

Powered by  AIAA

ASCEND

23–25 October 2023 | Las Vegas, NV

Partner Opportunities

Complete details on the Exposition Hall and
sponsorship offerings at 2023 ASCEND

CORNERSTONE INDUSTRY PARTNER

LOCKHEED MARTIN 

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



1,206

ASCEND Attendees



636

Organizations



75

Colleges and Universities



10%

Student and Educator Attendees



57%

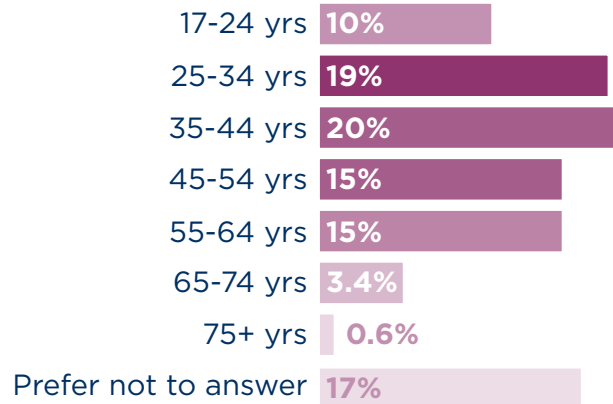
Non-AIAA Member Attendees



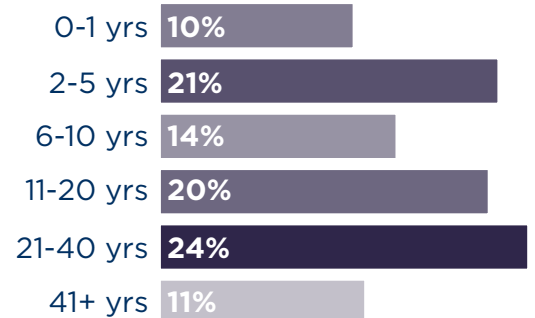
4,131

Attendees across all ASCEND events in 2022

AGE RANGE



CAREER LENGTH



Source: 2022 ASCEND Attendee Data

2023 ASCEND

Introducing ASCEND Exposition Hall: A new experience.



ASCEND is excited to offer 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, we encourage you to consider 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.



STANDALONE DISPLAYS

DISPLAY SPACE: \$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 Exposition Hall to display your collateral. Setup includes 1 Full Conference Registration. *(Electrical service may be provided for additional fee)*

BENEFITS & FEATURES

Each display includes:

- Conference badges which include access to all sessions and food/networking functions
- Listing in the online floor plan, exhibitor list, and printed program
- Recognition on select ASCEND materials and communications, including the post-event recap

2023 ASCEND

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 app to capitalize on your branding investment.

Customize your package even further with à 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 app	•	•	•
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 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 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

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

INVESTMENT: \$5,500 (4 AVAILABLE)

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

PRE- OR POST-EVENT WEBINAR

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*

INVESTMENT: \$20,000 (EXCLUSIVE)

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

ATTENDEE REGISTRATION BAG*

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

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

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

Sponsor an ASCEND session live in Las Vegas. 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

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. Benefits include a full page ad.

HEADSHOT PHOTO LOUNGE

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

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.

LANYARDS - SOLD

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 attendees upon registration.

WATER STATIONS

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*

INVESTMENT: \$5,000 (EXCLUSIVE)

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

POST-EVENT RECAP REPORT - SOLD

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

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 program, plus an opportunity to provide a handout or giveaway at your designated station.

BRING YOUR OWN SIGN

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.

FLOOR CLING*

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)*

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.

MORNING COFFEE BREAK

INVESTMENT: \$5,000 (3 AVAILABLE)

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



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

BRAND AWARENESS

NEW! ADVERTISE ON THE ASCEND EVENT APP

INVESTMENT: SEE PRICING INFORMATION BELOW (LIMITED AVAILABILITY)

The app is the one-stop shop where all 2023 ASCEND attendees can stay up to date on the latest schedule, program, speakers, technical sessions, and exhibitors. A variety of packages are available to fit your budget. Your organization will be featured via a custom banner in the middle or at the bottom of the app webpage. Banner options:

- \$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)

ATTENDEE LOUNGE CHAIRS

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.

NEW! LED VIDEO BOARD SPONSORSHIP

INVESTMENT: SEE PRICING INFORMATION BELOW (LIMITED AVAILABILITY)

Imagine your brand featured prominently on a 103' x 27.5' LED video board that attendees see as soon as they enter the event venue. This is a can't-miss opportunity to project your brand's image, deliver your key messages, and make a remarkable impact. Sounds powerful, doesn't it? Options available:

- \$15,000 full day takeover (three available)
- \$7,500 half day takeover (six available if full day takeover is not purchased)
- \$7,500 30-60 second video (played five times)
- \$4,500 30-60 second video (played three times)
- \$3,000 30-60 second video (played one time)

DAILY COMMERCIAL BREAK

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

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

ASCEND PROGRAM ADS

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

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

DIVERSE DOZEN

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 program
- Inclusion in one social media post about Diverse Dozen programming
- Opportunity to meet the 12 finalists



ASCEND ANGELS

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

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

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 - SOLD

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. Benefits include:

- 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

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

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.

**Content is subject to AIAA approval.*

DIGITAL OPPORTUNITIES

REGISTRATION CONFIRMATION EMAIL

INVESTMENT: \$10,000 (EXCLUSIVE)

Exclusive sponsor logo, banner ad, and 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

SOCIAL MEDIA BUNDLE*

INVESTMENT: \$1,500 (10 AVAILABLE)

AIAA will post your announcement on the AIAA and ASCEND official social media accounts on Facebook, Instagram, LinkedIn, and Twitter.



ASCEND

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Space Available

Contact the AIAA Sales Team at salesinfo@aiaa.org
to reserve your spot in the ASCEND universe.

www.ascend.events