

SCITECH FORUM

3-7 JANUARY 2022 | SAN DIEGO, CA & ONLINE

ENABLING SUSTAINABILITY THROUGH AEROSPACE TECHNOLOGY

EXHIBITOR & SPONSOR
PROSPECTUS

aiaa.org/scitechexpo

 **AIAA**
SHAPING THE FUTURE OF AEROSPACE

Expand your reach at the world's largest event for aerospace research, development, and technology.

AIAA recognizes the desire to return to face-to-face meetings to share research, ideas, and build the aerospace community. That is why in 2022, AIAA SciTech Forum is evolving into a **hybrid format** which will include both in-person and virtual components, offering partners like you the flexibility and choice of how to participate.

Join us as an exhibitor or sponsor today to showcase your latest innovations and position your organization as an expert resource the aerospace community can rely on. With more than 5,000 attendees representing all aspects of the industry—from government, academia, and private institutions—no other event connects you with more of the professionals you aim to reach.

AIAA SCITECH FORUM 2021 NUMBERS



4,300
PARTICIPANTS



2,150
TECHNICAL
PRESENTATIONS



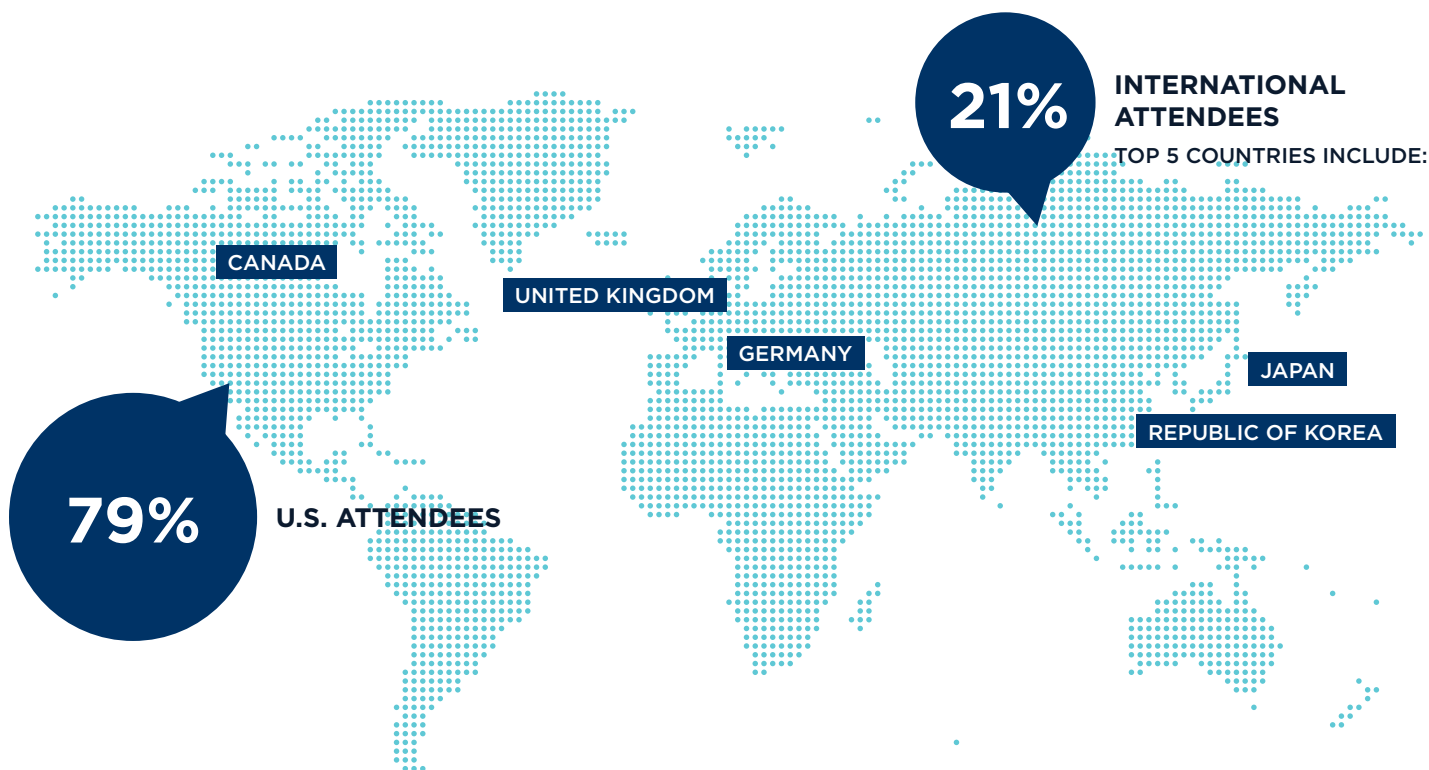
900
COMPANIES
REPRESENTED



43
COUNTRIES



Who you'll meet at AIAA SciTech Forum



33%
**FIRST-TIME
ATTENDEES**



35%
**STUDENT
ATTENDEES**

WHAT'S IMPORTANT TO ATTENDEES

92% say **content in their area of specialty** is extremely or very important

52% say **networking to collaborate** is extremely or very important

34% say **networking for career advancement** is extremely or very important

ATTENDEES BY INDUSTRY SECTOR

Student	35%
Academia	20%
Government	14%
Industry	11%
• Air & Space Transportation (5%)	
• Manufacturing (3%)	
• Services (3%)	
Other	5%
Not Applicable	13%

Source: 2021 AIAA SciTech Forum Attendee Data



Exhibiting at AIAA SciTech Forum

REACH ATTENDEES ONSITE AND ONLINE WITH AIAA'S COMPREHENSIVE EXHIBIT PACKAGE. BENEFITS INCLUDE:

1

Access to more than 5,000 attendees in the aerospace industry.

2

Free virtual profile in the online event platform for added exposure.

3

Opportunity to hold a presentation in the HUB or event platform.

(for additional cost)

4

Ability to purchase sponsorship and advertising opportunities.

5

Listing on the AIAA SciTech Forum event website and floor plan.

BOOTH PRICING OPTIONS

A

Standard Booth

\$4,600 per 10' x 10'

B

Premium Booth *(facing the HUB)*

\$5,000 per 10' x 10'

Each 10' x 10' booth includes:

- Four (4) exhibit-only badges
- Two (2) Welcome Happy Hour drink tickets
- Two (2) boxed luncheon tickets
- 8' high back and 3' side drape
- Identification sign

VIRTUAL PROFILE

Your onsite booth includes a free virtual profile in the AIAA SciTech Forum online event platform. Take advantage of this opportunity to increase your visibility to all attendees. Key benefits include:

- A customizable profile with space for:
 - » Description, logo, and links
 - » Live chat
 - » Email
 - » Downloads
 - » Sponsored sessions
 - » On-demand videos
 - » Company representatives
- Two (2) virtual forum registrations with access to the virtual profile and ability to see high-level speakers online
- Logo recognition on the dedicated virtual showcase landing page
- Access to user analytics and reporting
- Full event recap report
- Post-event access for at least 90 days

**INCLUDED
WITH
BOOTH
PURCHASE!**



Exposition Information



Location

Manchester Grand Hyatt San Diego
1 Market Place
San Diego, California, USA, 92101
+1 619.232.1234



Travel & Hotel

AIAA has secured a discounted rate on hotel rooms at the Manchester Grand Hyatt San Diego. The room block will close 10 December 2021 or when the room inventory is gone, whichever comes first. Visit aiaa.org/scitech/travel to make your reservation.



Exhibitor Kit

The Exhibitor Kit will be available mid- to late September 2021.



Questions?

Visit aiaa.org/scitechexpo for the most up-to-date information or contact the sales team at eventsales@aiaa.org.

EXHIBITOR HOURS

MOVE-IN

Monday, 3 January

0800-1700 hrs

Tuesday, 4 January

0800-1100 hrs

SHOW HOURS

Tuesday, 4 January

1300-1600 hrs

1530-1600 hrs (Networking Break)

1730-1900 hrs (Welcome Happy Hour)

Wednesday, 5 January

0845-1600 hrs

0900-0930 hrs (Networking Break)

1230-1400 hrs (Lunch with Exhibitors)

1530-1600 hrs (Networking Break)

Thursday, 6 January

0845-1400 hrs

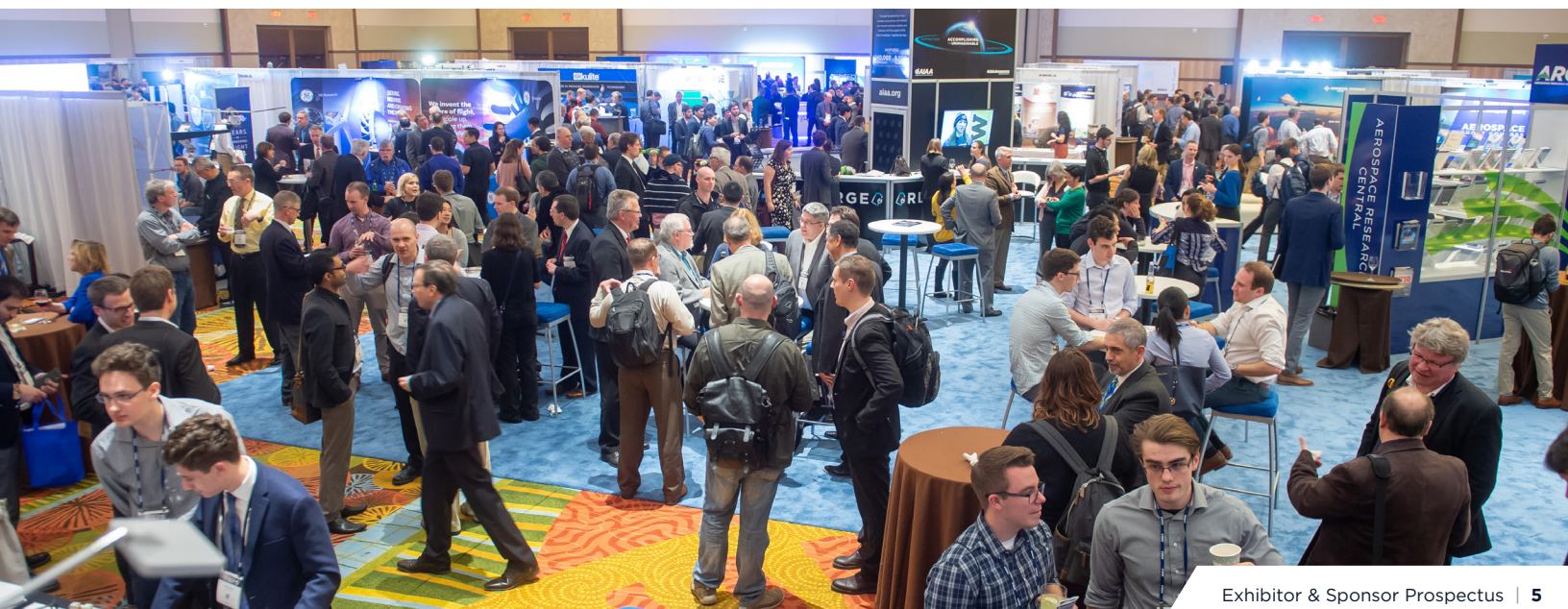
0900-0930 hrs (Networking Break)

MOVE-OUT

Thursday, 6 January

1400-2000 hrs

Exhibitor hours are subject to change



Build your brand beyond the booth with sponsorship and advertising.

AIAA SCITECH FORUM

OPPORTUNITIES OVERVIEW



TOP-LEVEL PACKAGES

PAGE 7

Select from AIAA's most prestigious sponsorship packages and position your organization as a top-level partner of AIAA SciTech Forum. Exclusive benefits include VIP seating at the luncheon, reception invitations, prominent logo recognition, and much more.

Starting at \$20,000



ONSITE SPONSORSHIPS

PAGE 8

From lanyards and floor clings to HUB presentations and the Welcome Happy Hour, AIAA offers many exciting onsite sponsorship opportunities to maximize your presence in the Exposition Hall and drive traffic to your booth.

Starting at \$3,000



VIRTUAL SPONSORSHIPS

PAGE 10

Increase brand awareness in the online event platform by underwriting a topic area and forum session or position your organization as a thought leader with a 45-60 minute on-demand presentation.

Starting at \$3,500



ADVERTISING SOLUTIONS

PAGE 11

Reach attendees before, during, and after AIAA SciTech Forum with one of our targeted advertising solutions. Popular options include dedicated email blasts, daily commercial breaks, and social media promotions.

Starting at \$1,000



Top-Level Packages

Sponsor Levels & Benefits	Premier \$100,000 <i>(1 available)</i>	Signature \$50,000 <i>(3 available)</i>	Executive \$20,000 <i>(5 available)</i>
Sponsor-level exclusivity [^]	■		
Use of sponsor's product images in select locations in forum program and marketing materials	■		
Opportunity to make opening remarks at a forum plenary and/or introduce speaker	■		
Opportunity to hold a VIP reception or dinner in place of Speaker & Sponsor Reception* <i>(some financial and logistics support by AIAA included in package)</i>	■		
Sponsor announcement or company feature on forum website homepage	■		
Lanyard branding opportunity for all attendee badges**	■		
Opportunity to provide a facility tour for attendees before or after forum program*	■		
Executive Steering Committee - one representative	■	■	
Full page, 4-color ad in forum printed program	■	■	■
Speaker & Sponsor Reception invitations	10	5	3
Prominent logo on stage backdrops during plenary and Forum 360 sessions	■	■	■
Complimentary full conference registrations	15	5	2
Reserved table for 10, plus one (1) seat at head table of a forum luncheon	■	■	■
Corporate commercial to be played prior to one of the plenary or lunch sessions	■	■	
Exhibit booth, or equivalent credit for larger booth configuration	400'	200'	100'
Opportunity to provide a giveaway at a forum 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 sessions	■	■	■
Logo recognition in select locations in the forum 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 AIAA SciTech Forum.

* 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 sponsor 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.



Onsite Sponsorships

THE HUB SPONSORSHIP \$30,000

Allow AIAA SciTech Forum attendees to gain insight into your organization's innovations and new industry perspectives. 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 in the HUB
- Two (2) complimentary full forum registrations

ATTENDEE GIFT* \$20,000

Be the exclusive sponsor of the in-person attendee gift. Your gift will be distributed to all attendees at the event.

ATTENDEE BAG* \$15,000

Provide your branded tote bag for in-person forum attendees. This bag will be delivered to attendees at registration and carried throughout the event.

WATER BOTTLES \$15,000

Help attendees stay hydrated during AIAA SciTech Forum by sponsoring a high-quality, environmentally friendly water bottle to carry with them throughout the event. Includes production and distribution of 400 co-branded water bottles.

HEADSHOT PHOTO LOUNGE One Day: \$10,000 Two Days: \$15,000

Provide attendees an opportunity to upgrade the look of their personal headshot photo in the HUB! Your logo will be prominently displayed in the photo area, in the delivery of the final digital photo and on promotions for the HUB. You'll also have the option to distribute marketing materials in the HUB footprint.

WI-FI \$10,000

Provide enhanced connectivity for all AIAA SciTech Forum attendees. Your logo will appear on the login screen, signage and materials acknowledging your company as the Wi-Fi sponsor. Work with AIAA to define a custom password.

PLENARY AND FORUM 360 UNDERWRITER \$8,000 | Five Available

Position your organization as a thought leader by becoming an exclusive underwriter of one of the themed days of the forum.

- **Monday, 3 January:** Human, Social and Economic Sustainability
- **Tuesday, 4 January:** Workforce Sustainability
- **Wednesday, 5 January:** Sustainability Through Diversification
- **Thursday, 6 January:** Operational Futures for Air and Space
- **Friday, 7 January:** Environmental Sustainability

You'll receive:

- Company logo placement on the forum schedule
- One (1) 30-second company commercial to be played before the plenary
- Recognition on the forum website and onsite
- Company name introduced at the start of one (1) plenary

Individual plenary or Forum 360 sponsorships may be available. Please call for details.

LANYARDS* \$7,500

Sponsor the AIAA SciTech Forum lanyards and allow the attendees to do the advertising for you. Lanyards will be distributed to attendees during registration.

*Branded items are subject to AIAA approval. Sponsor to produce and ship materials to designated site.

WELCOME HAPPY HOUR NETWORKING

\$5,000 | Three Available

Gather attendees and peers for a fun and exciting Welcome Happy Hour. This is a unique opportunity to connect with attendees in an informal networking setting. Benefits include:

- Ability to host a happy hour bar in/near exhibit booth
- Logo recognition at the event via the event website, mobile app, agenda, social media and placards placed on bar with company logo
- Mention in the daily recaps posted in the Flight Plan e-newsletter
- Opportunity to provide offer or giveaway during the event

Drinks and food not included with this sponsorship.

WATER STATIONS

\$5,000 | Four Available

Co-sponsor four water stations for the week. Sponsors logos will be prominently featured at each station.

HUB PRESENTATION

\$3,000 | Limited Availability

Engage directly with attendees and showcase your latest innovations, best practices, or other thought leadership content in one of our limited 20-minute HUB presentation slots. Benefits include:

- Your company name and logo listing linked to the URL of your choice featured in the HUB section of the event platform and onsite
- Logo inclusion in digital and social media materials pre-, during, and post-event
- Mention in the daily recaps posted in the Flight Plan e-newsletter

FLOOR CLING

\$3,000 | Four Available

Attendees won't miss your company logo or custom design on strategically placed 5' x 5' floor clings in the AIAA SciTech Forum venue. Buy more than one to create a larger image or space them out to extend your branding.

Artwork is subject to AIAA approval. Limit five clings per sponsor.

MORNING OR AFTERNOON COFFEE BREAK

\$3,000 | Five Available

Help attendees get energized for the day's events by sponsoring a morning or afternoon coffee break. You will receive logo recognition on the AIAA SciTech Forum website as well as signage within the break area to showcase your sponsorship.

HOTEL KEYCARDS

Call for Pricing

Get your branding in the hand and on the key cards of attendees staying at the Manchester Grand Hyatt San Diego hotel. Call for details.

COLUMN WRAPS OR ESCALATOR CLINGS

Call for Pricing

If you're interested in sponsoring a column wrap or escalator cling, please contact your AIAA sales representative for more information on how you can participate.

HOTEL DOOR DROPS

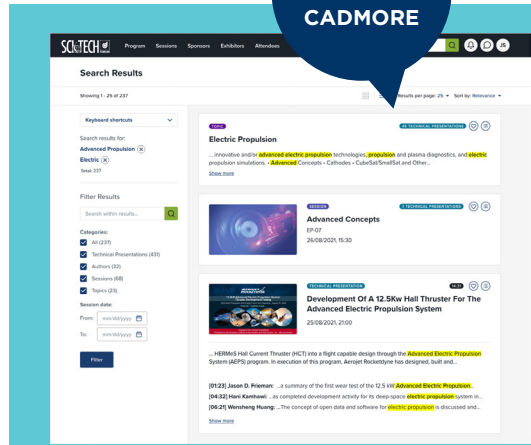
Call for Pricing

If you're interested in sponsoring a hotel door drop, please contact your AIAA sales representative for more information on how you can participate.





Virtual Sponsorships



OUTSIDE THE MAIN EVENT PRE- OR POST-EVENT WEBINAR

\$10,000 | Limited Availability

AIAA will host and promote your pre- or post-event webinar, but the content is entirely owned by you. The sponsor must provide the webinar PowerPoint and speakers who will run the presentation. Benefits include:

- 60-minute session
- Hosting services and live organizer during the webinar
- Opportunity to conduct live polls and Q&As
- Recording of live session and full list of registrants and attendees (including contact information and titles)
- Webinars will be promoted in AIAA e-blasts, social media, attendee e-newsletters, and on the event website

Topic and speakers subject to AIAA approval.

TOPIC AREA UNDERWRITER **\$10,000 | Four Available**

Sponsor the established AIAA sessions that align with your company's area of focus. Benefits Include:

- Logo on promotional marketing as AIAA SciTech Forum topic area sponsors
- Logo on AIAA SciTech Forum website
- Logo added to virtual session image
- Includes intro of the first session in the topic area
- Acknowledgement of sponsorship by emcee during the program

KICK OFF DAILY WELCOME **\$7,500 | Onsite and Virtual**

Prerecord a message to all virtual attendees to welcome them to a fun and meaningful day of education and networking. Additionally, provide a script to be included in the intro remarks at the beginning of each day at the live event.

SESSION PRESENTATION **\$7,000 | Limited Availability**

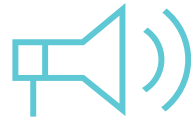
Sponsor-owned 45-60 minute presentation available on the AIAA SciTech Forum virtual platform. Your presentation will be featured in the program as sponsored content. Content must be educational in nature and pre-recorded in MP4 file format.

CLOSING DAILY MESSAGE **\$5,000 | Onsite and Virtual**

Prerecord a message to all virtual attendees to recap a fun and meaningful day. Highlight outcomes and pose questions for attendees to contemplate as they reflect on the day. Additionally, provide a script to be included in the closing remarks at the end of each day at the live event.

SESSION UNDERWRITER **\$3,500 | Ten Available**

Sponsor a highly visible session within AIAA SciTech Forum. As a sponsor, you will receive recognition in all content marketing related to the session and verbal recognition by the moderator.



Advertising Opportunities

REGISTRATION CONFIRMATION \$10,000

Exclusive sponsor logo, banner ad, downloadable assets included in the registration confirmation email sent to attendees to confirm their participation in the event

POST-EVENT RECAP REPORT \$8,000

Prominent logo placement within the AIAA SciTech Forum recap report along with a full page ad to be included amongst the AIAA content.

DEDICATED EMAIL BLAST \$5,500 | One Available Per Day

Sponsor-owned email sent during the main event. Benefits include:

- Exclusive sponsor-owned thought leadership content that will be sent to all attendees via email
- Content must be submitted in a finalized HTML format with linking URLs

Content is subject to AIAA approval.

FORUM SCHEDULE \$5,500

This highly visible location is where each attendee starts their forum planning, views their daily agenda, and decides how they want to spend their day. Benefits include:

- Your company name and logo linked to the URL of your choice and featured as the forum schedule sponsor illustrated in banner format
- Logo inclusion in pre-, during, and post-event marketing

DAILY COMMERCIAL BREAK \$2,500 | Five Available Per Day

Commercials will be played during the course of the event. Sponsor will receive one commercial (30 seconds to 1 minute in length) to be aired at AIAA designated time.

FLIGHT PLAN One Issue: \$1,000 Two Issues: \$1,800 Three Issues: \$2,600

Include your company message, logo, and link in the daily emails distributed to all participants at the forum featuring the day's highlights.

SOCIAL MEDIA BUNDLE \$1,000 | Ten Available

AIAA will post one announcement on each of our official social media channels: Twitter, LinkedIn, Instagram and Facebook.

Content is subject to AIAA approval.



AIAA'S SOCIAL MEDIA CHANNELS HAVE AMASSED MORE THAN
109,000
FOLLOWERS





Mark your calendar for future AIAA forums and events!

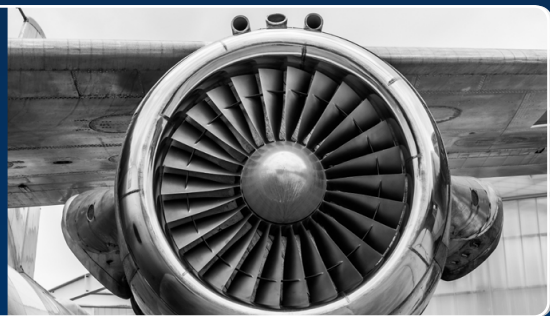
DEFENSE 
FORUM

19-21 April 2022 | Laurel, MD
aiaa.org/defense



AVIATION 
FORUM

27 June-1 July 2022 | Chicago, IL
aiaa.org/aviation



ASCEND[™]

24-26 October 2022 | Las Vegas, NV
ascend.events



SCITECH 
FORUM

23-27 January 2023 | National Harbor, MD
aiaa.org/scitech



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SHAPING THE FUTURE OF AEROSPACE

READY TO CUSTOMIZE YOUR AIAA SCITECH FORUM EXPERIENCE?

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

LEARN MORE
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