

Revolutionary Leaps Toward a New Age of Innovation

AVIATION AVIATION



FORUM

12-16 JUNE 2023 | SAN DIEGO, CA



**EXHIBITOR & SPONSOR
PROSPECTUS**

aiaa.org/aviation

 **AIAA**
SHAPING THE FUTURE OF AEROSPACE

Expand your reach at the only event that covers the entire integrated spectrum of aviation business, research, development, and technology.

The AIAA AVIATION Forum program features discussions with respected aviation leaders—providing a single, structured gathering to help attendees navigate the key challenges and opportunities affecting the direction of global aviation policy, research and development, technology proliferation, cybersecurity, environmental issues, and emerging markets.

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 2,200 attendees representing all aspects of the industry—from government, academia, and private institutions—AIAA AVIATION Forum connects you with more of the professionals you aim to reach.

AIAA AVIATION FORUM SNAPSHOT



2,300
IN-PERSON
PARTICIPANTS



1,000
TECHNICAL
PRESENTATIONS



800
COMPANIES
REPRESENTED



39
COUNTRIES

TOP TECHNICAL PRESENTATION CATEGORIES

1. Fluid Dynamics
2. Applied Aerodynamics
3. Air Transportation Systems
4. Thermophysics and Heat Transfer
5. Multidisciplinary Design
6. Optimization

Who you'll meet at AIAA AVIATION Forum



35%
FIRST-TIME AIAA
EVENT ATTENDEES



27%
STUDENT
ATTENDEES

WHAT'S IMPORTANT TO ATTENDEES

85% say **technical presentations** are extremely or very important

85% say **content in their area of specialty** is extremely or very important

69% say **networking to collaborate** is extremely or very important

ATTENDEES BY INDUSTRY SECTOR

Government	19%
Academia	44%
Industry	18%
• Manufacturing (4%)	
• Air & Space Transportation (14%)	
Other	19%

Source: 2019/2021 AIAA AVIATION Forum Attendee Data



Exhibiting at AIAA AVIATION Forum

REACH ATTENDEES ONSITE AND ONLINE WITH AIAA'S COMPREHENSIVE EXHIBIT PACKAGE. BENEFITS INCLUDE:

1

Access to more than 2,200 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.

5

Listing on the AIAA AVIATION Forum event website and floor plan.

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 luncheon tickets
- 8' high back and 3' side drape
- Identification sign



VIEW FLOOR PLAN
bit.ly/3UYmnpH



SUBMIT A BOOTH CONTRACT
aiaa.org/aviation2023exhibitcontract



EMAIL US
eventsales@aiaa.org

ONLINE PROFILE

Your onsite booth includes a free online profile on the AIAA AVIATION Forum website. Take advantage of this opportunity to increase your visibility to all attendees. Key benefits include:

- A customizable profile with space for:
 - » Company Description
 - » Company logo
 - » Email
 - » Product Categories
 - » Social Media Handles
 - » Full event recap report

**INCLUDED
WITH
BOOTH
PURCHASE!**



Exposition Information



Location

Manchester Grand Hyatt
1 Market Pl
San Diego, California, 92101, USA
+1.619.232.1234



Travel & Hotel

Additional travel and hotel details will be released in December. Visit aiaa.org/aviation/travel for the most up-to-date information.



Exhibitor Kit

The Exhibitor Kit will be available early- to mid March 2023.



Questions?

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

EXHIBIT HOURS

Tuesday, 13 June

1300–1630 hrs
1730–1900 hrs (Welcome Happy Hour)

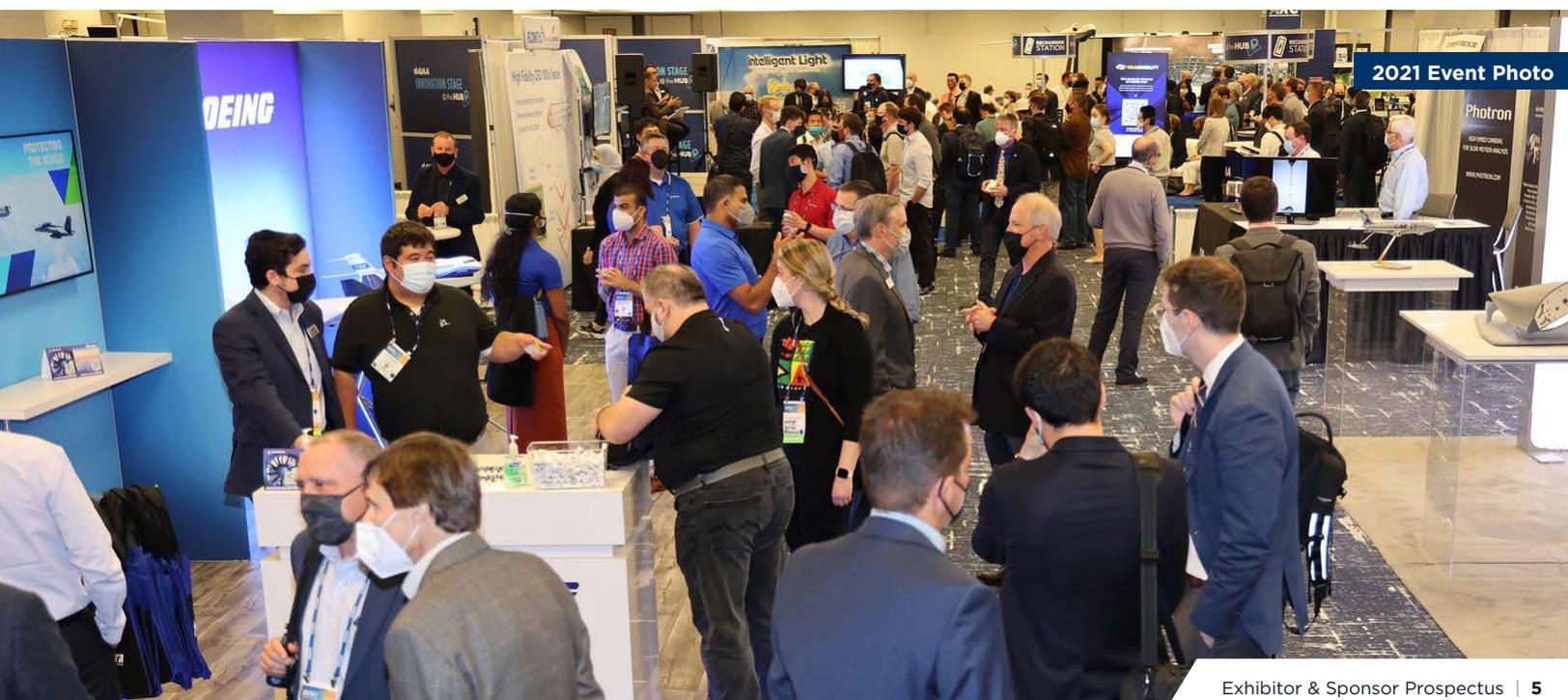
Wednesday, 14 June

0845–1630 hrs

Thursday, 15 June

0845–1400 hrs
1230–1330 hrs (Lunch with Exhibitors)

Exhibit hours are subject to change



Build your brand beyond the booth with sponsorship and advertising.

AIAA AVIATION 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 AVIATION Forum. Exclusive benefits include VIP luncheon seating, 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 virtual 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 \$3,000



ADVERTISING SOLUTIONS PAGE 11

Reach attendees before, during, and after AIAA AVIATION 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



Top-Level Packages

Sponsor Levels & Benefits	Premier \$100,000 <i>(1 available)</i>	Signature \$50,000 <i>(3 available)</i>	Executive \$20,000 <i>(5 available)</i>
Sponsor-level exclusivity [^]	■		
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 in place of Speaker & Sponsor Reception* <i>(some financial and logistics support by AIAA included in package)</i>	■		
Sponsor announcement or company feature on forum website homepage	■		
Lanyard branding opportunity for all attendee badges**	■		
Full page 4-color ad in forum printed program	■	■	
Prominent logo on stage backdrops during plenary and Forum 360 sessions	■	■	■
Complimentary full conference registrations	15	5	2
Exhibit booth, or equivalent credit for larger booth configuration	400'	200'	100'
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* (decor, 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	■	■	■

[^] If AIAA sells a Signature Sponsorship prior to selling the Premier Sponsorship, AIAA will discontinue the sales or acceptance of a Premier Sponsor agreement. If the Premier Sponsorship is sold, AIAA will not accept any Signature Sponsors for AIAA AVIATION Forum.

* Optional opportunity - expenses paid by Sponsor, unless otherwise noted.

† 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 sponsorship 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 \$25,000

Allow AIAA AVIATION Forum attendees to gain insight into your organization's innovations and expertise. 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 slot in the HUB
- Two (2) complimentary full forum registrations

■ WATER BOTTLES \$15,000

Help attendees stay hydrated during AIAA AVIATION 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.

■ ATTENDEE BAG* \$12,000

Provide your branded tote bag for in-person forum attendees. This bag will be delivered to attendees at registration and carried throughout the event.

■ ATTENDEE GIFT* \$10,000

Be the exclusive sponsor of the in-person attendee gift. Your gift will be distributed to all attendees at the event.

■ 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 AVIATION 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 | Four Available

Position your organization as a thought leader by becoming an exclusive underwriter of one of the themed days of the forum. Contact the AIAA Sales Team for more information on the daily topic and speaker lineup. 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

Individual plenary or Forum 360 sponsorships may be available. Please call for details.

■ LANYARDS* \$7,500

Sponsor the AIAA AVIATION Forum lanyards and allow the attendees to do the advertising for you. Lanyards will be distributed to attendees during registration.

**Branded items are subject to AIAA approval. Sponsor to produce and ship materials to designated site.*

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

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.

NOTEPAD AND PEN

\$5,000

Provide your branded notepad and pen for attendees staying within the AIAA AVIATION Forum hotel block. Your materials will be delivered to attendees for them to carry and use throughout the forum.

CHARGING STATION

\$5,000 | Three Available

Charging stations are a necessity at any event. Don't miss this opportunity to show the industry that you're powering innovation. You'll receive:

- Your company logo prominently displayed on charging stations in the HUB
- Option to distribute printed marketing materials on the charging station tables
- Logo inclusion in pre-, during, and post-event marketing

HUB PRESENTATION

\$3,000 | 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

AVIATION STUDIO

\$3,000

Highlight thought leadership and extend conversations from The HUB and other key content channels with this hosted video studio.

FLOOR CLING

\$3,000 | Four Available

Attendees won't miss your company logo or custom design on strategically placed 5' x 5' floor clings in the AIAA AVIATION Forum venue. Buy more than one to create a larger image or space them out to extend your branding.

Artwork is subject to AIAA approval. Limit five clings per sponsor.

MORNING COFFEE BREAK

\$3,000 | Three Available

Help attendees get energized for the day's events by sponsoring a morning coffee break. You will receive logo recognition on the AIAA AVIATION Forum website as well as signage within the break area to showcase your sponsorship.

HOTEL KEYCARDS

Call for Pricing

Get your branding in the hand and on the key cards of attendees staying at the Manchester Grand Hyatt hotel. Call for details.

COLUMN WRAPS

Call for Pricing

If you're interested in sponsoring a column wrap, please contact your AIAA sales representative for more information on how you can participate.

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.



Reserve your sponsorship today!

Contact the sales team at eventsales@aiaa.org.



Virtual Sponsorships

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 AVIATION Forum topic area sponsors
- Logo on AIAA AVIATION Forum website
- Logo added to virtual session image
- Includes intro of the first session in the topic area
- Acknowledgement of sponsorship by emcee during the program

SESSION PRESENTATION \$7,000 | Limited Availability

Sponsor-owned 45-60 minute presentation available on the AIAA AVIATION Forum virtual platform. Your presentation will be featured in the program as sponsored content. Content must be educational in nature and pre-recorded in MP4 file format.

SESSION UNDERWRITER \$3,000 | Ten Available

Sponsor a highly visible session within AIAA AVIATION 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.



Advertising Opportunities

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 AVIATION 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

Content is subject to AIAA approval.

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.

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.



AIAA'S SOCIAL MEDIA CHANNELS HAVE AMASSED MORE THAN
109,000
FOLLOWERS



2021 Event Photo



Mark your calendar for future AIAA forums and events!

ASCEND x Texas

29-30 March 2023 | Houston, TX
ascend.events/ascendx



DEFENSE FORUM

11-13 April 2023 | Laurel, MD
aiaa.org/defense



ASCEND™

23-25 October 2023 | Las Vegas, NV
ascend.events



SCITECH FORUM

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



READY TO CUSTOMIZE YOUR AIAA AVIATION FORUM EXPERIENCE?

Our team is standing by and ready to offer personalized assistance. Contact us at eventsales@aiaa.org to get started.



RESERVE A BOOTH

aiaa.org/aviation2023exhibitcontract



BECOME A SPONSOR

aiaa.org/aviation2023sponsorcontract

LEARN MORE
aiaa.org/aviation

