

Sponsor & Exhibitor Prospectus 2025

Reach the world's largest and most prestigious community of aerospace professionals spanning industry, government, and academia, led by the foremost authority in aerospace dedicated to moving the industry forward.

EFFECTIVE 1 OCTOBER 2024

Table of Contents

AIAA Global Impact.....	03
ASCENDxTexas	06
AIAA DEFENSE Forum	07
AIAA AVIATION Forum and ASCEND	08
AIAA SciTech Forum	10
High Visibility Packages	13
Exhibit at Our Events	14
Beyond the Expo Hall	15
Specialty Programs.....	18
Corporate Membership.....	19

About the Institute

The American Institute of Aeronautics and Astronautics (AIAA) is the largest and most prestigious community of aerospace professionals in the world. With nearly 30,000 members, including professionals and students, spanning 91 countries and 88 Corporate Members, the Institute drives technical excellence, innovation, and collaboration amongst its members and community to solve critical problems and tackle the toughest challenges in three domains: aeronautics, space, and aerospace R&D.



AIAA Global Impact

*Numbers are as of November 2024.



28,884

Total Members



19,558

Professional Members



9,326

University Student Members



155,000

Social Media Followers



34,600

Recipients of *Aerospace America*

Print: 16,930
Digital: 17,670



18,000

Recipients of the My Daily Launch Newsletter



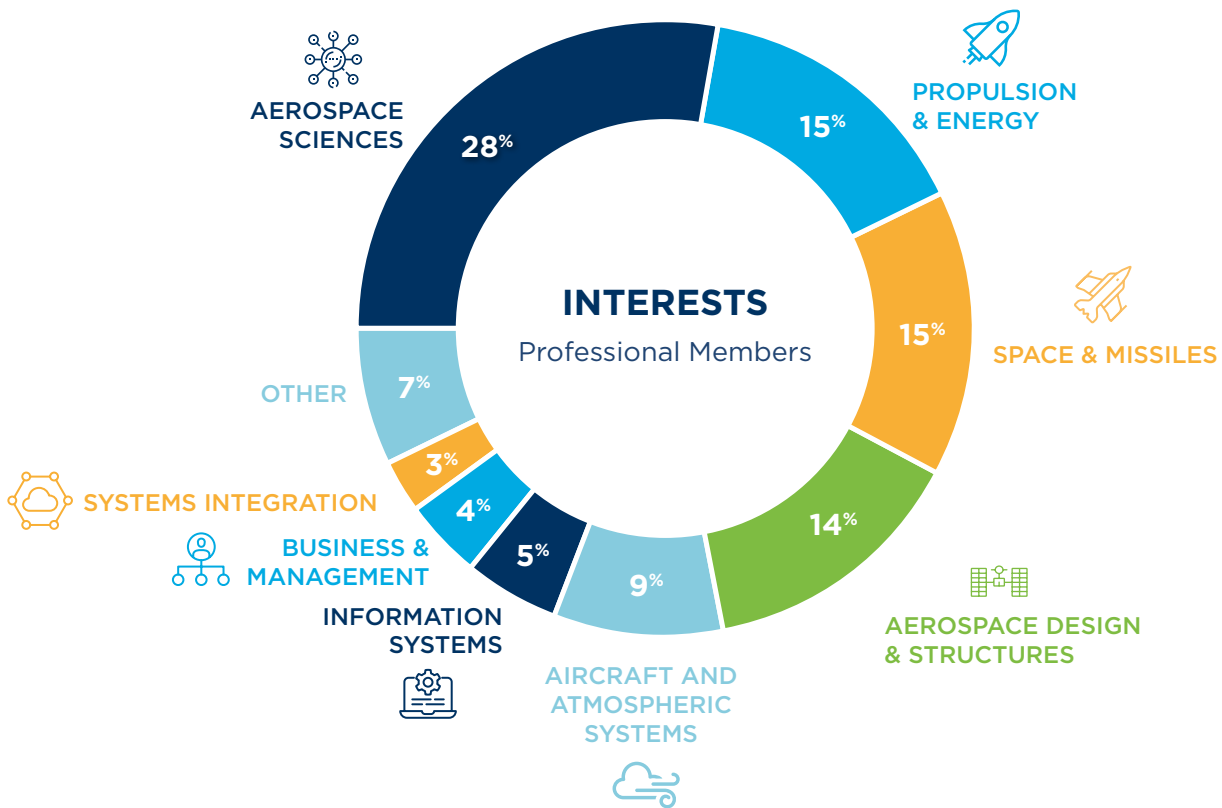
300

Books Published by the Institute



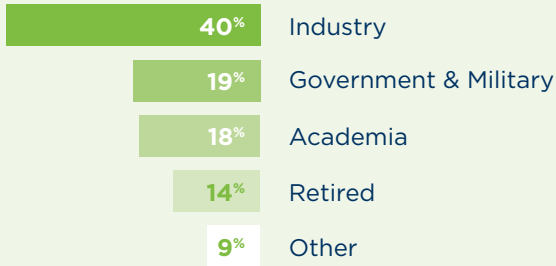
200,000

Technical Articles Published by the Institute



AIAA Global Impact

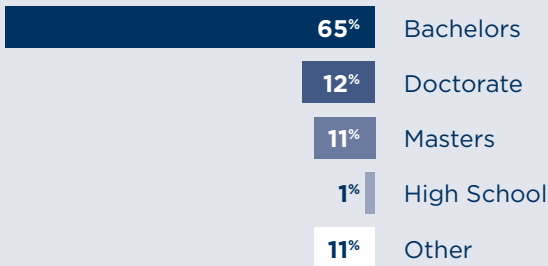
PRIMARY BUSINESS Professional Members



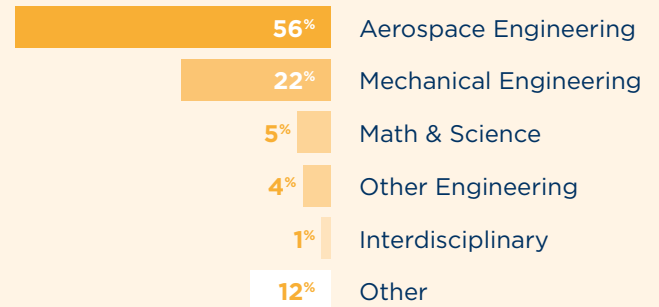
TOP COUNTRIES REPRESENTED Outside of the United States

- | | |
|--------------------|-----------------|
| 1. Japan | 6. Germany |
| 2. Canada | 7. Italy |
| 3. United Kingdom | 8. France |
| 4. Australia | 9. South Korea |
| 5. India | 10. Turkey |

DEGREE TYPE Student Members



DEGREE DISCIPLINE Student Members



A large crowd of people is gathered at an event, likely a conference or forum. The scene is overlaid with a blue and green gradient. The background shows a modern building with large glass windows and palm trees. The text "2025 Institute Forums & Events" is prominently displayed in the center.

2025 Institute Forums & Events

ASCENDxTexas

26-27 FEBRUARY 2025 • HOUSTON, TEXAS

ASCENDxTexas brings together NASA, industry, academia, and government leaders to forge partnerships and shape the strategy for future space exploration and commercialization. The next giant leap in space begins at ASCENDxTexas.



436

Attendees



329

From Texas



107

From Other
U.S. States / International

PRIMARY FIELD of Attendees

47% Industry & Academia

25% Government & Military

3% Student

25% Other



38

SPEAKERS



160+

ORGANIZATIONS



DEFENSE FORUM

15-18 APRIL 2025 • LAUREL, MARYLAND

AIAA DEFENSE Forum is a Secret/NOFORN event that convenes top leaders from government, military, industry, and academia. Cutting-edge aerospace technologies and solutions to the most pressing national security challenges are showcased and discussed in a classified setting.



565

Attendees



80+

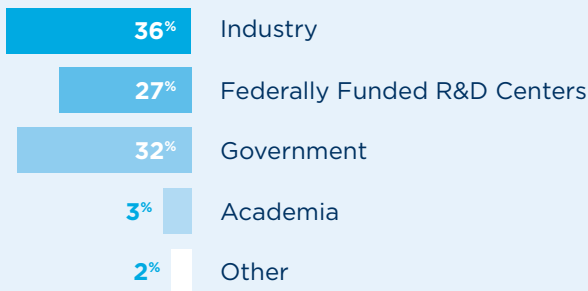
Organizations



143

Technical Presentations

INDUSTRY



ORGANIZATIONS WITH THE LARGEST REPRESENTATION AT THE FORUM

Johns Hopkins University Applied Physics Laboratory
Lockheed Martin
MIT Lincoln Laboratory
Northrop Grumman
RTX
U.S. Air Force
U.S. Army
U.S. Department of Defense
U.S. Department of Energy
U.S. Navy

TOPICS OF INTEREST

Advanced Prototypes
Air and Missile Defense
Autonomy, Collaborative Engagement, Machine Intelligence, Robotic and Uncrewed Systems
Digital Engineering
Directed Energy Weapons
Guidance, Navigation, Control, and Estimation
High-Maneuverability and Hypersonic Systems and Technologies
Space Access and Space Systems
Strategic Missile Systems
Survivability
System and Decision Analysis for National Security
System Performance Modeling and Simulation
Tactical Missiles
Test and Evaluation
Weapon Systems History and Lessons Learned
Weapon System Operational Performance

**21-25 JULY 2025
LAS VEGAS, NEVADA**

AIAA AVIATION Forum brings together industry experts and forward-thinking professionals to usher in a new era of sustainability and efficient growth in civil and military aviation. It's the only aviation event that covers the entire integrated spectrum of business, research, development, and technology.

**22-24 JULY 2025
LAS VEGAS, NEVADA**

ASCEND connects the civil, commercial, and national security space sectors, along with adjacent industries, to embrace the opportunities and challenges that come with increased activity in space, propelling humanity closer toward its inevitable off-world future.



3,754

Attendees



43

Countries



740

Organizations Represented



300+

Colleges & Universities



1,279

Technical Presentations



287

Technical Sessions



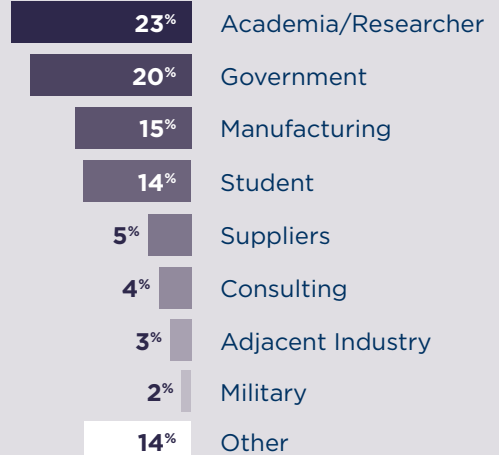
350

Speakers

ATTENDEE TYPE



INDUSTRY



MEDIA OUTREACH



17

Credentialed Media & Influencers



813

Mentions



700M

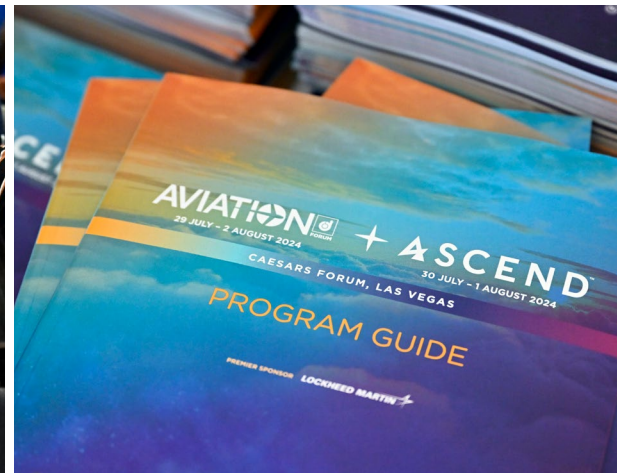
Reach

ORGANIZATIONS WITH THE LARGEST REPRESENTATION AT THE FORUM

Air Force Research Laboratory
 Johns Hopkins University Applied Physics Laboratory
 Lockheed Martin
 NASA
 Northrop Grumman
 The Boeing Company

TOP COLLEGES & UNIVERSITIES REPRESENTED

Georgia Institute of Technology
 New Mexico State University
 Purdue University
 Texas A&M University
 University of California (System)
 University of Texas (System)



RESERVE YOUR PLACE AT AVIATION + ASCEND

[Submit Exhibitor Contract](#)

[Submit Sponsor Contract](#)

[View AVIATION & ASCEND Floor Plan](#)

SCITECH

12-16 2026 • ORLANDO, FLORIDA

AIAA SciTech Forum is the premier aerospace R&D event of the year. From university students to seasoned professionals from the industry and government, it's where the aerospace community gathers to see the science, technologies, and capabilities that are shaping the present and future of aerospace.



6,127
Attendees



48
Countries



1,100+
Organizations
Represented



600+
Colleges &
Universities



2,920
Technical Presentations



744
Technical Sessions



76
Speakers

ATTENDEE TYPE



INDUSTRY



MEDIA OUTREACH



16

Credentialed Media & Influencers



1,651

Mentions



772M

Reach

ORGANIZATIONS WITH THE LARGEST REPRESENTATION AT THE FORUM

- Air Force Research Laboratory
- German Aerospace Center (DLR)
- Lockheed Martin
- NASA/JPL
- The Boeing Company

TOP COLLEGES & UNIVERSITIES REPRESENTED

- Embry-Riddle Aeronautical University
- Georgia Institute of Technology
- Purdue University
- University of Central Florida
- University of Michigan



RESERVE YOUR PLACE AT SCITECH

[Submit SciTech Contract](#)

[View SciTech Floor Plan](#)

Sponsor & Exhibitor Opportunities

High Visibility Packages

Available for the 2025 AIAA AVIATION Forum,
2025 ASCEND, and the 2026 AIAA SciTech Forum

PACKAGE BENEFITS	PREMIER \$110,000 1 available per event	GOLD \$43,750 3 available per event	SILVER \$28,000 5 available per event	BRONZE \$18,000 Unlimited available
Logo and link on event website	●	●	●	●
Logo and link in event app	●	●	●	●
Naming in promotions and communications	●	●	●	●
Logo on event signage	●	●	●	●
Logo recognition on sponsor page in program	●	●	●	●
Logo on thank you slide before Plenary/Macro and Forum 360/Meta sessions	●	●	●	●
Opportunity to introduce or moderate a session	●	●	●	
Name in press release	●	●		
Full event registration(s)	15	3	2	1
Exhibit booth, or equivalent credit for larger booth configuration	400'	200'	100'	
Email blast to the attendees of the event you sponsor	Logo and message in exclusive email blast	Logo and message in exclusive email blast	Logo and message in shared email blast	Logo in shared email blast
Commercial supplied by sponsor to be played on site	(2) Two 1-2-minute commercials	(2) Two 1-2-minute commercials	(1) One 1-2-minute commercial	(1) One 30-second commercial
Company listing online	Max 50 words	Max 50 words	Max 30 words	Name and logo only
Ad in program	Full page	Full page	Half page	

*Additional forum registrations are available to sponsors at a discounted rate.

Exhibit at Our Events

Available for the 2025 AIAA AVATION Forum,
2025 ASCEND, and the 2026 AIAA SciTech Forum

BENEFITS INCLUDE

1

Access to thousands of professionals and students in the industry.

2

Complimentary virtual profile in the event app.

3

Opportunity to host a presentation in the HUB (for additional cost).

4

Listing on the event website and in the event floor plan.

BOOTH PRICING OPTIONS

DISPLAY KIOSKS*

2025 AIAA AVIATION FORUM & 2025 ASCEND

STANDARD BOOTH

\$4,800
per 100 square feet

PREMIUM BOOTH (FACING THE HUB)

\$5,200
per 100 square feet

2026 AIAA SCITECH FORUM

STANDARD BOOTH

\$5,000
per 100 square feet

PREMIUM BOOTH (FACING THE HUB)

\$5,500
per 100 square feet

EACH DISPLAY INCLUDES:

- Traditional pipe and drape area with company name
- Two full-conference registrations for the first 100 square feet and one additional badge for each additional 100 square feet
- Three days of display time during Expo Hall hours (Tuesday–Thursday)
- Exhibit installation passes available on request. Additional exhibit passes for booth staff are available starting at \$500.

STANDARD

\$8,000

Spotlight your organization using a display kiosk strategically positioned in high traffic area near registration.

BENEFITS INCLUDE:

- Four full days of display time (Monday–Thursday)
- One kiosk unit (4'x4' total area)
- 42" monitor for demos and other video needs
- Header with company graphic and logo
- Two full-conference registrations
- Electrical components
- Two stools
- Waste basket
- Opportunity to rent additional furnishings from show decorator

**Only available at AIAA SciTech Forum.*



Beyond the Expo Hall

SPONSORSHIP OPPORTUNITY	ASCENDxTexas	DEFENSE	AVIATION	ASCEND	SciTech
Attendee Bag \$12,000-\$15,000			●	●	●
Attendee Conversation Loungers \$2,500			●	●	
Bag and Tag \$4,000		●			
Charging Station \$3,500			●	●	●
Coffee Break \$3,000-\$5,000	●	●	●	●	●
Daily Lunch \$7,500		●			
Forum Program \$12,400			●	●	●
Have Your Cake and Eat It Too! \$3,500 (one day) \$7,000 (two days)		●			
HUB Presentation \$3,000-\$3,500			●	●	●
HUB Sponsorship \$25,000-\$30,000			●	●	●
Hydration Stations \$3,000-\$10,000	●		●	●	●
Lanyards \$3,500-\$12,500	●		●	●	●
LED Video Board \$15,000 (full-day takeover) \$7,500 (half-day takeover) \$3,000 (30 seconds) \$4,500 (60 seconds) \$6,000 (90 seconds)			●	●	
Networking Happy Hour in Expo Hall \$5,000-\$10,000			●	●	●

Continued on next page

Beyond the Expo Hall – Continued

SPONSORSHIP OPPORTUNITY	ASCENDxTexas	DEFENSE	AVIATION	ASCEND	SciTech
Networking Reception \$6,000		●			
Notepad and Pen \$5,000			●	●	●
Post-Event Recap Report \$5,000		●	●	●	●
Premier Sponsorship \$8,500		●			
Professional Photo Lounge \$15,000–\$20,000			●	●	●
Program Guide Ads \$5,000 (full page) \$2,500 (half page)		●			
Session Underwriter \$5,500–\$8,000			●	●	●
Small Business Sponsorship \$1,750		●			
Supporting \$1,500 each	●				
Tablet Display \$2,500 each	●				
Technical Session Introduction \$3,500		●			
Thursday Breakfast \$5,750	●				
Thursday Luncheon or Opening Reception \$8,400	●				
Water Bottles \$3,500–7,000		●	●	●	●
Wi-Fi \$10,000			●	●	●

CUSTOMIZED OPTIONS

Contact the AIAA team. We'll work together to put together a package that fits your needs and budget.

Beyond the Expo Hall – Continued

BRANDING OPPORTUNITY	ASCENDxTexas	DEFENSE	AVIATION	ASCEND	SciTech
BYOB: Bring Your Own Banner Starting at \$2,500	●		●	●	●
Commerical Break \$2,500-\$2,750	●		●	●	●
Daily Flight Plan \$1,000-\$1,500 (one issue) \$1,800-\$2,300 (two issues) \$2,600-\$3,100 (three issues)			●	●	●
Dedicated Email \$6,000-10,000			●	●	●
Banner Ad on Event App \$5,000 week of the event (exclusive) \$3,500 week of the event (two company rotation) \$2,500 per week leading up to the event (exclusive) \$1,500 per week leading up to the event (two company rotation)			●	●	●
Banner Ad on Event Website \$3,000 (exclusive banner) \$2,000 (rotates with one other advertiser)		●	●	●	●
Registration Confirmation \$10,000		●	●	●	●
Social Media Bundle \$1,500-\$5,000		●	●	●	●

CUSTOMIZED OPTIONS

Contact the AIAA team. We'll work together to put together a package that fits your needs and budget.

Specialty Programs

Maximize your exposure and enjoy unparalleled access to AIAA's global network of aerospace professionals and students.

AIAA Design/Build/Fly

10-13 April 2025 • Tucson, AZ

Engage with the next generation of aerospace leaders from around the world as they showcase the flight capabilities of their unmanned, electric-powered, radio-controlled aircraft designed and constructed to meet the mission profile.



Fellows Induction Ceremony and Dinner

29 April 2025 • Washington, D.C.

Join us in honoring the newest class of Fellows and Honorary Fellows as we proudly welcome them to their esteemed positions within AIAA.

AIAA Awards Gala

30 April 2025 • Washington, D.C.

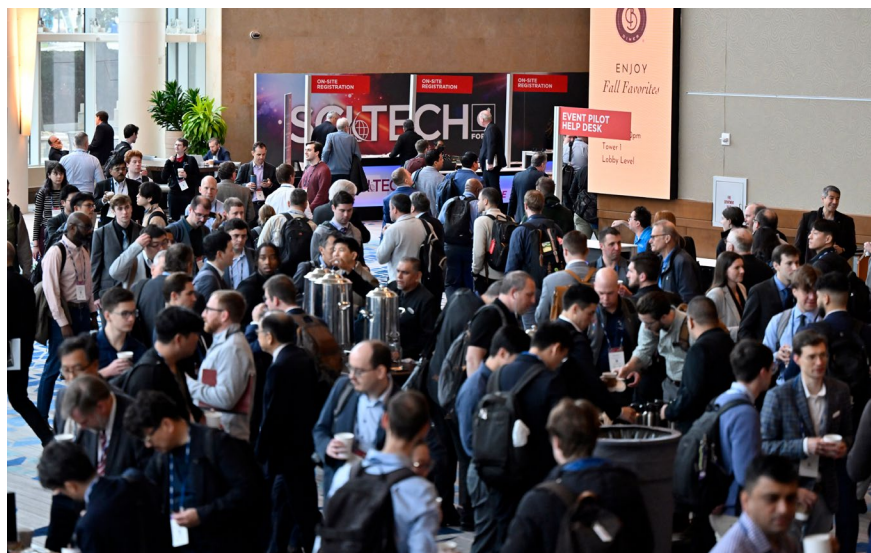
Join hundreds of aerospace leaders representing government, military, industry, and academia as we recognize individuals who have made tremendous achievements during their careers and continue to shape the aerospace industry.



Associate Fellows Induction Ceremony and Dinner

January 2026 • Orlando, FL

Celebrate the newest class of Associate Fellows as we welcome them to their new ranks within the Institute. Note: this event takes place at AIAA SciTech Forum.



Advertising

Leverage the power of the Institute reach to share your message with the world's most prestigious community of aerospace professionals and students.

Corporate Membership

During AIAA forums and events, Corporate Members receive a number of exclusive benefits, including:

- Access to complimentary private meeting space
- Allotment of complimentary forum registrations
- Complimentary HUB presentations
- Corporate Member insignia to display at your booth
- Invitations and preferred consideration for speaking opportunities
- Opportunity to participate in Meet the Employers
- Staff's use of the Zone to rest and recharge
- Two invitations to the Corporate Member Welcome Happy Hour
- Unlimited lowest rate available registrations, regardless of registration date (save up to 40%)



Contact us today to customize your roadmap.

CHRIS SEMON

*Director, Enterprise Accounts: Lockheed Martin,
The Boeing Company, Northrop Grumman, RTX*

chriss@aiaa.org

Office: 703.264.7510

Cell: 703.599.8444

VICKIE SINGER

*Sr. Director, Revenue Development
New Clients A-N*

vickies@aiaa.org

Cell: 443.629.9013

BRIAN WILLIAMS

*Manager, Client Executive and Sales Capture
New Clients O-Z*

brianw@aiaa.org

Cell: 908.723.4613

PAUL DOCARMO

*Operations Manager, Revenue
and Brand Management*

pauld@aiaa.org

Office: 703.264.7576