ATTENDEE RECAP
Audience
AUDIENCE COMPOSITION

5,143 TOTAL ATTENDEES

3,017 IN PERSON Attendees

2,126 ONLINE Attendees

1,627 Organizations

464 Colleges and Universities

11 Media

47 Countries
**AUDIENCE DEMOGRAPHICS**

**BROAD PERSONA REPRESENTATION**
- **DRIVEN TO DISCOVER**
  - 20%
- **BUILDING THE FUTURE**
  - 22%
- **CONNECTED TO COMMERCE**
  - 12%
- **GUARDIANS FOR LIFE**
  - 10%
- **NAVIGATING THE CLimb**
  - 30%
- **OTHER**
  - 6%

**INDUSTRY SECTOR**
- **AEROSPACE**
  - **MANUFACTURING**
  - 12%
  - **CONSULTING**
  - 2%
  - **AIR & SPACE TRANSPORTATION**
  - 8%
  - **GOVERNMENT**
  - 18%
  - **ACADEMIA**
  - 19%
  - **STUDENT**
  - 35%
  - **SUPPLIERS**
  - 1%

**AGE RANGE**
- 18-24 yrs: 14%
- 25-34 yrs: 35%
- 35-44 yrs: 14%
- 45-54 yrs: 9%
- 55-64 yrs: 8%
- 65-74 yrs: 2%
- 75+ yrs: 1%
- No Response: 17%

**CAREER LENGTH**
- 0-1 yrs: 6%
- 2-5 yrs: 19%
- 6-10 yrs: 13%
- 11-20 yrs: 14%
- 21-40 yrs: 15%
- 41+ yrs: 4%
- Undergraduate Student: 4%
- Graduate/Ph.D. Student: 12%
- No Response: 13%

**BUILDING THE FUTURE**: Interested in tools and technology and eager to gain hands-on experience to solve problems or enhance career.

**CONNECTED TO COMMERCE**: Building strategic partnerships and connecting with fellow business people and policy leaders; selling a product or service with significant impact on the aerospace economy.

**GUARDIANS FOR LIFE**: Years of experience building aerospace programs that impact society, committed to investing in meaningful change.

**NAVIGATING THE CLIMB**: Long, ambitious career ahead, looking for a breadth of ideas, connections, and experiences that will launch to the next level.

**DRIVEN TO DISCOVER**: Lifelong learner and teacher; exploring the intersection of science and technology and developing the next big ideas in aerospace.
Media Outreach
MEDIA OUTREACH

55 Articles

16.1M Reach

$104.3K Publicity value
MEDIA COVERAGE

AEROSPACE
AIR FORCE
ars TECHNICA
AVIATION WEEK
SAN DIEGO BUSINESS JOURNAL
SPACEFLIGHT NOW
SPACE NEWS
SPACE POLICY ONLINE.COM
THE AIR CURRENT
THE DRIVE

SPACE NEWS
Other ISS partners start planning for extension to 2030
By: Jeff F. Mahan - January 6, 2023

WASHINGTON — The White House’s decision to extend operations of the International Space Station through the end of the decade is a “game-changer” for other partners to make their own plans to continue participation in the station.

NASA announced Dec. 30 that the Biden administration agreed to continue operations of the ISS to 2030. Under the law, the station is scheduled to be retired in 2024.

NASA’s announcement sets the stage for other ISS partner countries to make their own plans for continued participation in the station.

The White House’s decision to extend the ISS to 2030 is a “game-changer” for other partners to make their own plans to continue participation in the station. Other ISS partners, including the European Space Agency, are expected to announce their plans in the coming weeks.

The extension of ISS operations to 2030 is a significant milestone for the international partnership that has built and operated the station for nearly 20 years. With the extension, NASA and its international partners will continue to explore new frontiers in space science, technology, and human spaceflight.

OFFICIALS WITH THE CUBANA SPACE AGENCY AND SPANISH SPACE AGENCY (ESA) KNOW THAT THEY WILL CONSIDER EXPANDING THEIR PARTNERSHIP IN THE EVENT THAT NASA AGREES TO EXTEND THE ISS TO 2030.

Boeing unveils new hypersonic aircraft model

Boeing unveiled a new hypersonic aircraft model this week, with design features similar to a previous concept design "Virgil." The aircraft is intended for commercial use.

The model could be used in both military and commercial operations, the company said.

"The Drive reported that the model was introduced by American and Japanese companies at the International Air & Space Exhibition (IASS) in San Diego, California, which kicked off on Monday. Nettia shared images of the new model on Twitter.

"Boeing's new hypersonic aircraft model looks promising. The aircraft features a sleek design with a pointed nose and twin engines, indicating its potential for high-speed travel and long-range capabilities. The model could revolutionize air travel, offering faster journeys across the globe. Boeing is known for its innovative designs, and this new model is no exception." - Nettia

Space Daily
New AI navigation prevents crashes

"New AI navigation prevents crashes. Artificial intelligence is the key to safer roads. Today, it's a multi-billion-dollar industry that's growing at an exponential rate. With AI, cars can now detect obstacles and adjust their speed in real-time. This technology is transforming the automotive industry.\n
"UC College of Engineering and Applied Science associate professor Eycheng Chen and Arnab Debroy presented their research on "Deep Learning-Based Vehicle Detection and Tracking" at the annual International Conference on Deep Learning. The team's algorithm uses deep learning to detect vehicles and track their movements. Through simulations and real-world testing, the team was able to demonstrate the effectiveness of their approach.

""We've developed a novel detection and tracking system that uses deep learning to identify vehicles in real-time and provide drivers with critical information,"" Chen said.
SOCIAL MEDIA

364.5K
Impressions

6,753
Engagements

547
Tweets to @aiaa

268
Tweets to #aiaaSciTech

3,362
Link Clicks

4,799
Video Views

+520
Audience Growth
Industry Participation
SPONSORS

EXECUTIVE SPONSORS

LOCKHEED MARTIN

BOEING

NORTHROP GRUMMAN

HUB SPONSOR

GENERAL ATOMICS AERONAUTICAL

LANYARD SPONSOR

AXIENT

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AEROSPACE

PACE

Ball

BASTION TECHNOLOGIES

Caltech

Intelligent Light

WILEY

MEDIA PARTNER

AEROSPACE AMERICA
## EXECUTIVE STEERING COMMITTEE

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rickey Shyne</td>
<td>NASA Glenn Research Center (Forum General Chair)</td>
</tr>
<tr>
<td>H. Kevin Rivers</td>
<td>NASA Langley Research Center (Forum 360 Co-Chair)</td>
</tr>
<tr>
<td>Christopher Rouw</td>
<td>Ball Aerospace (Forum 360 Co-Chair)</td>
</tr>
<tr>
<td>Geoffrey Butler</td>
<td>General Atomics Aeronautical Systems</td>
</tr>
<tr>
<td>Michael Cawood</td>
<td>Lockheed Martin (Ret.)</td>
</tr>
<tr>
<td>Stephen Frick</td>
<td>Lockheed Martin Space Systems</td>
</tr>
<tr>
<td>Michele Miller</td>
<td>Ball Aerospace</td>
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<tr>
<td>Scott Palo</td>
<td>University of Colorado Boulder</td>
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<tr>
<td>Tom Pieronek</td>
<td>Northrop Grumman Aerospace Systems</td>
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<tr>
<td>John Tylko</td>
<td>Aurora Flight Sciences</td>
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<tr>
<td>Karen Willcox</td>
<td>University of Texas at Austin</td>
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<tr>
<td>Brian Yutko</td>
<td>The Boeing Company</td>
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THANK YOU!
SEE YOU NEXT YEAR!

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