become an ASCEND partner.

ASCENDsales@SmithBucklin.com
www.ascend.events



AIAA CORPORATE MEMBERSHIP

AIAA recruits Corporate Members from top public and privately owned organizations, as well as FFRDCs, and other institutions. Currently, we serve **100 Corporate Members**.

JOIN TODAY!

Corporate membership benefits:

- › An allotment of corporate member professional registrations, with immediate Senior Member status
- › Answers to your most pressing questions through purposeful **collaboration**
- › **Branding** through discounted advertising and sponsorship rates
- › Recruiting and employee recognition workforce **development** tools
- › Intimate **leadership conversations** with government, academia, and corporations

[LEARN MORE](#)

aiaa.org/corporatemembership

SALES CONTACT INFORMATION

Let's work together to unlock a unique opportunity to strengthen your brand!

Contact us today at salesinfo@aiaa.org to discuss your business objectives and we'll build a sponsorship package that will help you achieve your goals.

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