

DEFENSE FORUM

16-18 APRIL 2024 | LAUREL, MD

**SPONSOR
PROSPECTUS**

aiaa.org/defense

 **AIAA**
SHAPING THE FUTURE OF AEROSPACE

Align your organization with a highly-coveted audience within the defense community.

AIAA DEFENSE Forum is focused on aerospace technologies and their applications in national security. This Secret/NOFORN event provides a venue for leaders from government, military, industry, and academia to explore aerospace technologies and their application to complex national security challenges.

In today's dynamic business environment, effective outreach and customer interface are vital to successfully capturing new partnership opportunities. If your company is looking for a mechanism to heighten visibility, expand networking capabilities among industry and military leaders, and demonstrate your unique value to aerospace professionals, AIAA's sponsorship program can help to achieve your objectives.

AIAA DEFENSE FORUM 2023 NUMBERS



480+
PARTICIPANTS



100+
TECHNICAL
BRIEFINGS



80+
ORGANIZATIONS
REPRESENTED

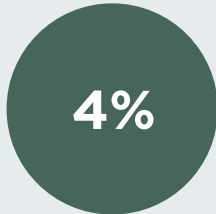


**SECRET/
NOFORN
EVENT**

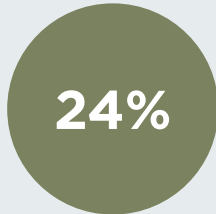


Who you'll meet at AIAA DEFENSE Forum

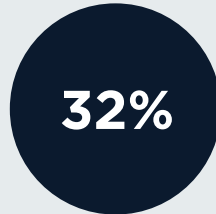
ATTENDEES BY MARKET SECTOR



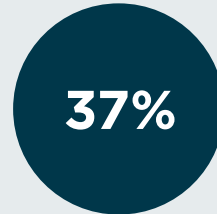
ACADEMIA



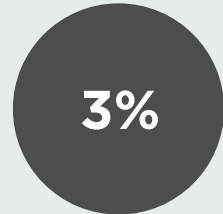
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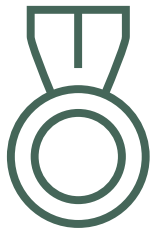
GOVERNMENT



INDUSTRY



OTHER



80+
ORGANIZATIONS
REPRESENTED



32%
GOVERNMENT
ATTENDEES

WHAT'S IMPORTANT TO ATTENDEES

89% say **technical presentations** are extremely or very important

79% say **classified discussions with peers** are extremely or very important

75% say **networking to collaborate** is extremely or very important

76% say **content in my area of specialty** is extremely or very important

TOPICS OF INTEREST

- Test and Evaluation
- High-Maneuverability and Hypersonic Systems and Technologies
- Strategic Missile Systems
- Air and Missile Defense
- Directed Energy Weapons
- Tactical Missiles
- Weapon System Operational Performance

SNAPSHOT OF ORGANIZATIONS THAT PARTICIPATED IN 2023

- Boeing
- Booz Allen Hamilton
- DARPA
- Department of Defense
- Department of Energy
- Johns Hopkins University Applied Physics Laboratory
- Lockheed Martin
- Missile Defense Agency
- MIT Lincoln Laboratory
- NASA
- Northrop Grumman
- Sandia National Laboratories
- Raytheon Technologies
- U.S. Air Force
- U.S. Army
- U.S. Navy

Source: 2023 AIAA DEFENSE Forum Evaluation



Partner Opportunities

PREMIER SPONSOR **\$8,500 | Three Available**

Position your organization as a top-level partner of AIAA DEFENSE Forum. You'll receive:

- Logo recognition in pre- and onsite materials and on plenary stage
- Full-page color advertisement in the program
- Two (2) forum registrations
- Two (2) invitations to the Executive Reception

DAILY LUNCH **\$7,500 | Three Available**

Sponsor a forum lunch on a day of your choosing. You'll receive:

- Logo recognition in pre- and onsite materials
- An opportunity to provide a corporate giveaway with lunch
- One (1) forum registration
- Two (2) invitations to the Executive Reception

NETWORKING RECEPTION **\$6,000 | Exclusive**

Become the exclusive sponsor of the Networking Reception taking place on Tuesday. You'll receive:

- Logo recognition in pre- and onsite materials
- An opportunity to provide a corporate giveaway at the reception
- One (1) forum registration
- Two (2) invitations to the Executive Reception

SOCIAL MEDIA BUNDLE **\$5,000 | Six Available**

AIAA will post one announcement on each of our official social media channels: Twitter, LinkedIn, and Facebook.

Content is subject to AIAA approval.

PROGRAM GUIDE ADS **\$5,000 Full-Page | Three Available** **\$2,500 Half-Page | Three Available**

Provide an ad to be placed within the program guide distributed to all attendees at the forum.

BAG AND TAG **\$4,000 | Exclusive**

Attendees are required to place personal belongings into a bag before entering the AIAA DEFENSE Forum sessions. Your company name and logo will be highly visible on these bags each day of the forum.

HAVE YOUR CAKE AND EAT IT TOO! **\$3,500 | 1 day** **\$7,000 | 2 days**

An interactive opportunity that places your brand at the heart of the festivities, making your presence truly unforgettable.

You'll receive:

- Signature Cake Flavor - naming rights for the cake
- Saber Presentation - opportunity to participate in cake cutting ceremony
- Address the Audience
- Branded Napkins - opportunity to provide branded napkins
- Logo on Cake
- Marketing Inclusion - logo included in all marketing campaigns as a sponsor

ADVERTISE ON THE FORUM WEBSITE*

\$3,000 | Exclusive Banner **\$2,000 | Rotates With 1 Other Advertiser Banner**

A custom banner on the AIAA DEFENSE Forum website. All prices are based on a fixed 30-day exposure on the home page.

- Banner size: 970x250 px
- Maximum file size: 50 kb
- File format: GIF or JPEG (animated GIF files accepted)
- Flash files not accepted.
- Ads are responsive on mobile devices and retain banner dimensions.
- Web-ready artwork is required by ad closing deadline, typically the 15th of the month prior to run date.
- Email all files, text, graphics, and photos to salesinfo@aiaa.org.

*AIAA does not guarantee number of impressions or click throughs.

DAILY NETWORKING COFFEE BREAK **\$3,500 | Nine Available**

Sponsor one of three daily Networking Coffee Breaks: early morning coffee + continental breakfast, morning coffee, or afternoon break. You'll receive:

- Logo recognition in pre- and onsite materials everywhere the break is mentioned
- Two (2) invitations to the Executive Reception

TECHNICAL SESSION INTRODUCTION **\$3,500 | Five Available**

Introduce a technical session speaker at AIAA DEFENSE Forum. This 25-word introduction will be presented at the beginning of a session of your choice.

REUSABLE WATER BOTTLES **\$3,500 | Exclusive**

Sponsor the conference's reusable water bottles, sponsor will provide the bottles. Bottles will need to be 16oz or less, and clear for security purposes. You'll receive:

- Logo recognition on reusable water bottles, used by conference attendees

SMALL BUSINESS SPONSORSHIP **\$1,750* | Ten Available**

Show your support of AIAA DEFENSE Forum and place your brand in front of a valuable audience. Sponsor must have 100 or less employees to be eligible. You'll receive:

- Logo recognition in pre- and onsite materials
- One (1) invitation to the Executive Reception

*Member rate. Nonmember rate is \$2,500.



Mark your calendar for future AIAA forums and events!



29 July-2 August 2024 | Las Vegas, NV
aiaa.org/aviation



30 July-1 August 2024 | Las Vegas, NV
ascend.events



6-10 January 2025 | Orlando, FL
aiaa.org/scitech



READY TO CUSTOMIZE YOUR AIAA DEFENSE FORUM EXPERIENCE?

Our team is standing by and ready to offer personalized assistance.

Contact Us

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LEARN MORE
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