

# ASCEND™

**LIVE**  
Las Vegas  
15–17 Nov. 2021

**ONLINE**  
**EVERYWHERE**  
8–10 + 15–17 Nov. 2021

**LIVE**  
Washington, DC  
15 Nov. 2021

The Universe is Expanding.  
ASCEND is Your Space.

Partner  
Sales Kit

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

 **AIAA**  
SHAPING THE FUTURE OF AEROSPACE

# A Fast-Growing Event for a Far-Reaching Community

Powered by AIAA, ASCEND was launched in 2020 to Accelerate Space Commerce, Exploration, and New Discovery. The 2021 ASCEND event delivers exclusive content and conversations to connect you with our fast-growing off-world community — anywhere on the planet.

## 8–10 November

The hybrid program launches 8–10 November with a three-day flight of live preview programming presented only online.

## 15–17 November

The following week, 15–17 November, ASCEND is live from Caesars Forum in Las Vegas, Nevada, and online everywhere.

The program features high-profile speakers and interactive sessions, plus special programming, ceremonies, events, and community-building activities.

## 15 November

A satellite one-day, in-person ASCEND Policy event — 15 November in Washington, DC — will also be connected online and integrated with the Las Vegas main event.

Tickets to ASCEND premium in-person experiences will be limited by COVID-19 protocols for safety, but virtually all of the Las Vegas content, plus all technical sessions from around the world will be available online. All ASCEND content will be available post-event on demand to registrants on the virtual platform. Select sessions will be made available for public viewing on [www.ascend.events](http://www.ascend.events).





# Attendee Demographics

From classrooms through careers, ASCEND is assembling the most professionally and culturally diverse space workforce pipeline on the planet. More than 6,000 attendees participated in the ASCENDx Series and the apex ASCEND event in 2020, its inaugural year, and our 2021 program is taking off.



**3000+  
Participants**



**32  
Countries**

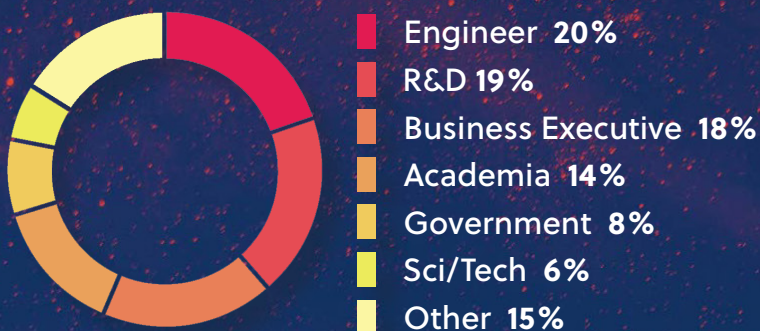


**230  
Technical Paper  
Presentations**

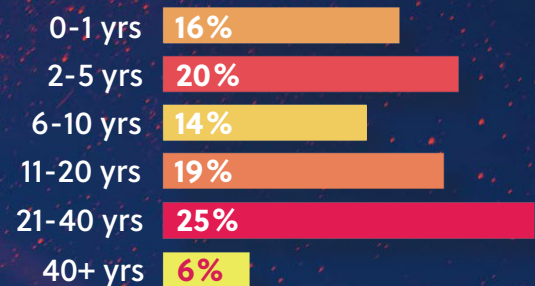


**280  
High-level  
Speakers and  
Panelists**

## Attendees by Functional Discipline



## Career Length





# Visibility Packages

Whether you're pursuing opportunities on Earth or elsewhere in the universe, ASCEND presents a stellar array of options to boost your brand with current and future decision makers and influencers. Choose from our a la carte menu and program plans, or work with our creative and marketing team to customize your own unique place in our space.

Package Benefits	Executive	Signature	Premier
<b>Investment</b>	<b>\$15,000</b>	<b>\$25,000</b>	<b>\$40,000</b>
Logo and link on event website	▲	▲	▲
Logo and link in app	▲	▲	▲
Naming in promotions and communications	▲	▲	▲
Logo on signs	▲	▲	▲
Virtual booth package	▲	▲	▲
Logo on thank you slide in opening and closing remarks		▲	▲
Name in ASCEND press release			▲
Full event registrations	1	2	3
Recognition on sponsor page in final program	Name	Logo	Logo
Email blast	Logo in <b>shared</b> email blast	Logo & message in <b>shared</b> email blast	Logo & message in <b>exclusive</b> email blast
Commercial supplied by sponsor to be played within the virtual platform and on-site	One (1) 30-second commercial	One (1) 1-2 minute commercial	Two (2) 1-2 minute commercials
Prerecorded presentation featuring content developed by sponsoring organization. Recording to be housed on the virtual platform	One (1) 30-minutes	One (1) 45-60 minutes	Two (2) 45-60 minutes
Company listing online, in the app, and in the final program	Name and logo only	Max 30 words	Max 50 words
Ad in ASCEND final program		1/2 page	Full page



# In-Person Opportunities

## Opportunity

## Benefits

### VIP Session Sponsorship

Rate: \$20,000

Availability: TBD

Host a session of top-tier individuals, like a CEO Roundtable, to share valuable perspectives and information with attendees.

### In-Person Attendee Gift

Rate: \$20,000

Availability: Exclusive

Be the exclusive sponsor of the in-person attendee gift. Your gift will be distributed to all attendees at the event in Las Vegas. Sponsor to provide an AIAA approved gift.

### Attendee Registration Bag Sponsorship

Rate: \$15,000

Availability: Exclusive

Provide your branded tote bag for in-person event attendees. This bag will be delivered to attendees at registration and carried throughout the event. (Branded bag is subject to AIAA approval. Sponsor to produce and ship materials)

### Water Bottles

Rate: \$15,000

Availability: Exclusive

Help attendees stay hydrated during ASCEND by sponsoring a high-quality, environmentally friendly water bottle for them to carry throughout the event. Includes production and distribution of 400 co-branded water bottles.

### Happy Hour Sponsorship

Rate: \$10,000

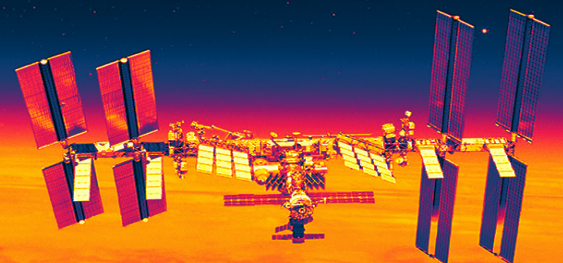
Availability: 1/day

Gather attendees and peers for a fun and exciting happy hour at Caesars Forum. This is a unique opportunity to connect with attendees in an informal networking setting.

Benefits include:

- Ability to host a 60-minute private happy hour event within a designated event space
- Logo recognition at the event via the event website, mobile app, agenda, and social media.
- Mention in the daily recaps posted in the ASCEND e-newsletter
- Opportunity to provide offer or giveaway during the event

*\*Drink and food not included with this sponsorship*





# In-Person Opportunities

(Continued)

## Opportunity

## Benefits

### Headshot Photo Lounge

Rate: \$10,000

Availability: Exclusive

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

### WiFi Sponsor

Rate: \$10,000

Availability: Exclusive

Provide enhanced connectivity for all ASCEND attendees. Your logo will appear on the login screen, signage and materials acknowledging your company as the WiFi sponsor. Work with AIAA to define a custom password.

### Water Stations

Rate: \$5,000

Availability: 4

Cosponsor all four water stations for the week. Las Vegas is in the desert and attendees will enjoy having these branded water stations at key locations in the venue. Sponsors logos will be prominently featured at each station.

### Notepad and Pen

Rate: \$5,000

Availability: Exclusive

Provide your branded notepad and pen for in-person event attendees. Your materials will be delivered to attendees at registration. (Branded items are subject to AIAA approval)

### Charging Station

Rate: \$5,000

Availability: 3

Provide a place for attendees to charge their mobile devices and laptops so they can stay connected. Includes signage, recognition in the floor plan map and final program. Sponsors will also have the option to include a handout within the AIAA welcome packet.

### Banner Flags

Rate: \$5,000

Availability: 1

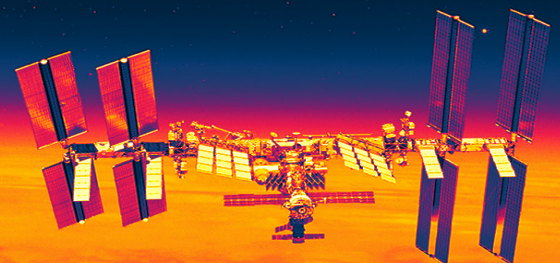
Have your custom art or logo printed on three 14'-tall free-standing banner flags placed in high-traffic common areas of the ASCEND venue. Single-sided printing and set-up is included. (Artwork is subject to AIAA approval).

### Floor Cling

Rate: \$3,000

Availability: 4

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



# In-Person Opportunities

(Continued)

## Opportunity

## Benefits

### Morning Coffee Break

Rate: \$3,000

Availability: 3

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

### Hotel Keycards

Rate: Contact Sales for pricing

Availability: 1

Get your branding in the hands and on the key cards of attendees staying at any ASCEND hotel partner property. Call for details and pricing.

### Networking Sponsorship

Rate: Contact Sales for pricing

Availability: TBD

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

### Column Wraps or Escalator Clings

Rate: Contact Sales for pricing

Availability: TBD

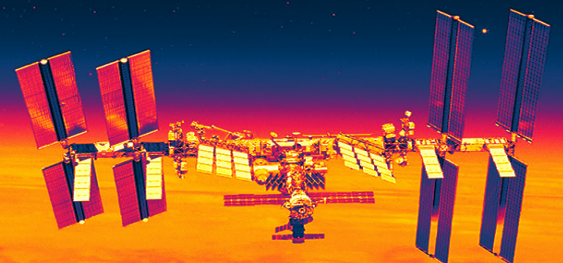
If you're interested in sponsoring a column wrap or escalator cling, please contact your AIAA sales representative for more information on how you can participate.

### Hotel Door Drops

Rate: Contact Sales for pricing

Availability: TBD

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





# Hybrid Opportunities

Opportunity	Benefits
<b>Lunch and Learn</b> Rate: \$20,000 Availability: 2	Receive naming rights and have your branding featured within the lunch and learn area. Present a 30-minute session that will be featured within the program.
<b>ASCEND Program Sponsor</b> Rate: \$15,000 Availability: Exclusive	Sponsor the 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.
<b>Macro Session Underwriter Sponsorship</b> Rate: \$15,000 Availability: 1/day	Sponsor an ASCEND session that will be viewed by event attendees in Las Vegas and online. As a macro session underwriter, your logo and branding will be prominently featured within the program and on signage promoting the tool.
<b>Kick Off Daily Welcome Sponsorship</b> Rate: \$10,000 Availability: Exclusive	Prerecord a message to all virtual attendees to welcome 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.
<b>Dedicated Email Sponsorship</b> Rate: \$10,000 Availability: 1/day	Sponsor-owned email sent during the main event. Benefits include: <ul style="list-style-type: none"><li>• Exclusive sponsor-owned thought leadership content that will be sent to all attendees via email</li><li>• Content must be submitted in a finalized HTML format with linking URLs (Content is subject to AIAA approval)</li></ul>
<b>Registration Confirmation Sponsorship</b> Rate: \$10,000 Availability: Exclusive	Exclusive sponsor logo, banner ad, downloadable assets included in the registration confirmation email sent to attendees to confirm their participation in the event.



# Hybrid Opportunities

(Continued)

## Opportunity

## Benefits

### Post-Event Recap Report Sponsorship

Rate: \$8,000

Availability: Exclusive

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

### ASCEND Program - Q&A Sponsor

Rate: \$5,000

Availability: Exclusive

Sponsor the Q&A portion of the ASCEND online program where attendees interact with session moderators to ask presenters questions. As the sponsor, you would receive logo placement within the Q&A section.

### Closing Daily Message Sponsorship

Rate: \$5,000

Availability: Exclusive

Prerecord a message to all virtual attendees to recap a fun and meaningful day. Highlight outcomes and pose questions for attendees to contemplate as they reflect on the day. Additionally, provide a script for the AIAA team to read at the end of each day at the event in Vegas.

### Daily Commercial Break Sponsorship

Rate: \$2,500

Availability: 5/day

Commercials will be played during the course of the event. Sponsor will receive one commercial (30 seconds - 1 minutes in length) to be aired at AIAA designated time.

### Program Guide Advertisement

Rate: \$1,500

Availability: Unlimited

Increase your visibility by advertising in the final ASCEND program guide. This is the perfect place to showcase your company's products and services. 1/4 page advertisement.

### ASCEND Angels Sponsorship

Rate: Contact Sales for pricing

Availability: TBD

Leverage the sponsorship of a Charity Partner. Inquire about customizing a package.



# Virtual Opportunities

## Opportunity

## Benefits

### Virtual Exhibit Booth

Rate: \$3,000

Availability: Unlimited

Powered by AIAA, ASCEND will feature an all-virtual Exposition Hall with dedicated exhibit time, live chat function, ability to post live and recorded sessions within the booth, and much more. Exhibitors and attendees will also have access to sessions and your virtual booth at least 90 days post-event. With the purchase of a virtual booth package, you will receive:

- Exhibitor logo
- Exhibitor web link
- Social media links
- Company description
- External documents and links
- Programmed sponsored sessions
- Live chat capability
- User analytics and reporting, including efforts to "match" exhibitors with interested attendees
- On-demand video content
- 2 complimentary virtual registrations
- Full event recap report
- Static link on the ASCEND event website promoting a product or service
- 15-minute product solution presentation

### Virtual Attendee Gift

Rate: \$20,000

Availability: Exclusive

Provide a virtual gift to the first 300 registrants who have registered for the virtual event. Sponsor to provide an AIAA approved gift.

### Topic Area Underwriter Sponsorship

Rate: \$10,000

Availability: 4

Sponsor established AIAA sessions that align with your company's area of focus. Benefits Include:

- Logo on promotional marketing as ASCEND topic area sponsors
- Logo on ASCEND registration webpage
- Logo on background of all topic area sessions
- Includes intro of the first session in the topic area
- Acknowledgement of sponsorship by emcee during the program





# Virtual Opportunities

(Continued)

## Opportunity

## Benefits

### Virtual Platform Preview

#### Sponsorship

Rate: \$8,000

Availability: Exclusive

Host the Virtual Platform Preview Spotlight webinar for attendees to become familiar with the virtual platform in advance of 2021 ASCEND. You'll have the opportunity to show your company's virtual exhibit space as an example and highlight some of your event activities.

Benefits include:

- Virtual Exhibit Booth
- Logo recognition on last slide before presentation ends
- Verbal recognition from speaker at beginning and end of webinar
- Full list of opt-in attendees (including contact information and titles)
- Session to be captured and available for playback during the event
- Exclusive tour of your Booth in the Platform (max - 5 minutes)
- Once the webinar is complete, AIAA will send a downloadable version to all to-date registered attendees

### Session Presentation

#### Sponsorship

Rate: \$7,000

Availability: Limited

Sponsor-owned 45-60 minute presentation available on the ASCEND virtual platform. Your presentation will be featured in the program as sponsored content. Content must be educational in nature.

### Chat Feature Sponsorship

Rate: \$5,000

Availability: Exclusive

Another high visibility location where attendees start conversations and get connected.

Benefits include:

- Featured as the chat sponsor
- Your company name and logo linked to the URL of your choice
- Logo inclusion in pre-, during, and post-event marketing

### Session Underwriting

#### Sponsorship

Rate: \$3,500

Availability: 10

Sponsor a highly visible session with ASCEND. As a sponsor, you will receive recognition in all content marketing related to the session and verbal recognition by the moderator.

### Social Media Bundle

#### Sponsorship

Rate: \$1,000

Availability: 10

AIAA will post one announcement on each of our official social media channels: Instagram, Twitter, LinkedIn, and Facebook.





# Opportunities Outside the Main Event

## Opportunity

## Benefits

### Pre- and Post-Event Webinar Sponsorship

(Sponsor-owned Content)

Rate: \$10,000

Availability: TBD

Sponsor one of the widely-attended webinars that will take place prior and after the main event. AIAA will host and promote your webinar but the content is entirely owned by the sponsor. The sponsor must provide the webinar PowerPoint and speakers who will run the presentation. Benefits include:

- 60-minute session
- Includes hosting services and live organizer during the webinar
- Opportunity to conduct live polls and Q&As during the webinar
- Post-webinar, sponsor will receive 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

### ASCEND Accelerator Newsletter - Sponsored Content

Rate: 5,000

Availability: 1 per issue

Provide sponsored content within the ASCEND Accelerator Newsletter and reach over 30,000 individuals. Sponsor to provide relevant article material to be included in newsletter featuring company image.

### ASCEND Accelerator Newsletter Advertisement

Rate: \$3,000

Availability: 3

Advertise in the ASCEND Accelerator Newsletter and reach over 30,000 individuals. Provide your artwork (300x250 image, linking URL) to appear in the margin of the e-newsletter.





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## Connect With Us Today!

Please contact your sales manager for more information. We welcome the opportunity to recommend options that meet your needs and help connect you with aerospace professionals.

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