

DEFENSE FORUM

14-16 September 2021 | Laurel, Maryland

Sharpening the Competitive Edge
Through Aerospace Innovation



Sponsorship **Prospectus**

aiaa.org/defense

 **AIAA**
SHAPING THE FUTURE OF AEROSPACE

DEFENSE FORUM

14-16 September 2021 | Laurel, Maryland



Become a Sponsor at AIAA DEFENSE Forum

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.

In today's dynamic business environment, effective outreach and customer interface are vital to successfully capturing new partnership opportunities. If your company is looking for a mechanism to heighten visibility, expand networking capabilities among industry and military leaders, and demonstrate your unique value to aerospace professionals, AIAA's sponsorship program can help to achieve your objectives.

Keynote speakers include:



VADM Jon Hill, USN
Director, Missile Defense Agency

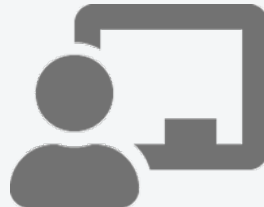
LEARN MORE:
aiaa.org/defense

Attendee Snapshot

AIAA DEFENSE Forum brings together more than 250 participants from government, industry, and academia involved in policy, acquisition, disciplinary research, product development, system operation, and maintenance. This Secret/NOFORN program consists of two main parts: a technical program offering a deep analysis on research and technologies geared to solve specific problems, and high-level plenary sessions tackling the most pressing issues impacting the future of national security.



250+
Participants

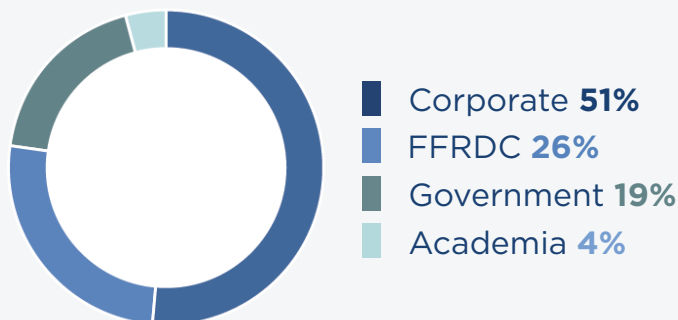


100+
Technical Briefings

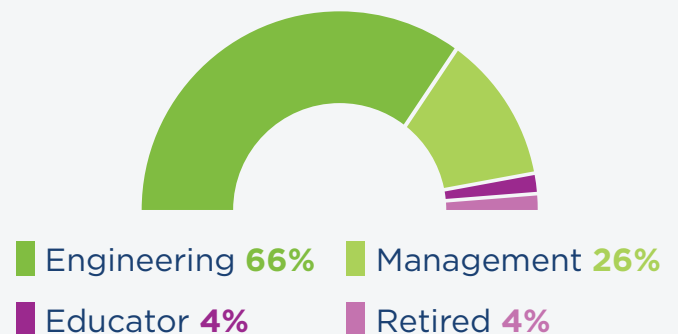


**Secret/
NOFORN**

Attendees by **Market Sector**



Attendee **Profile**



Partner Opportunities

AIAA is excited to offer a variety of engaging sponsorship opportunities to help increase your brand's equity in the defense market and display your efforts as an industry leader. From networking breaks to banner advertising, AIAA has options for every budget. Contact the AIAA Sales Team to learn more about sponsorship packages and custom opportunities.

Opportunity	Benefits
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Bag and Tag Sponsorship Rate: \$4,000 Availability: Exclusive	Attendees are required to place personal belongings into a bag before entering the AIAA DEFENSE sessions. Increase your reach by placing your company name and logo on the bags that holds attendee belongings each day of the forum.
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Daily Breakfast Sponsorship Rate: \$7,500 Availability: 3	Logo included in pre- and onsite materials, opportunity to provide corporate giveaway with breakfast, 1 forum registration, 2 invitations to the Executive Reception.
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Daily Lunch Sponsorship Rate: \$7,500 Availability: 3	Logo included in pre- and onsite materials, opportunity to provide corporate giveaway with lunch, 1 forum registration, 2 invitations to the Executive Reception.
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Networking Reception Sponsorship Rate: \$6,000 Availability: Exclusive	Logo included in pre- and onsite materials, opportunity to provide corporate giveaway at the reception, 2 invitations to the Executive Reception, 1 forum registration.
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Social Media Bundle Rate: \$5,000 Availability: 6	Reach forum attendees along with AIAA social media followers by purchasing the social media sponsorship. On behalf of your company, AIAA will post your announcement on our official social media channels: Twitter, LinkedIn, and Facebook.
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Full-Page Program Guide Advertisement Rate: \$5,000 Availability: 3	Provide a full-page ad that will be placed within the program guide distributed to attendees at the forum.
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Partner Opportunities

(Continued)

Opportunity

Benefits

Daily Networking Coffee Break

Rate: \$3,500/per break

Availability: 9

Logo included in pre- and onsite materials everywhere the networking break is mentioned, 2 invitations to the Executive Reception, 3 breaks per day (early morning coffee + continental breakfast, morning coffee, and afternoon break).

Technical Session Introduction

Rate: \$3,500 | **Availability:** 5

Introduce a technical session speaker at AIAA DEFENSE. This 25-word introduction will be presented at the beginning of a session of your choice.

Half-Page Program Guide Advertisement

Rate: \$2,500 | **Availability:** 3

Provide a half-page ad that will be placed within the program guide distributed to attendees at the forum.

Small Business Sponsorship

Member Rate: \$1,750

Non-Member Rate: \$2,500

Availability: 10

1 invitation to the Executive Reception and sponsorship recognition within promotional materials such as the website, program guide, and marketing emails in sponsor footer.

Contact Us Today!

Extend Your Reach to Defense and Aerospace Professionals

We welcome the opportunity to discuss sponsorship and advertising opportunities and to recommend options that meet your needs and help connect you with aerospace professionals!

AIAA Sales Team

Companies
1-M



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