

ASCEND

24–26 October 2022 | Las Vegas & Online

Partner Sales Kit

A preview of the exciting opportunities
coming to 2022 ASCEND



Powered by



Stand out among the stars at ASCEND.

Powered by AIAA, ASCEND was launched in 2020 and is Accelerating Space Commerce, Exploration, and New Discovery. In addition to visionary speakers and inspiring sessions, the 2022 ASCEND event will feature **Engagement Zones** for the first time: in-person exhibit displays with a range of interactive opportunities that can be customized to meet your creative needs.

Join us as a partner today and showcase your latest ideas, solutions, and technology advancements to the international space community. You'll meet with leaders, innovators, influencers, and experts from traditional space sectors, plus adjacent markets such as hospitality, mining, tourism, and pharma. Don't miss your chance to be part of the ASCEND experience!

**Join the list of companies who are committed to
playing a lead role in accelerating the space economy:**

CORNERSTONE INDUSTRY PARTNER



2021 PARTNERS, SPONSORS, & EXHIBITORS

- Aerojet Rocketdyne
- The Aerospace Corporation
- Aviation Week Network
- Bastion Technologies, Inc.
- The Boeing Company
- Blue Origin
- Caltech
- Defense One
- Foundation for the Future
- Fusion Industry Association
- Griffin Communications Group
- Maxar Technologies
- NASA
- Northrop Grumman
- Redwire Space
- Space Generation Advisory Council
- SpaceNews
- SpaceX
- ULA
- USC Viterbi School of Engineering

Connect with the international space industry's best and brightest.

From classrooms through careers, ASCEND is assembling the most professionally and culturally diverse space workforce pipeline on the planet. Since the 2020 inaugural event, we've engaged with more than **10,600 people** in our global community and the excitement is building up for what's to come this October.

2021 ASCEND AUDIENCE HIGHLIGHTS



1859

2021 ASCEND Attendees



855

Organizations



155

Colleges and Universities



14%

Student and Educator Attendees



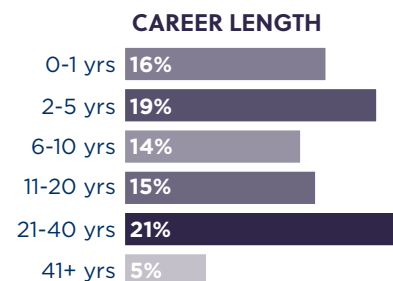
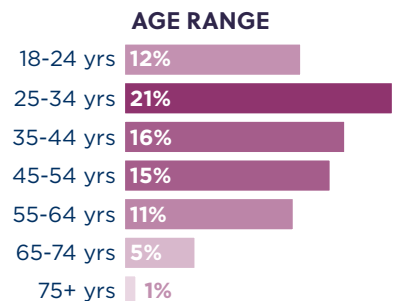
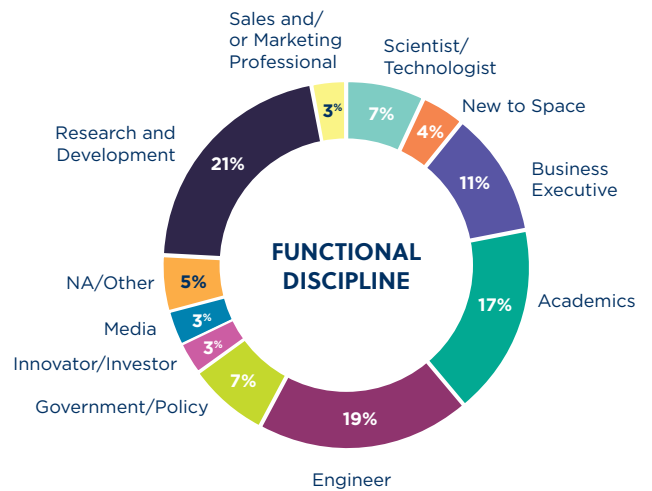
57%

Non-Member Attendance



5892

Attendees across all 2021 ASCEND Events



Position your business at the forefront of space exploration's next frontier.

Whether you're pursuing opportunities on Earth or elsewhere in the universe, ASCEND presents a stellar array of options to boost your brand with current and future decision makers and influencers. From experiential Engagement Zones that spark collaboration to creative sponsorships that amplify your reach to the space community, there is no limit to what we can do.

GET STARTED TODAY!

The following menu is just a preview of offerings at ASCEND. Contact us at eventsales@aiaa.org to customize an opportunity and bring your vision to life.



ENGAGEMENT ZONES

ASCEND Engagement Zones are live, interactive experiences that will transcend the traditional tradeshow format. Choose from our indoor and outdoor space opportunities to create a one-of-a-kind display that is uniquely yours (think lounges, small theaters, and more). Get in touch with us today to explore all the possibilities.

PREVIEW OF OPPORTUNITIES:

COMBINATION INDOOR/OUTDOOR SPACE PACKAGES: *Starting at \$9,000*

Maximize your visibility and make an impression at ASCEND by hosting an out-of-the-world experience for attendees to remember you by. All packages include raw indoor space in the Forum Ballroom and a basic tent cabana with table, chairs & electrical on Forum Plaza. **Contact us for details.**

OUTDOOR CABANA ONLY: *Starting at \$5,000*

Take advantage of the Las Vegas October weather and host outdoor client meetings, network, play games, or anything you choose to do.

INDOOR DISPLAY SPACE ONLY: *\$50 per sq. ft.*

Raw space in the Forum Ballroom serves as a blank canvas for your most creative ideas.

MARKETING MATERIALS TABLE: *\$3,000*

This cost-effective option includes a 2'x6' draped table in the Forum Ballroom to display your collateral and/or laptop setup.



FEATURED SPONSORSHIPS

Choose from our comprehensive visibility packages or customize your own with the right mix of onsite and virtual branding, content, and lead-generation opportunities. There are endless ways to add value for ASCEND participants through the power of sponsorship.

PREVIEW OF OPPORTUNITIES:

VISIBILITY PACKAGES: *Starting at \$15,000*

Be seen as a top-level partner of ASCEND! Package benefits include full event registrations, opportunities to provide commercial(s) and pre-recorded presentation(s), plus extensive sponsor recognition on the event website, mobile app, final program, and more. **Contact us for details.**

VIP SESSION: *\$25,000 (Limited Availability)*

Shape the conversation at ASCEND by hosting a session of top-tier individuals from your organization to share valuable perspectives and information with the international space community. Topic to be collaborated and partnered with ASCEND program executive.

SOLD WI-FI: *\$10,000 (Exclusive)*

Provide connectivity for all ASCEND attendees. Your logo and artwork will appear on the login screen along with the password of your choosing. Sponsor to be acknowledged on signage and materials.

WATER STATIONS: *\$5,000 (4 Available)*

Help attendees stay hydrated. Cosponsor the convenient water stations that will be available at key locations throughout the week. Your logo will be prominently featured at each water station.

CHARGING STATIONS: *\$3,500 (7 Available)*

Provide a place for attendees to charge their mobile devices so they can stay connected. Benefits include signage, recognition in the final program, plus an opportunity to provide a handout or giveaway at your designated station.

ATTENDEE LOUNGE CHAIRS: *\$2,500 (10 Available)*

These cool “egg” loungers were very popular in 2021 and provide the perfect opportunity to promote your brand. Each lounge comes with a sponsor sign and recognition in the program, and can be customized to meet your creative needs.

ATTENDEE GAMING ACTIVITIES: *Starting at \$1,200 (8 Available)*

Attendees can relax and shoot a game of pool, play checkers, Jenga, corn hole or shoot a game of hoops. These fun games are a great way to associate your brand in a relaxed environment.

MULTIPLE EVENT DISCOUNTS AVAILABLE!

Expand your journey with an **ASCENDxSeries** sponsorship and receive a discount for multi-event support. Connect with the **AIAA Sales Team** today for more information.

ASCEND

24–26 October 2022 | Las Vegas & Online

Space Available

Contact the AIAA Sales Team to explore the full sponsorship menu. Together, we will create high-value engagement opportunities that produce measurable, meaningful results.

Email us at eventsales@aiaa.org to get started.

www.ascend.events