Align your organization with a highly-coveted audience within the defense community.

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
2023 NUMBERS

480+ PARTICIPANTS
100+ TECHNICAL BRIEFINGS
80+ ORGANIZATIONS 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>24%</td>
</tr>
<tr>
<td>Government</td>
<td>32%</td>
</tr>
<tr>
<td>Industry</td>
<td>37%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
</tbody>
</table>

#### Attendees by Market Sector

80+ organizations represented

32% government attendees

#### What’s Important to Attendees

- 89% say technical presentations are extremely or very important
- 79% say classified discussions with peers are extremely or very important
- 75% say networking to collaborate is extremely or very important
- 76% say content in my area of specialty is extremely or very important

#### Topics of Interest

- Test and Evaluation
- High-Maneuverability and Hypersonic Systems and Technologies
- Strategic Missile Systems
- Air and Missile Defense
- Directed Energy Weapons
- Tactical Missiles
- Weapon System Operational Performance

#### Snapshot of Organizations that Participated in 2023

- Boeing
- Booz Allen Hamilton
- Department of Defense
- Department of Energy
- Johns Hopkins University Applied Physics Laboratory
- Lockheed Martin
- Missile Defense Agency
- MIT Lincoln Laboratory
- NASA
- Northrop Grumman
- Sandia National Laboratories
- Raytheon Technologies
- U.S. Air Force
- U.S. Army
- U.S. Navy

Source: 2023 AIAA DEFENSE Forum Evaluation
Partner Opportunities

**PREMIER 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) forum registrations
- Two (2) invitations to the Executive Reception

**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 lunch
- 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 at the reception
- 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.

**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 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

**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.

**REUSABLE WATER BOTTLES**
$3,500 | Exclusive
Sponsor the conference’s reusable water bottles, sponsor will provide the bottles. Bottles will need to be 16oz or less, and clear for security purposes. You’ll receive:
- Logo recognition on reusable water bottles, used by conference attendees

**SMALL BUSINESS SPONSORSHIP**
$1,750* | Ten Available
Show your support of AIAA 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. Nonmember rate is $2,500.*
Mark your calendar for future AIAA forums and events!

**AVIATION FORUM**
29 July–2 August 2024 | Las Vegas, NV
aiaa.org/aviation

**ASCEND™**
30 July–1 August 2024 | Las Vegas, NV
ascend.events

**SCITECH FORUM**
6–10 January 2025 | Orlando, FL
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 salesinfo@aiaa.org to get started.