

TWO EVENTS. ONE VENUE. SUMMER 2024.

AVIATION 
29 JULY - 2 AUGUST 2024

ASCEND TM
30 JULY - 1 AUGUST 2024

LAS VEGAS, NEVADA

SPONSORSHIP, EXHIBIT, AND ADVERTISING OPPORTUNITIES

Join us at AIAA's co-located events in Las Vegas: AIAA AVIATION Forum and ASCEND. Don't miss your chance to elevate your brand through sponsoring, exhibiting, and advertising.

Discover the potential of two comprehensive onsite programs covering both the aeronautics and space domains. Collaborate and exchange knowledge in an interdisciplinary environment. Gain insights from related disciplines, expanding your industry understanding.

Spotlight your organization in the expanded Exposition Hall, showcasing cutting-edge innovations across air and space.

Reach a diverse audience of 3,000+, optimizing resources and maximizing your budget. Plus, recruit top talent from both air and space disciplines, enhancing your team's capabilities.

Seize this opportunity to propel your brand to new heights, gain industry recognition, and forge valuable connections. Secure your sponsorship, exhibition, or advertising spot now for Summer 2024!



TOP-LEVEL PACKAGES

Sponsor Levels & Benefits	Premier \$110,000 (1 available)	Signature \$60,000 (3 available)	Executive \$25,000 (5 available)
Sponsor-level exclusivity [^]	■		
Use of sponsor's product images in select locations in program and marketing materials	■		
Opportunity to make opening remarks at a plenary/macro and/or introduce speaker	■		
Opportunity to hold a VIP reception or dinner in place of Speaker & Sponsor Reception* (some financial and logistics support by AIAA included in package)	■		
Sponsor announcement or company feature on website homepage	■		
Lanyard branding opportunity for all attendee badges**	■		
Full page 4-color ad in printed program	■	■	
Prominent logo on stage backdrops during plenary/macro and Forum 360/meta sessions	■	■	■
Complimentary full conference registrations	15	5	2
Exhibit booth, or equivalent credit for larger booth configuration	400'	200'	100'
Opportunity to provide a giveaway at an event outside of your exhibit booth*	■	■	
Opportunity to enhance the all-attendee reception in the Exposition Hall* (decor, entertainment, branded giveaway, etc.)	■		
Onsite recognition from the podium during plenary/macro sessions	■	■	■
Logo recognition in select locations in the program, marketing materials, website, and pre-event emails	■	■	■

[^] If AIAA sells a Signature Sponsorship prior to selling the Premier Sponsorship, AIAA will discontinue the sales or acceptance of a Premier Sponsor agreement. If the Premier Sponsorship is sold, AIAA will not accept any Signature Sponsors for the events.

* Optional opportunity – expenses paid by Sponsor, unless otherwise noted.

[†] Premier Sponsor may provide their own branded lanyards for AIAA to distribute or choose to have AIAA supply lanyards with event branding only. If there is no Premier Sponsor, AIAA may sell lanyard sponsorship to any company.

Note: Securing a sponsorship as outlined above will require signing a contract that will include additional details on specifications of benefits and overall terms and conditions of the agreement. Please contact AIAA for details.

Customize your package even further with à la carte sponsorship options.

The HUB Sponsorship — \$35,000 EXCLUSIVE

Opportunity includes both events

Allow attendees to gain insight into your organization's innovations and expertise. You'll receive:

- › One (1) 10 x 10 premium booth adjacent to the HUB
- › One (1) full-page color ad in the program
- › Logo recognition 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 conference registrations

Session Underwriter — \$6,000

Sponsor an official ASCEND or AIAA AVIATION Forum session and have your branding featured on event signage, in the program, and on the event website

HUB Presentation — \$3,500

- › Your company name and logo listing linked to the URL of your choice featured in the HUB section of the event platform.
- › One 20-minute presentation slot in the HUB featuring content of your choice at a mutually agreed upon time.
- › Four complimentary full conference registration passes.
- › Inclusion in digital and social media materials pre-, during, and post-event.
- › Mention in the daily recaps posted in the Flight Plans.



Flight Plan Sponsorship — from \$1,500 to \$3,000

Multiple Opportunities

A daily digital recap email distributed to all attendees featuring the day's highlights and a preview of the events to come the next day.

- › Your company name and logo linked to the URL of your choice and featured as the Flight Plan sponsor.
- › Logo inclusion in pre-, during, and post-event marketing.
- › Promotion of your company message in a one-paragraph summary below your company logo

Advertise With AIAA — Starting at \$900

Multiple Opportunities

We offer a number of print and digital advertising opportunities to assist your organization in reaching aerospace decision makers, including tens of thousands of AIAA members and a vast network of nonmembers that engage with the Institute.

**Contact the AIAA Sales Team
to get started.**



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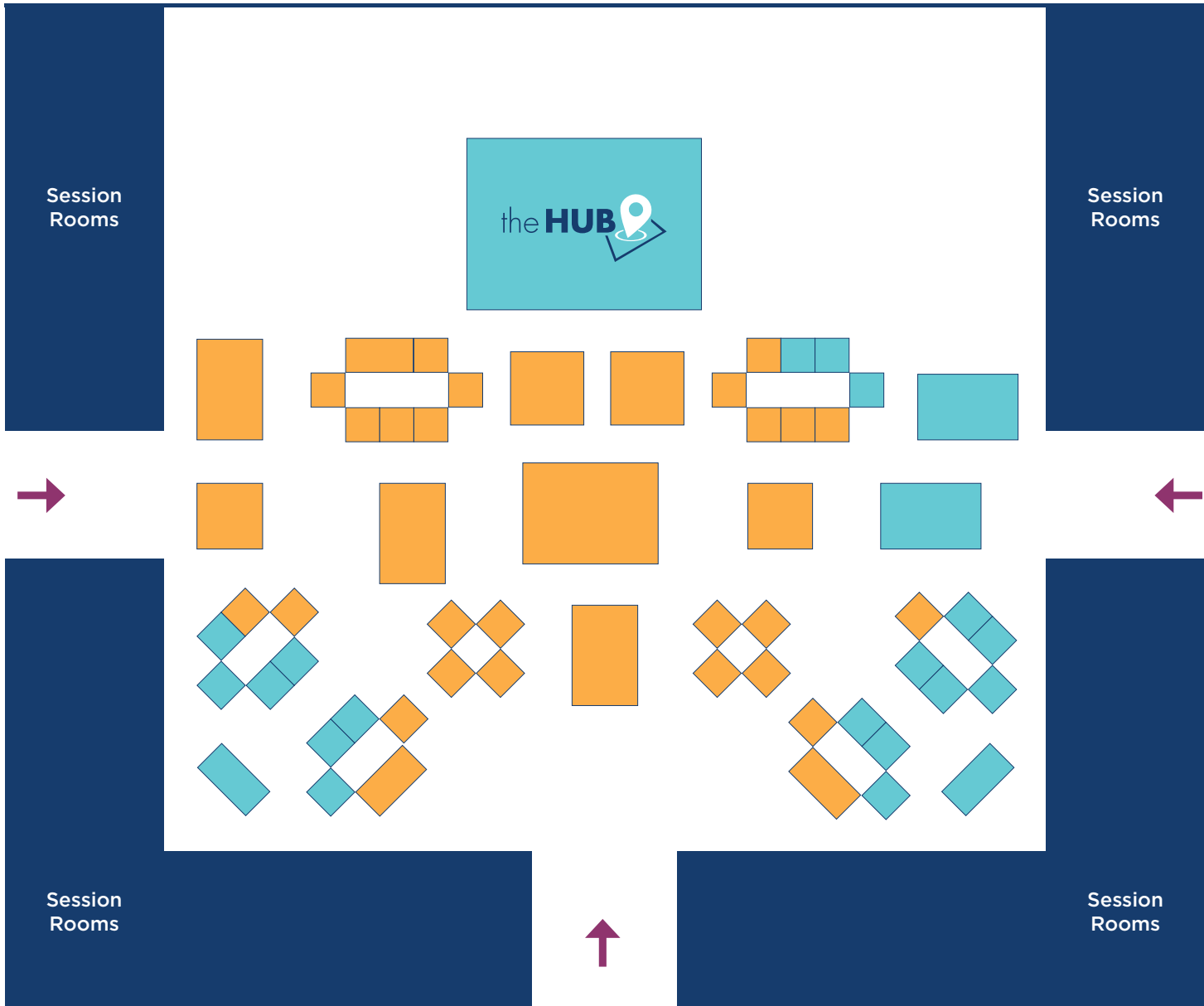
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Preview the Floor Plan for Next Summer’s Events

The Exposition Hall is the heart of next 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

Orange = Sold Light Blue = Available