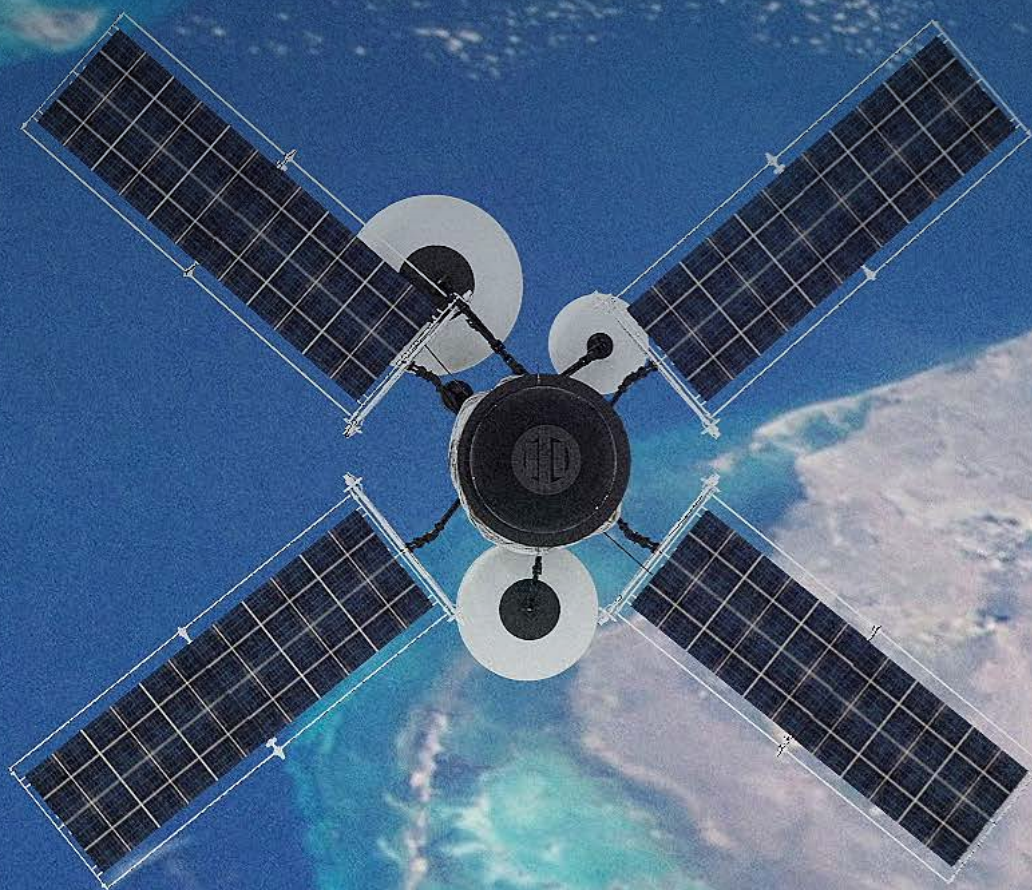


# SCITECH FORUM

8-12 JANUARY 2024 | ORLANDO, FL



**EXHIBITOR & SPONSOR  
PROSPECTUS**

[aiaa.org/scitechexpo](https://aiaa.org/scitechexpo)

 **AIAA**  
SHAPING THE FUTURE OF AEROSPACE



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

The 2023 AIAA SciTech Forum set an energized and optimistic tone for this year. Our community continued fueling the collective human drive to explore, create, and be a part of something bigger than ourselves and we look forward to continuing this success at the 2024 AIAA SciTech Forum.

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 2023 NUMBERS



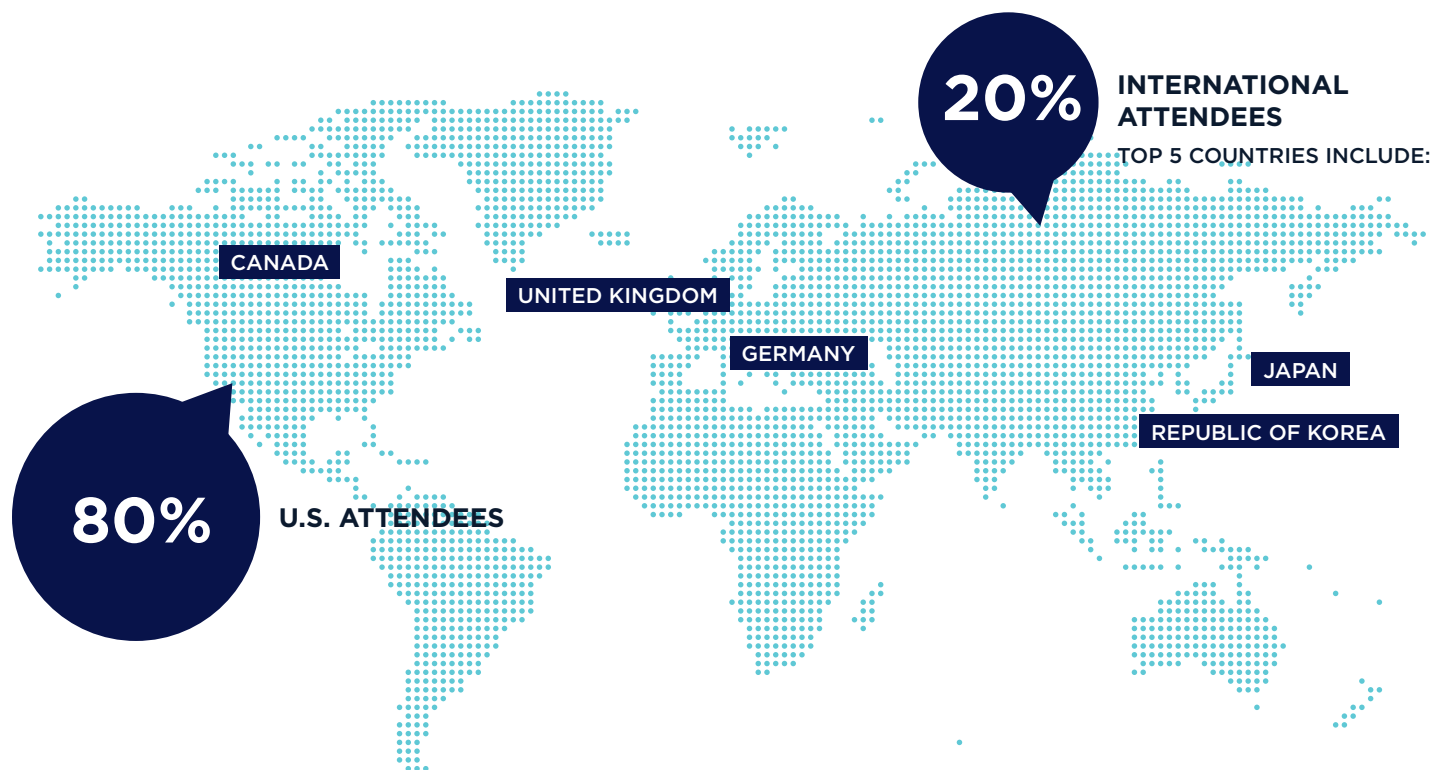
**5,800+**  
PARTICIPANTS



**50**  
COUNTRIES



# Who you'll meet at AIAA SciTech Forum



**5,857**  
forum  
attendees



**33%**  
research-focused student  
attendees representing  
their university

## ATTENDEES BY INDUSTRY SECTOR

Student	33%
Government	21%
Academia	20%
Industry	19%
• Air & Space Transportation (10%)	
• Manufacturing (5%)	
• Consulting (2%)	
• Suppliers (2%)	
Other	7%



Source: 2023 AIAA SciTech Forum Attendee Data



# Exhibiting at AIAA SciTech Forum

## REACH ATTENDEES ONSITE WITH AIAA'S COMPREHENSIVE EXHIBIT PACKAGES. BENEFITS INCLUDE:

1

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

2

Opportunity to hold a presentation in the HUB or event platform.  
*(for additional cost)*

3

Ability to purchase sponsorship and advertising opportunities.

4

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

## BOOTH PRICING OPTIONS

A

### Standard Booth

\$4,700 per 10' x 10'

B

### Premium Booth *(facing the HUB)*

\$5,100 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



### VIEW FLOOR PLAN

[bit.ly/3LXxqOZ](http://bit.ly/3LXxqOZ)



### DOWNLOAD CONTRACT

[adobe.ly/40qv3rQ](http://adobe.ly/40qv3rQ)



### EMAIL US

[salesinfo@aiaa.org](mailto:salesinfo@aiaa.org)

## NEW! DISPLAY KIOSKS

**\$7,000**

For the first time, AIAA SciTech Forum will provide a unique opportunity for organizations to purchase a display kiosk. This package will provide unparalleled visibility on your brand in a high traffic area located near registration. Benefits include:

- Four full days of display time (Monday–Thursday)
- One kiosk unit (4'x4' total area)
- 42" monitor for demos and other video needs
- Header with company graphic and logo
- Two full conference registrations
- Electrical components
- Two stools
- Waste basket
- Opportunity to rent additional furnishings from show decorator







# Exposition Information



## Location

Hyatt Regency Orlando  
9801 International Drive  
Orlando, FL, USA 32819  
+1 407 284 1234



## Travel & Hotel

AIAA has secured a discounted rate on hotel rooms. The room block will close 12 January 2024 or when the room inventory is gone, whichever comes first. Visit [aiaa.org/scitech/travel](https://aiaa.org/scitech/travel) to make your reservation.



## Exhibitor Kit

The Exhibitor Kit will be available mid- to late September 2023.



## Questions?

Visit [aiaa.org/scitechexpo](https://aiaa.org/scitechexpo) for the most up-to-date information or contact the sales team at [salesinfo@aiaa.org](mailto:salesinfo@aiaa.org).

## EXHIBITOR HOURS

### MOVE-IN

#### Monday, 8 January

0800–1700 hrs

#### Tuesday, 9 January

0800–1100 hrs

### SHOW HOURS

#### Tuesday, 9 January

1200–1600 hrs

1530–1600 hrs (Networking Break)

1730–1900 hrs (Welcome Happy Hour)

#### Wednesday, 10 January

0845–1600 hrs

0900–0930 hrs (Networking Break)

1230–1400 hrs (Lunch with Exhibitors)

1530–1600 hrs (Networking Break)

#### Thursday, 11 January

0845–1400 hrs

0900–0930 hrs (Networking Break)

### MOVE-OUT

#### Thursday, 11 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, reception invitations, prominent logo recognition, and much more.

**Starting at \$25,000**



#### 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**



#### OUTSIDE THE MAIN EVENT PAGE 10

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.

**Starting at \$10,000**



#### 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 \$110,000 (1 available)	Signature \$60,000 (3 available)	Executive \$25,000 (5 available)
Sponsor-level exclusivity <sup>^</sup>	■		
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	■		
Sponsor announcement or company feature on forum website homepage	■		
Lanyard branding opportunity for all attendee badges <sup>**</sup>	■		
Opportunity to provide a facility tour for attendees before or after forum program <sup>*</sup>	■		
Full page, 4-color ad in forum printed program	■	■	■
Prominent logo on stage backdrops during plenary and Forum 360 sessions	■	■	■
Complimentary full conference registrations	15	5	2
Corporate commercial to be played prior to one of the plenary 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 <sup>*</sup>	■	■	
Opportunity to enhance the all-attendee reception in the Exposition Hall <sup>*</sup> (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	■	■	■

<sup>^</sup> 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.

<sup>\*</sup> Optional opportunity – expenses paid by Sponsor, unless otherwise noted.

<sup>†</sup> 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 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: \$15,000 Two Days: \$20,000

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.

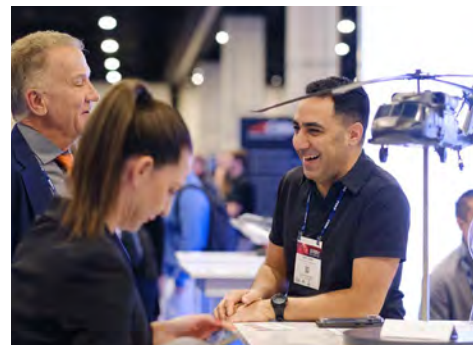
2024 Daily Themes will be determined this summer; see [aiaa.org/SciTech/program](https://aiaa.org/SciTech/program) for details. You'll receive:

- 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\* **SOLD!** \$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**

**\$10,000 | Two 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 email
- Opportunity to provide offer or giveaway during the event

*Drinks and food not included with this sponsorship.*

## **HYDRATION STATIONS**

**\$10,000 | Exclusive**

Sponsor the forum water stations. Sponsor logo to be prominently featured near water stations. Sponsor has option to provided branded cups or napkins.

## **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 email

## **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 Hyatt Regency Orlando. 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.

## **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.



## **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 emails, and on the event website

*Topic and speakers subject to AIAA approval.*





# AIAA Associate Fellows Induction Ceremony and Reception

*Held at 2024 AIAA SciTech Forum*

AIAA is committed to ensuring that aerospace professionals are recognized and celebrated for their achievements, innovations, and discoveries that make the world safer, more connected, more accessible, and more prosperous.

At the 2024 AIAA SciTech Forum, the Institute will induct the newest class of AIAA Associate Fellows. They are recognized for their exemplary accomplishments in engineering or scientific work, outstanding merit, and contributions to the art, science, or technology of aeronautics or astronautics.

Please help us celebrate the Class of 2024 AIAA Associate Fellows.

## UNDERWRITING PARTNER - \$5,000 | Three Available

- Company logo in AIAA SciTech Forum printed program
- Company logo inclusion in Associate Fellows Reception promotions
- Company logo inclusion on event signage
- Company logo inclusion in social media
- 2 tickets for Associate Fellows Reception
- 1 full-page tribute ad in reception printed program
- Opportunity to provide marketing flyer or giveaway at reception
- Verbal recognition from podium

## TIER 2 PARTNER \$2,500 | Five Available

- Company logo in AIAA SciTech Forum printed program
- Company logo inclusion in Associate Fellows Reception promotions
- Company logo inclusion on event signage
- 1 ticket for Associate Fellows Reception
- Verbal recognition from podium

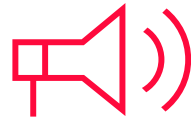
## TRIBUTE ADVERTISEMENT IN RECEPTION PRINTED PROGRAM \$1,500

- Opportunity to provide a full-page ad congratulating an Associate Fellow recipient or the overall group

## ROTATING BANNER AD ON AIAA SCITECH FORUM WEBSITE \$1,200/month







# 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.

## BYOB - BRING YOUR OWN BANNER Starting at \$1,500

Sponsor to place banner in mutually agreed upon common area at forum. Pricing will depend on size of sign.

## 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 \$1,500 | 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  
**127,130**  
FOLLOWERS





## Mark your calendar for future AIAA forums and events!

### ASCEND™

23-25 October 2023 | Las Vegas, NV  
[ascend.events](https://ascend.events)



### SCITECH FORUM

8-12 January 2024 | Orlando, FL  
[aiaa.org/scitech](https://aiaa.org/scitech)



### DEFENSE FORUM

16-18 April 2024 | Laurel, MD  
[aiaa.org/defense](https://aiaa.org/defense)



### AVIATION FORUM

29 July-2 August 2024  
[aiaa.org/aviation](https://aiaa.org/aviation)

### ASCEND™

30 July-1 August 2024  
[ascend.events](https://ascend.events)

LAS VEGAS, NEVADA

GET THE LATEST UPDATES  
[aiaa.org/forumsales](https://aiaa.org/forumsales)



## READY TO CUSTOMIZE YOUR AIAA SCITECH FORUM EXPERIENCE?

Our team is standing by and ready to offer personalized assistance. Contact us at [salesinfo@aiaa.org](mailto:salesinfo@aiaa.org) to get started.

LEARN MORE  
[aiaa.org/scitechexpo](https://aiaa.org/scitechexpo)

