

DEFENSE FORUM

11-13 APRIL 2023 | 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.

The 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 2022 NUMBERS



330+
PARTICIPANTS



70+
TECHNICAL
BRIEFINGS



80+
ORGANIZATIONS
REPRESENTED



**SECRET/
NOFORN
EVENT**

Who you'll meet at AIAA DEFENSE Forum

ATTENDEES BY MARKET SECTOR



80+
ORGANIZATIONS
REPRESENTED



38%
GOVERNMENT
ATTENDEES

WHAT'S IMPORTANT TO ATTENDEES

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

78% say **classified discussions with peers** are extremely or very important

85% say **networking to collaborate** is extremely or very important

80% say **content in my area of specialty** is extremely or very important

TOPICS OF INTEREST

- AI and machine learning
- Directed energy weapons
- Electro-optical/infrared and lasers
- Guidance and control systems
- Hypersonic aerodynamics and thermodynamics
- Morphing weapons
- Trajectory optimization
- Unmanned autonomous vehicles and construction

SNAPSHOT OF ORGANIZATIONS THAT PARTICIPATED IN 2022

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

Source: 2022 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

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.

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.

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!



12-16 June 2023 | San Diego, CA
aiaa.org/aviation



28-30 October 2023 | Las Vegas, NV
ascend.events



8-12 January 2024 | Orlando, FL
aiaa.org/scitech



GET THE LATEST UPDATES
aiaa.org/forumsales



READY TO CUSTOMIZE YOUR AIAA DEFENSE 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/defense

