



# ASCEND

23–25 October 2023 | Las Vegas & Online

## Partner Opportunities

Complete details on the Engagement Zone and  
sponsorship offerings at 2023 ASCEND


Powered by




# Connect with the international space industry's best and brightest.

From classrooms through careers, ASCEND is assembling the most professionally and culturally diverse space workforce pipeline on the planet. Since the 2020 inaugural event, we've engaged with more than **10,600 people** in our global community and the excitement is building up for what's to come this October.


## 2022 ASCEND AUDIENCE HIGHLIGHTS




**1206**  
2021 ASCEND Attendees




**636**  
Organizations




**75**  
Colleges and Universities



**10%**  
Student and Educator Attendees



**57%**  
Non-Member Attendance



**4131**  
Attendees across all 2022 ASCEND Events

Source: 2022 ASCEND Attendee Data

# Introducing Engagement Zones: A new ASCEND experience.



This year, ASCEND is excited to launch in-person displays with a range of fun and interactive opportunities that can be customized to meet your creative needs. In the spirit of exploration and discovery, these displays are referred to as “Engagement Zones” and we encourage you to think about using your space in ways that support the collaborative nature of ASCEND (think games, lounges, small theaters, and more!).

Choose from one of the options below and contact the **AIAA Sales Team** to reserve your space.

### COMBINATION INDOOR/OUTDOOR SPACE PACKAGES

Host an out-of-the-world experience for attendees. Our combo packages include raw indoor space in the Forum Ballroom and a basic tent cabana on Forum Plaza. Reserve the right amount of space you need to build out your vision.

	PACKAGE A Starting at \$9,000	PACKAGE B Starting at \$13,000	PACKAGE C Starting at \$25,000
Raw indoor space	100 sq. ft.	200 sq. ft.	400 sq. ft.
Basic tent cabana outdoors*	169 sq. ft.	169 sq. ft.	2 @ 169 sq. ft.

\*Option to rent furniture, rent games, and purchase food & beverage.

### STANDALONE DISPLAYS

#### OUTDOOR CABANA ONLY: Starting at \$5,000

Take advantage of the Las Vegas October weather and host outdoor client meetings, network, play games, and more. Cabanas are 13'x13' in size and include 3 standard chairs, and cocktail round. Custom furniture packages and branded signs can be ordered through event decorator, or bring your own. 1 Full Conference Badge is provided per cabana.

#### INDOOR DISPLAY SPACE ONLY: \$50 per sq. ft.

Raw space in the Forum Ballroom serves as a blank canvas for your most creative ideas. Forum Ballroom exhibit space includes pipe & drape and standard sign with company name for in-line booths and raw space for island style exhibits. 2 Full-Conference badges are included for the first 10'x10' and 1 for each additional 10'x10'.

### MARKETING MATERIALS TABLE: \$3,000

This cost-effective option includes a 2'x6' draped table in the Engagement Zone to display your collateral. Setup includes 1 Full Conference Registration. (Electrical service may be provided for additional fee)

### BENEFITS & FEATURES

- Each indoor and outdoor display includes:
- Conference badges which include access to all sessions and food/networking functions
  - Listing in the online floor plan, online, and final program
  - Recognition on select ASCEND materials and communications, including the post-event recap

# Accelerate your brand with our signature visibility packages.



Maximize your presence on-site and online before, during, and after ASCEND. All visibility packages include wide sponsor recognition, plus full event registration(s) and opportunities to provide pre-recorded content in the virtual platform to capitalize on your branding investment.

Customize your package even further with a la carte sponsorship options. Contact the **AIAA Sales Team** to get started.

PACKAGE BENEFITS	GOLD \$42,500	SILVER \$27,500	BRONZE \$17,500
Logo and link on event website	•	•	•
Logo and link in event platform	•	•	•
Naming in promotions and communications	•	•	•
Logo on event signage	•	•	•
Opportunity to introduce or moderate a session	•	•	
Logo on thank you slide before Macro and Meta Sessions	•	•	
Name in ASCEND press release	•		
Full event registration(s)	3	2	1
Recognition on sponsor page in final program	Logo	Logo	Name
Email blast	Logo & message in exclusive email blast	Logo & 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	(1) One 1-2 minute commercial	(1) One 30-second commercial
Company listing online	Max 50 words	Max 30 words	Name & logo only
Ad in ASCEND final program	Full page	1/2 page	

\*Sponsorships and additional event passes available for additional cost.

# Amplify your reach and experience with high-impact sponsorships.



## THOUGHT LEADERSHIP

### VIP SESSION

**IN PERSON**

**INVESTMENT: \$25,000 (LIMITED AVAILABILITY)**

Shape the conversation at ASCEND by hosting a session of top-tier individuals from your organization to share valuable perspectives and information with the international space community. Topic to be collaborated and partnered with ASCEND program executive.

### SESSION UNDERWRITER

**IN PERSON**

**INVESTMENT: \$5,500 (4 AVAILABLE)**

Sponsor an official ASCEND session and have your branding featured on event signage, in the program, and on the website.

### PRE- OR POST-EVENT WEBINAR

**VIRTUAL**

**INVESTMENT: \$8,750 (LIMITED AVAILABILITY)**

AIAA will host and promote your pre- or post-event webinar content to the ASCEND attendees. The sponsor must provide the webinar PowerPoint and speakers who will run the presentation. Benefits include:

- 60-minute session
- Hosting services and a live organizer
- 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 ASCEND website
- Recording will live in the AIAA video library post-event





🌟 BRAND AWARENESS

ATTENDEE GIFT\*

IN PERSON

INVESTMENT: \$20,000 (EXCLUSIVE)

Be the exclusive sponsor the attendee gift that will be distributed to all attendees at the live event in Las Vegas. Sponsor to ship and provide gift. Must include a reference to ASCEND, powered by AIAA.

ATTENDEE REGISTRATION BAG\*

IN PERSON

INVESTMENT: \$15,000 (EXCLUSIVE)

Provide attendees with a branded tote bag that will be distributed at registration and carried throughout the event. Sponsor to produce and ship materials. Must include a reference to ASCEND, powered by AIAA.

WATER BOTTLES

IN PERSON

INVESTMENT: \$15,000 (EXCLUSIVE)

Help attendees stay hydrated during ASCEND by sponsoring a high-quality, environmentally friendly water bottle for them to carry throughout the event. Sponsor to produce and ship water bottles and AIAA will distribute. Must include a reference to ASCEND, powered by AIAA.

SESSION UNDERWRITER

HYBRID

INVESTMENT: \$15,000 (1 AVAILABLE PER DAY)

Sponsor an ASCEND session that will be viewed by event attendees in Las Vegas and online. As a session underwriter, your logo and branding will be prominently featured within the program and on signage promoting the session on-site.

ASCEND PROGRAM

HYBRID

INVESTMENT: \$12,400 (EXCLUSIVE)

Sponsor the printed ASCEND program that will be used by event attendees. As the title sponsor, your logo and branding will be prominently featured within the program and on signage promoting the tool. Benefits include a full page ad.

HEADSHOT PHOTO LOUNGE

IN PERSON

INVESTMENT: \$15,000 (EXCLUSIVE)

Provide attendees an opportunity to upgrade the look of their personal headshot in the photo lounge. Your logo will be prominently displayed in the photo area, in the delivery of the final digital photo via email to the registrant post-event, and on promotions for the lounge. You'll also have the option to distribute marketing materials in the lounge footprint, a fantastic recruiting tool!

WI-FI

IN PERSON

INVESTMENT: \$10,000 (EXCLUSIVE)

Provide connectivity for all ASCEND attendees. Your logo and artwork will appear on the login screen along with the password of your choosing. Sponsor to be acknowledged on signage and materials.

SOLD! LANYARDS

IN PERSON

INVESTMENT: \$10,000 (EXCLUSIVE)

Sponsor the co-branded ASCEND lanyards and allow the attendees to do the advertising for you. The sponsor is to produce and ship the lanyards to the designated site. Place your company logo on the lanyard that will be distributed to in-person attendees upon registration.

WATER STATIONS

IN PERSON

INVESTMENT: \$5,000 (4 AVAILABLE)

Help attendees stay hydrated. Cosponsor the convenient water stations that will be available at key locations throughout the week. Your logo will be prominently featured at each water station.

*\*Branded items and artwork are subject to AIAA approval.*

🌟 BRAND AWARENESS

NOTEPAD AND PEN\*

IN PERSON

INVESTMENT: \$5,000 (EXCLUSIVE)

Provide your co-branded notepad and pen for in-person event attendees. Your materials will be distributed to attendees at registration. Sponsor to ship and provide materials.

KICK OFF DAILY WELCOME

HYBRID

INVESTMENT: \$5,000 (EXCLUSIVE)

Pre-record a message to all virtual attendees welcoming them to a fun and meaningful day of education and networking. Additionally, provide a script for the AIAA team to read at the beginning of each day at the event in Las Vegas.

SOLD! POST-EVENT RECAP REPORT

HYBRID

INVESTMENT: \$5,000

Prominent logo placement within the ASCEND recap report along with a full-page ad to be included amongst the AIAA content.

CHARGING STATION

IN PERSON

INVESTMENT: \$3,500 (7 AVAILABLE)

Provide a place for attendees to charge their mobile devices so they can stay connected. Benefits include signage, recognition in the final program, plus an opportunity to provide a handout or giveaway at your designated station.

BRING YOUR OWN SIGN

IN PERSON

INVESTMENT: STARTING AT \$2,500

Provide your company branded banner stand, sign, artwork or model to be placed in the common area at ASCEND. Pricing to be determined by item size and visibility.

*\*Branded items and artwork are subject to AIAA approval.*

FLOOR CLING\*

IN PERSON

INVESTMENT: \$3,000 (4 AVAILABLE)

Attendees won't miss your company logo or custom design on strategically placed 5' x 5' floor clings in the ASCEND venue. Buy multiple clings to create a larger image or space them out to extend your branding. *(Limit five clings per sponsor)*

MORNING COFFEE BREAK

IN PERSON

INVESTMENT: \$5,000

(3 AVAILABLE)

Help attendees get energized for the day's events by sponsoring a day of morning coffee breaks. You will receive logo recognition on the ASCEND website and signage within the Caesars Forum break area to showcase your support.

MULTIPLE EVENT DISCOUNTS AVAILABLE!

Expand your journey with an **ASCENDxSeries** sponsorship and receive a discount for multi-event support. Connect with the **AIAA Sales Team** today for more information.



## BRAND AWARENESS

### ATTENDEE LOUNGE CHAIRS

**IN PERSON**

**INVESTMENT: \$2,500 (10 AVAILABLE)**

These cool “egg” loungers were very popular in 2022 and provide the perfect opportunity to promote your brand. Each lounge comes with a sponsor sign and recognition in the program, and can be customized to meet your creative needs.

### DAILY COMMERCIAL BREAK

**HYBRID**

**INVESTMENT: \$2,500 (5 AVAILABLE PER DAY)**

Commercials will be played during the course of the event. Sponsor will receive one commercial (30-60 seconds) to be aired at an AIAA designated time.

### ASCEND PROGRAM ADS

**HYBRID**

**INVESTMENT: \$1,500 PER 1/4 PAGE AD**

Increase your visibility by advertising in the final ASCEND program. This is the perfect place to showcase your company’s products and services.

### DIVERSE DOZEN

**HYBRID**

**INVESTMENT: \$1,000 (LIMITED AVAILABILITY)**

This **one-of-a-kind annual event** invokes 12 diverse and unique voices from humanity to tell the world about salient issues in space safety, security, and sustainability. This important initiative presents the opportunity for organizations to provide support for the 12 individuals, so they can participate and engage with the ASCEND experience in Las Vegas. Benefits include:

- Verbal recognition from podium before Wednesday META session
- Logo recognition on Diverse Dozen webpage
- Logo recognition on ASCEND Schedule page
- Logo recognition in ASCEND final program
- Inclusion in one social media post about Diverse Dozen programming
- Opportunity to meet the 12 finalists

### ASCEND ANGELS

**HYBRID**

**INVESTMENT: CALL FOR PRICING**

Leverage the sponsorship of a Charity Partner. Inquire with the **AIAA Sales Team** about customizing a package.

### COLUMN WRAPS OR ESCALATOR CLINGS

**IN PERSON**

**INVESTMENT: CALL FOR PRICING**

If you’re interested in sponsoring a column wrap or escalator cling, please contact the **AIAA Sales Team** for more information on how you can participate.

### HOTEL DOOR DROPS

**IN PERSON**

**INVESTMENT: CALL FOR PRICING**

If you’re interested in sponsoring a hotel door drop, please contact the **AIAA Sales Team** for more information on how you can participate.



## NETWORKING

### OPENING RECEPTION

**IN PERSON**

**INVESTMENT: \$15,000 (EXCLUSIVE)**

Sponsor the Monday evening opening reception which gives attendees, sponsors and exhibitors the chance to network and enjoy food, drink and entertainment.

- Opportunity to welcome attendees
- Logo recognition on signage at reception
- Logo recognition on event signage, website and show program
- (2) complimentary full event registrations

### ATTENDEE GAMING ACTIVITY

**IN PERSON**

**INVESTMENT: STARTING AT \$1,200 (8 AVAILABLE)**

Attendees can relax and shoot a game of pool, play checkers, Jenga, corn hole or shoot a game of hoops. These fun games are a great way to associate your brand in a relaxed environment.

### CUSTOM NETWORKING OPPORTUNITY

**IN PERSON**

**INVESTMENT: CONTACT SALES FOR PRICING**

If you’re interested in sponsoring a networking event, please contact the **AIAA Sales Team** for more information on how you can participate.

## DIGITAL OPPORTUNITIES

### REGISTRATION CONFIRMATION EMAIL

**INVESTMENT: \$10,000 (EXCLUSIVE)**

Exclusive sponsor logo, banner ad, downloadable assets included in the registration confirmation email sent to attendees to confirm their participation in the event.

### DEDICATED EMAIL\*

**INVESTMENT: \$10,000 (3 AVAILABLE)**

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

### ASCEND ACCELERATOR NEWSLETTER

**INVESTMENT:**

- **SPONSORED CONTENT\*: \$5,000 (1 PER ISSUE)**
- **BANNER: \$3,000 (3 PER ISSUE)**

Advertise in the ASCEND Accelerator Newsletter that reaches 30,000+ AIAA members and promotes ASCENDxSeries webinars and workshops leading up to the ASCEND apex event. Choose from two options: banner ad (300x250 image, linking URL) or sponsored content placement (50 character headline, 170 character copy, linking URL, 180x150 image or logo).

### SOCIAL MEDIA BUNDLE\*

**INVESTMENT: \$1,500 (10 AVAILABLE)**

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

*\*Content is subject to AIAA approval.*



# ASCEND

23–25 October 2023 | Las Vegas & Online

## Space Available

Contact the AIAA Sales Team at [salesinfo@aiaa.org](mailto:salesinfo@aiaa.org)  
to reserve your spot in the ASCEND universe.

[www.ascend.events](http://www.ascend.events)