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

The 2022 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 2023 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 2022 NUMBERS

5,000+ PARTICIPANTS
464 COLLEGES & UNIVERSITIES
1,600+ ORGANIZATIONS
47 COUNTRIES

Who you’ll meet at AIAA SciTech Forum

INTERNATIONAL ATTENDEES

TOP 5 COUNTRIES INCLUDE:

CANADA
UNITED KINGDOM
GERMANY
JAPAN
REPUBLIC OF KOREA

21%

79% U.S. ATTENDEES

5,000 CONFERENCE ATTENDEES

74% OF ATTENDEES SAY SCITECH ‘22 MET OR EXCEEDED THEIR EXPECTATIONS

35% STUDENT ATTENDEES

ATTENDEES BY INDUSTRY SECTOR

Student ........................................ 35%
Academia ...................................... 19%
Government .................................. 18%
Industry ....................................... 15%
  • Air & Space Transportation (8%)
  • Manufacturing (5%)
  • Consulting (2%)
Other ........................................... 12%

Source: 2022 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.

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!

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 lunch tickets
• 8’ high back and 3’ side drape
• Identification sign

Expoision Information

Location
Gaylord National Resort & Convention Center
201 Waterfront Street
Oxon Hill, MD, USA 20745
+1 301.965.4000

Travel & Hotel
AIAA has secured a discounted rate on hotel rooms. The room block will close 29 December 2022 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 2022.

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

Exhibit & Sponsor Prospectus

Exhibit & Sponsor Prospectus
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 $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**

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**Sponsor Levels & Benefits**

<table>
<thead>
<tr>
<th>Sponsor Level</th>
<th>Premier</th>
<th>Signature</th>
<th>Executive</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>$100,000</td>
<td>$50,000</td>
<td>$20,000</td>
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<tr>
<td></td>
<td>(1 available)</td>
<td>(3 available)</td>
<td>(5 available)</td>
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**Premier Sponsorship**

- 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
- Opportunity to provide a facility tour for attendees before or after forum program
- Full page, 4-color ad in forum printed program
- Prominent logo on stage backdrops during plenary and Forum 360 sessions
- Complimentary full conference registrations
- Corporate commercial to be played prior to one of the plenary Exhibit booth, or equivalent credit for larger booth configuration
- 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 (deco, 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

**Signature Sponsorship**

- 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
- Opportunity to provide a facility tour for attendees before or after forum program
- Full page, 4-color ad in forum printed program
- Prominent logo on stage backdrops during plenary and Forum 360 sessions
- Complimentary full conference registrations
- Corporate commercial to be played prior to one of the plenary Exhibit booth, or equivalent credit for larger booth configuration
- 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 (deco, 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

**Executive Sponsorship**

- 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
- Opportunity to provide a facility tour for attendees before or after forum program
- Full page, 4-color ad in forum printed program
- Prominent logo on stage backdrops during plenary and Forum 360 sessions
- Complimentary full conference registrations
- Corporate commercial to be played prior to one of the plenary Exhibit booth, or equivalent credit for larger booth configuration
- 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 (deco, 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

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^ If AIAA sells a Signature Sponsorship prior to selling the Premier Sponsorship, AIAA will discontinue the sales or acceptance of a Premier Sponsorship. 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.

Δ 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.
  - **2023 Daily Themes Coming Soon**
  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
  - 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.

- **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

- **HUB PRESENTATION**
  $30,000 | 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
  Get your branding in the hall and on the key cards of attendees staying at the Gaylord National Resort & Convention Center. 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 KEYCARDS**
  Call for Pricing
  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.

- **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 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.

*Branded items are subject to AIAA approval. Sponsor to produce and ship materials to designated site.*
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 introduction 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 introduction remarks at the beginning 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.

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

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

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
$1,000 | 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.
Mark your calendar for future AIAA forums and events!

**SciTech Forum**
23–27 January 2023 | National Harbor, MD
aiaa.org/scitech

**Defense Forum**
11–13 April 2023 | Laurel, MD
aiaa.org/defense

**Aviation Forum**
12–16 June 2023 | San Diego, CA
aiaa.org/aviation

**ASCEND**
23–25 October 2023 | Las Vegas, NV
ascend.events

GET THE LATEST UPDATES
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 eventsales@aiaa.org to get started.

LEARN MORE
aiaa.org/scitechexpo