

# SCITECH FORUM

11-15 & 19-21 JANUARY 2021

**Virtual**

## Exhibitor & Sponsor Prospectus

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

### AIAA Event & Media Sales Team

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**Accelerating Innovation Through Diversity**  
11–15 & 19–21 January 2021 | Virtual Event



## **Exhibit/Sponsor at the All-Virtual AIAA SciTech Forum!**

For 2021, the AIAA SciTech Forum will move online with not only its extensive, high-quality programming but also with new opportunities for technical networking, engagement, and learning as well as the ability to later revisit and expand upon the content of the event. **The forum is the largest event for aerospace research, development, and technology in the world** and attendees represent all aspects of the aerospace industry from government, academia (undergraduate, graduate, educators), and private institutions.

### **What's New for 2021 AIAA SciTech Forum?**

- Extended schedule with eight days of programming
- Gold Exhibit Package receives AIAA SciTech attendee list to drive traffic to your booth
- Exclusive exhibit hours and HUB presentations spread over the eight days

LEARN MORE:

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

## AIAA SciTech Forum Snapshot



**5,000**

Participants



**43**

Countries



**2,500**

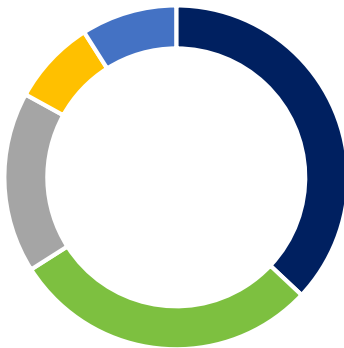
Technical  
Presentations



**70**

Speakers and  
Panelists

### ATTENDEES BY MARKET SECTOR



- **Education: 37%**
- **Government: 29%**
- **Manufacturing: 17%**
- **Services: 8%**
- **Other: 9%**

### ATTENDEE DEMOGRAPHICS

**1,200**

Companies Represented

**68%**

Professionals

**32%**

Students

### TOP REASONS FOR ATTENDING AIAA SCITECH FORUM

**1**

Networking  
Opportunities  
**(56%)**

**2**

Relevance to  
My Job  
**(54%)**

**3**

Presented a  
Technical Paper  
**(49%)**

**4**

Past Experience at  
AIAA SciTech Forum  
**(37%)**

*Source: 2020 AIAA SciTech Forum Attendee Data and Post-event Survey*



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## Virtual Exhibit Packages

Powered by PSAV Chime Live, the AIAA SciTech Forum will feature an all-virtual Exposition Hall with more than 10 hours of dedicated exhibit time, live chat function, ability to schedule meeting requests, and much more. Exhibitors and attendees will also have access to sessions and your virtual booth at least 90 days post-event. Choose from the two booth packages below and contact us today to reserve your spot.

Virtual Booth Features & Benefits	Gold \$4,975 (BOOTH EXAMPLE)	Silver \$4,300 (BOOTH EXAMPLE)
Exhibitor Logo	✓	✓
Exhibitor Web Link	✓	✓
Introductory Paragraph	200 words	150 words
Embedded Video	✓	✓
Lead Capture Contact Form	✓	✓
Meeting Scheduler	✓	✓
External Document Links	✓	✓
Social Media Links	✓	✓
Gamification Feature	✓	✓
Live Chat Capability	✓	
Image Gallery	✓	
Rotating Banner	✓	
Complimentary Full Registrations	3	2
Full Event Recap Report	✓	✓
Pre- and Post-Event Attendee List (Emails Included)	✓	
Private Virtual Meeting Room (Optional Add-On)	+\$1,400	+\$1,400

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## Virtual Sponsorship Opportunities

AIAA is excited to offer a variety of engaging virtual sponsorships to help increase your brand's equity in the aerospace sciences market and display your efforts to become an industry leader. From sponsored sessions to networking breaks and banner advertising, AIAA has options for every budget. Review the sponsorship menu below and contact the AIAA Sales Team today to learn more about what's included and to create a custom package.

Sponsorship Overview		Inventory	Member Rate	Nonmember Rate
Premier Packages	Premier Sponsorship (Includes Gold Virtual Booth Package)	Exclusive	\$70,000	(Available only to AIAA Corporate Members)
	Signature Sponsorship (Includes Gold Virtual Booth Package)	3 Available (1 SOLD)	\$50,000	\$60,000
	Executive Sponsorship (Includes Gold Virtual Booth Package)	5 Available (2 SOLD)	\$22,000	\$27,000
Thought Leadership	The HUB Sponsorship	<b>SOLD</b>	\$25,000	\$30,000
	Plenary and Forum 360 Underwriter (Choice of 11 Jan., 13 Jan., 15 Jan., or 19 Jan.)	4 Available	\$7,500	\$9,000
	Pre- and Post-Forum Webinars	2 Available (1 ON HOLD)	\$5,000	\$7,500
	Technical Session Track Underwriter (1, 2, or 3 session options)	Multiple Available	\$3,000 (1 session) \$5,000 (2 sessions) \$7,500 (3 sessions)	\$4,000 (1 session) \$6,000 (2 sessions) \$9,000 (3 sessions)
	HUB Presentation (20 minutes)	Limited Availability	\$3,000	\$3,500
	Virtual Happy Hour	Limited Availability	\$2,500	\$3,000
Branding & Advertising	VIP Attendee Gift	Exclusive	\$15,000	\$16,500
	Dedicated Email Blast	Limited Availability	\$5,000	\$6,500
	Forum Schedule	Exclusive	\$5,000	\$7,500
	Audience Poll Sponsorship	Exclusive	\$5,000	\$7,500
	Social Media Sponsorship	Exclusive	\$4,500	\$5,500
	Chat Feature Sponsorship	Exclusive	\$3,500	\$5,000
	Plenary and Forum 360 Commercial (30- or 60-second options; package discounts available)	Multiple Available	Starting at \$2,000	
	Flight Plan E-newsletter Sponsorship	8 Available	Starting at \$1,000	

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## Premium-Level Sponsor Packages

AIAA's sponsorship packages integrate Premier, Signature, and Executive levels, offering sponsors an array of opportunities to maximize their presence at its flagship industry events. Each premium level provides a set of core benefits, plus additional benefits of its own.

Sponsorship Menu	Premier (1 Available)	Signature (3 Available)	Executive (5 Available)
Sponsor-level exclusivity – Premier Sponsor Package is available only to AIAA Partner and Corporate Members	✓		
Opportunity to provide a live or prerecorded virtual facility tour for attendees before or after the forum program	✓		
Prominent logo on Plenary and Forum 360 backdrops	✓		
Opportunity to make opening remarks at a Plenary session and/or introduce speaker	✓		
Verbal recognition by speaker during the Plenary sessions		✓	✓
One (1) Executive Steering Committee representative	✓	✓	
Opportunity to provide a virtual giveaway during the forum event	✓	✓	
One (1) Gold Virtual Exhibit Booth Package	✓	✓	✓
One (1) dedicated email blast to all registered attendees	✓	✓	✓
Logo recognition in select locations of the forum program, website, and marketing materials, including pre-event emails	✓	✓	✓
Sponsor announcement or company feature on the forum website homepage and subpages	✓	✓	✓
Prominent banner ad placement and recognition on the virtual platform	✓	✓	✓
Opportunity to provide one (1) corporate commercial to be played prior to a Plenary session	60 seconds	30 seconds	30 seconds
Complimentary full conference registrations	15	10	7
<b>Total Investment</b>	<b>\$70,000</b> (Members only)	<b>\$50,000</b> (Member) <b>\$60,000</b> (Nonmember)	<b>\$22,000</b> (Member) <b>\$27,000</b> (Nonmember)

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## Thought Leadership Opportunities

### The HUB Sponsorship – **SOLD**

**Member: \$25,000 | Nonmember: \$30,000**

The HUB is returning to the AIAA SciTech Forum in a virtual format and will be featured as one of the main navigation buttons within the event platform for networking and engagement opportunities. Defined hours and programming will drive and maximize traffic to this popular destination. Benefits include:

- Opportunity to send one (1) dedicated email blast to all registered attendees
- Opportunity to provide one (1) 30-second corporate commercial to be played before the Plenary
- One (1) 20-minute complimentary online session in the HUB, advertised as a part of the HUB content
- Opportunity to provide one polling question during the event at a mutually agreeable time
- Option to host a recruiting event in the HUB during a mutually agreed upon time
- Recognition as the HUB premier sponsor throughout the forum
- The HUB logo sponsored by <company name> included in daily schedule
- Recognition in digital and social media materials before, during, and post-event
- Seven (7) complimentary full conference registrations
- **NEW!** Networking via chat throughout the virtual platform—chat one on one or in groups with up to 5 participants
- **NEW!** Mention in the daily recaps posted in the Flight Plan e-newsletters.

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### Plenary and Forum 360 Underwriter\*

**Member: \$7,500 | Nonmember: \$9,000**

(4 Available)

Position your organization as a thought leader by becoming an exclusive underwriter of one of the themed days of the forum. Contact the AIAA Sales Team for more information on the daily topic and speaker lineup.

Choice of:

- **Monday, 11 January:** People & Teams
- **Wednesday, 13 January:** Industry Sectors
- **Friday, 15 January:** Science & Technology
- **Tuesday, 19 January:** Model-Based Everything – Design Cycle

Benefits include:

- Company logo placement on the forum schedule
- One (1) 30-second company commercial to be played before the Plenary
- Recognition on the forum website
- Company name introduced at the start of one (1) Plenary
- Four (4) complimentary full conference registrations

*\*Individual Plenary or Forum 360 sponsorships may be available. Please call for details.*

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#### Pre- and Post-Forum Webinars

**Member: \$5,000 | Nonmember: \$7,500**

*(2 Available)*

Sponsor one of the widely-attended webinars that will take place prior and after the main event.

Choice of:

- **Wednesday, 9 December:** Preview of AIAA SciTech Forum **ON HOLD**
- **Week of 4 February:** AIAA SciTech Forum Wrap Up

Benefits include:

- Opportunity to provide a live or prerecorded 30-second speaker introduction, welcome message, or corporate commercial to be played prior to webinar
- Verbal recognition from speaker
- Logo placement in pre-webinar marketing emails
- Post-event summary of webinar attendees and participation numbers

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#### Technical Session Track Underwriter

**ONE SESSION: Member: \$3,000 | Nonmember: \$4,000**

**TWO SESSIONS: Member: \$5,000 | Nonmember: \$6,000**

**THREE SESSIONS: Member: \$7,500 | Nonmember: \$9,000**

Sponsor one or more of the 2,500 technical sessions being presented at the AIAA SciTech Forum, which are highly valued by attendees. Benefits include:

- Opportunity to provide a live or prerecorded 60-second speaker introduction, welcome message, or corporate commercial to be played prior to session(s)
- Company name recognition at the start of the plenary
- Logo inclusion in pre-, during, and post-event marketing

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#### HUB Presentation

**Member: \$3,000 | Nonmember: \$3,500**

*(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
- Three (3) complimentary full conference registrations
- Logo inclusion in digital and social media materials pre-, during, and post-event
- **NEW!** Mention in the daily recaps posted in the Flight Plan e-newsletter

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### **Virtual Happy Hour**

**Member: \$2,500 | Nonmember: \$3,000**

*(Limited Availability)*

Take advantage of this unique opportunity to connect with attendees and drive conversation in an informal setting. Conversation can be led by an AIAA member or company representative selected by the sponsor. Event to take place at a mutually agreed time (topic is also subject to AIAA approval). Benefits include:

- Ability to host a 30-minute happy hour event on the AIAA SciTech Forum platform
- Logo recognition in digital and social media materials pre-, during, and post-event
- Three (3) complimentary full conference registrations
- **NEW!** Mention in the daily recaps posted in the Flight Plan e-newsletter

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## Branding & Advertising Opportunities

### VIP Attendee Gift

**Member: \$15,000 | Nonmember: \$16,500**

*(Exclusive)*

Stand out from the crowd! Make a big first impression by shipping a branded VIP gift/snack box to the first 300 U.S. registrants of the AIAA SciTech Forum (shipping and product costs included). Benefits include:

- Your logo on the co-branded AIAA SciTech Forum gift box, welcome card, cotton face mask, and hand sanitizer (additional gift items include Ghirardelli Squares, KIND Bars, and Wonderful Pistachio Pack, which will have no logo branding)
- Option to include additional branded items you may already have on hand (*contact the AIAA Sales Team for deadline and additional fees*)
- Two (2) complimentary full conference registrations
- Opportunity to provide one (1) 30-second corporate commercial to be played prior to a Plenary session

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### Dedicated Email Blast

**Member: \$5,000 | Nonmember: \$6,500**

*(Limited Availability)*

Promote your presence at the AIAA SciTech Forum by sending a dedicated email to all registered attendees. Limited to one per day in the two weeks leading up to the event and one week post-event.

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### Forum Schedule

**Member: \$5,000 | Nonmember: \$7,500**

*(Exclusive)*

This highly visible location is where each attendee starts their forum planning, views their daily agenda, and 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

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### Audience Poll Sponsorship

**Member: \$5,000 | Nonmember: \$7,500**

*(Exclusive)*

Take the pulse of the forum attendees each day in coordination with AIAA. Benefits include:

- Your company name and logo linked to the URL of your choice and featured as the poll sponsor
- Logo inclusion in pre-, during, and post-event marketing
- Four (4) complimentary full conference registration
- Your own poll questions posted to the entire audience (*subject to AIAA approval*)

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### Plenary and Forum 360 Commercials

#### TWO 60-SECOND COMMERCIALS

MORNING PLENARIES: **Member: \$4,000 | Nonmember: \$4,500**

FORUM 360 SESSIONS: **Member: \$3,000 | Nonmember: \$3,500**

#### TWO 30-SECOND COMMERCIALS

MORNING PLENARIES: **Member: \$2,500 | Nonmember: \$3,000**

FORUM 360 SESSIONS: **Member: \$2,000 | Nonmember: \$2,500**

Provide a 30- or 60-second commercial to play each day before the morning plenary or Forum 360 sessions. Package rates also available for three or more commercials. Please inquire for details.

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### Social Media Sponsorship

**Member: \$4,500 | Nonmember: \$5,500**

*(Exclusive)*

AIAA social media will be used for late-breaking news and will be a true conversation starter in the virtual environment. Speak to the audience directly with this unique offer now with expanded visibility within the virtual platform. Benefits include:

- Logo inclusion in pre-, during, and post-event marketing
- One (1) complimentary full conference registration
- Opportunity to develop a social media contest and supply virtual swag for participants
- AIAA-generated posts each day featuring sponsor hashtags and handle

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### Chat Feature Sponsorship

**Member: \$3,500 | Nonmember: \$5,000**

*(Exclusive)*

Another high visibility location where attendees start conversations and get connected. Benefits include:

- Your company name and logo linked to the URL of your choice and featured as the chat sponsor
- One (1) complimentary full conference registration
- Logo inclusion in pre-, during, and post-event marketing

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### Flight Plan E-newsletter Sponsorship

ONE ISSUE: **Member: \$1,000 | Nonmember: \$1,200**

TWO ISSUES: **Member: \$1,750 | Nonmember: \$1,950**

THREE ISSUES: **Member: \$2,500 | Nonmember: \$2,700**

*(8 Available; See Example)*

A daily digital recap email distributed to all attendees featuring the day's highlights and a preview of the events to come the next day. Benefits include:

- Your company name/logo linked to the URL of your choice and featured as the Flight Plan sponsor
- Promotion of your company message in a one-paragraph summary below your company logo

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