DEFENCE FORUM
19–21 APRIL 2022 | LAUREL, MD

Accelerating Modernization for Operational Relevance
Align your organization with a highly-coveted audience within the defense community.

The AIAA Defense and Security 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.

AIAA DEFENSE FORUM 2021 NUMBERS

- 300+ PARTICIPANTS
- 100+ TECHNICAL BRIEFINGS
- 80+ COMPANIES REPRESENTED
- SECRET/NOFORN EVENT
### Who you’ll meet at AIAA DEFENSE Forum

#### ATTENDEES BY MARKET SECTOR

<table>
<thead>
<tr>
<th>Market Sector</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACADEMIA</td>
<td>4%</td>
</tr>
<tr>
<td>FFRDC</td>
<td>20%</td>
</tr>
<tr>
<td>GOVERNMENT</td>
<td>38%</td>
</tr>
<tr>
<td>INDUSTRY</td>
<td>37%</td>
</tr>
<tr>
<td>OTHER</td>
<td>1%</td>
</tr>
</tbody>
</table>

#### WHAT’S IMPORTANT TO ATTENDEES

- **89%** say *technical presentations* are extremely or very important
- **78%** say *classified discussions with peers* are extremely or very important
- **85%** say *networking to collaborate* is extremely or very important
- **80%** say *content in my area of specialty* is extremely or very important

#### TOPICS OF INTEREST

- AI and machine learning
- Directed energy weapons
- Electro-Optical/Infrared and lasers
- Guidance and control systems
- Hypersonic aerodynamics and thermodynamics
- Morphing weapons
- Trajectory optimization
- Unmanned autonomous vehicles and construction

#### SNAPSHOT OF ORGANIZATIONS THAT PARTICIPATED IN 2021

- Aerojet Rocketdyne
- BAE Systems
- Boeing
- Booz Allen Hamilton
- Department of Defense
- DNL Consulting
- General Dynamics
- Lockheed Martin
- Moog, Inc.
- NASA
- Northrop Grumman
- Raytheon
- Spectral Sciences
- U.S. Air Force
- U.S. Army

**Source:** 2021 AIAA DEFENSE Forum Evaluation
Partner Opportunities

**TIER 1 SPONSOR**  
$8,500 | Three Available  
Position your organization as a top-level partner of AIAA DEFENSE Forum. You'll receive:

- Logo recognition in pre- and onsite materials and on plenary stage  
- Full-page color advertisement in the program  
- Two (2) invitations to the Executive Reception  
- Two (2) forum registrations

**BAG AND TAG**  
$4,000 | Exclusive  
Attendees are required to place personal belongings into a bag before entering the AIAA DEFENSE Forum sessions. Your company name and logo will be highly visible on these bags each day of the forum.

**DAILY LUNCH**  
$7,500 | Three Available  
Sponsor a forum lunch on a day of your choosing. You'll receive:

- Logo recognition in pre- and onsite materials  
- An opportunity to provide a corporate giveaway with breakfast  
- One (1) forum registration  
- Two (2) invitations to the Executive Reception

**NETWORKING RECEPTION**  
$6,000 | Exclusive  
Become the exclusive sponsor of the Networking Reception taking place on Tuesday. You'll receive:

- Logo recognition in pre- and onsite materials  
- An opportunity to provide a corporate giveaway with breakfast  
- One (1) forum registration  
- Two (2) invitations to the Executive Reception

**TECHNICAL SESSION INTRODUCTION**  
$3,500 | Five Available  
Introduce a technical session speaker at AIAA DEFENSE Forum. This 25-word introduction will be presented at the beginning of a session of your choice.

**DAILY NETWORKING COFFEE BREAK**  
$3,500 | Nine Available  
Sponsor one of three daily Networking Coffee Breaks: early morning coffee + continental breakfast, morning coffee, or afternoon break. You'll receive:

- Logo recognition in pre- and onsite materials everywhere the break is mentioned  
- Two (2) invitations to the Executive Reception

**DAILY BREAKFAST**  
$7,500 | Three Available  
Sponsor a forum breakfast on a day of your choosing. You'll receive:

- Logo recognition in pre- and onsite materials  
- An opportunity to provide a corporate giveaway with breakfast  
- One (1) forum registration  
- Two (2) invitations to the Executive Reception

**SOCIAL MEDIA BUNDLE**  
$5,000 | Six Available  
AIAA will post one announcement on each of our official social media channels: Twitter, LinkedIn, and Facebook.  
*Content is subject to AIAA approval.*

**PROGRAM GUIDE ADS**  
$5,000 Full-Page | Three Available  
$2,500 Half-Page | Three Available  
Provide an ad to be placed within the program guide distributed to all attendees at the forum.

**SMALL BUSINESS SPONSORSHIP**  
$1,750* | Ten Available  
Show your support of DEFENSE Forum and place your brand in front of a valuable audience. Sponsor must have 100 or less employees to be eligible. You'll receive:

- Logo recognition in pre- and onsite materials  
- One (1) invitation to the Executive Reception

*Member rate. Non-member rate is $2,500.*
Mark your calendar for future AIAA forums and events!

**SClTECH FORUM**
3–7 January 2022 | San Diego, CA
aiaa.org/scitech

**AVIATION FORUM**
27 June–1 July 2022 | Chicago, IL
aiaa.org/aviation

**ASCEND**
24–26 October 2022 | Las Vegas, NV
ascend.events

**SClTECH FORUM**
23–27 January 2023 | National Harbor, MD
aiaa.org/scitech

GET THE LATEST UPDATES
aiaa.org/forumsales
READY TO CUSTOMIZE YOUR AIAA DEFENSE FORUM EXPERIENCE?

Our team is standing by and ready to offer personalized assistance. Contact us at eventsales@aiaa.org to get started.