PROPULSION ENERGY FORUM

9–11 August 2021 | Virtual

Expanding Aerospace Horizons
Through Sustainable Propulsion and Energy Innovation

Exposition & Sponsorship Prospectus
aiaa.org/propulsionenergy
Exhibit/Sponsor at the All-Virtual AIAA Propulsion and Energy Forum

For 2021, the online AIAA Propulsion and Energy Forum will not only feature its extensive, high-quality programming but also with new opportunities for technical networking, engagement, and learning as well as the ability to later revisit and expand upon the content of the event.

Showcase your solutions at the only event that covers both aeronautics and space propulsion and energy technologies in a single event. Leaders from the industry will discuss advances in spacecraft electric propulsion, gas turbine engines, hybrid rockets, electric aircraft technologies, high-speed air-breathing propulsion, and more. Reach over one thousand industry influencers from all across the globe.

New this Year:
- Expanded networking opportunities
- Exhibit/Sponsor led sessions
- Increased interaction through integrated chat

LEARN MORE:
aiaa.org/propulsionenergy
Attendee Snapshot

- **1,200 Participants**
- **30 Countries**
- **700 Technical Presentations**
- **52 Speakers and Panelists**

**Attendees by Market Sector**

- Government: 30%
- Education: 27%
- Manufacturing: 24%
- Services: 8%
- Air & Space Transportation: 4%
- Suppliers: 3%
- Other: 4%

- **450 Companies Represented**
  - Professionals: 74%
  - Students: 26%

**Top Reasons for Attending** AIAA Propulsion and Energy Forum

1. Quality/Amount of Content in Area of Specialty
2. Program (Technical/Plenary/Forum360)
3. Networking Opportunities
4. Learning About Business Development Opportunities
AIAA's sponsorship packages integrate Tier 1, Tier 2, and Tier 3 investment levels, offering sponsors an array of opportunities to maximize their presence at its flagship industry events. Each premium level provides a set of core benefits, plus additional benefits of its own.

<table>
<thead>
<tr>
<th>Sponsorship Menu</th>
<th>Tier 1 (1 Available)</th>
<th>Tier 2 (3 Available)</th>
<th>Tier 3 (5 Available)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor-level exclusivity – Premier Sponsor Package is available only to AIAA Partner and Corporate Members</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to make opening remarks at a Plenary session and/or introduce speaker</td>
<td>✓</td>
<td></td>
<td></td>
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<tr>
<td>Verbal recognition by speaker during the Plenary sessions</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to provide a virtual giveaway during the forum event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One (1) Booth Package</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One (1) dedicated email blast to all registered attendees</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo recognition in select locations of the forum Event Platform, website, and marketing materials, including pre-event emails</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor announcement or company feature on the forum website homepage and subpages</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Prominent banner ad placement and recognition on the virtual platform</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to provide one (1) corporate commercial to be played prior to a Plenary session</td>
<td>60 seconds</td>
<td>30 seconds</td>
<td>30 seconds</td>
</tr>
<tr>
<td>Complimentary full conference registrations</td>
<td>10</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td><strong>Total Investment</strong></td>
<td><strong>$25,000</strong></td>
<td><strong>$15,000</strong></td>
<td><strong>$10,000</strong></td>
</tr>
</tbody>
</table>
AIAA is excited to offer a variety of engaging virtual sponsorships to help increase your brand’s equity in the aerospace market and display your efforts as an industry leader. From virtual exhibit booths to networking breaks and banner advertising, AIAA has options for every budget. Contact the AIAA Sales Team to learn more about sponsorship packages and custom opportunities.

**Opportunity**

<table>
<thead>
<tr>
<th>Virtual Exhibit Booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate: $3,500</td>
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<tr>
<td>Availability: Limited</td>
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</tbody>
</table>

Powered by Cadmore, AIAA Propulsion and Energy will feature an all-virtual Exposition Hall with more than 10 hours of 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
- Dedicated showcase
- External documents and links
- Programmed sponsored sessions
- Exhibition sessions with programmed demos, raffles, games and other events
- Session moderation opportunities
- Live chat capability
- User analytics and reporting, including efforts to “match” exhibitors with interested attendees
- Website and pre-roll ads
- On-demand video content
- 2 complimentary full registrations
- Full event recap report

**The HUB Sponsorship**

<table>
<thead>
<tr>
<th>Member Rate: $25,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nonmember Rate: $30,000</td>
</tr>
<tr>
<td>Availability: Exclusive</td>
</tr>
</tbody>
</table>

The HUB is returning to the AIAA Propulsion and Energy Forum in a virtual format and will be featured as one of the main navigation buttons within the event platform for networking and engagement opportunities. Defined hours and programming will drive and maximize traffic to this popular destination. Benefits include:

- One (1) Virtual Exhibit Booth
- Opportunity to send one (1) dedicated email blast to all registered attendees
- Opportunity to provide one (1) 30-second corporate commercial to be played before the Plenary
- One (1) 20-minute complimentary online session in the HUB, advertised as a part of the HUB content
- Opportunity to provide one polling question during the event at a mutually agreeable time
- Recognition as the HUB premier sponsor throughout the forum
- The HUB logo sponsored by <company name> included in daily schedule
- Recognition in digital and social media materials before, during, and post-event
- Seven (7) complimentary full conference registrations
- Networking via chat throughout the virtual platform—chat one on one or in groups with up to 5 participants
- Mention in the daily recaps posted in the Flight Plan e-newsletters.
## Partner Opportunities (Continued)

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| **VIP Attendee Gift**        | Stand out from the crowd! Make a big first impression by shipping a branded VIP gift/snack box to the first 300 U.S. registrants of the AIAA Propulsion and energy Forum (shipping and product costs included). Benefits include:  
- Your logo on the co-branded AIAA Propulsion and energy Forum gift box, welcome card, cotton face mask, and hand sanitizer (additional gift items include Ghirardelli Squares, KIND Bars, and Wonderful Pistachio Pack, which will have no logo branding)  
- Option to include additional branded items you may already have on hand (contact the AIAA Sales Team for deadline and additional fees)  
- Two (2) complimentary full conference registrations  
- Opportunity to provide one (1) 30-second corporate commercial to be played prior to a Plenary session |
| **Plenary and Forum 360 Underwriter** | 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.  
**Choice of:**  
- Air-breathing engines  
- Space  
- Electric Aircraft  
**Benefits include:**  
- Company logo placement on the forum schedule  
- One (1) 30-second company commercial to be played before the Plenary  
- Recognition on the event website  
- Company name introduced at the start of one (1) Plenary  
- Four (4) complimentary full conference registrations  
- Individual Plenary or Forum 360 sponsorships may be available. Please call for details. |
<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| **Pre- and Post-Event Webinars**  
Rate: $7,500 | Sponsor one of the widely-attended webinars that will take place prior to and after the main event. Benefits Include:  
• Opportunity to provide a live or prerecorded 30-second speaker introduction, welcome message, or corporate commercial to be played prior to webinar  
• Verbal recognition from speaker  
• Logo placement in pre-webinar marketing emails  
• Post-event summary of webinar attendees and participation numbers  
*Rate: $7,500 | Availability: 2*
| **Audience Poll Sponsorship**  
Rate: $6,500 | Take the pulse of the forum attendees each day in coordination with AIAA. Benefits include:  
• Your company name and logo linked to the URL of your choice and featured as the poll sponsor  
• Logo inclusion in pre-, during, and post-event marketing  
• Three (3) complimentary full conference registrations  
• Your own poll questions posted to the entire audience (subject to AIAA approval)  
*Rate: $6,500 | Availability: Exclusive*
| **Open Access Lunch & Learns**  
Rate: $5,000 | Position your company as a thought leader with AIAA’s Open Access Lunch & Learns during the main event. You provide the content and subject matter and AIAA will post your content during this scheduled event.  
*Rate: $5,000 | Availability: 3*
| **Virtual Giveaway Sponsorship**  
Rate: $5,000 | Sponsor the AIAA prize giveaway page where attendees have a chance to win prizes throughout the event. Additionally, the sponsor will have a chance to give away a prize on this page. Link this giveaway opportunity to a session, commercial or booth to incentivize attendee participation.  
*Rate: $5,000 | Availability: Exclusive*
| **Dedicated Email Sponsorship**  
Rate: $5,000 | Sponsor-owned email sent during the main event. Benefits will include:  
• Exclusive sponsor-owned thought leadership content that will be sent to all registered attendees via email  
• Content must be submitted in a finalized HTML format with linking URLs (Content is subject to AIAA approval)  
*Rate: $5,000 | Availability: 3*
| **Social Media Bundle Sponsorship**  
Rate: $5,000 | AIAA will post your announcement on our official social media channels: Twitter, LinkedIn, and Facebook. Use this bundle to promote your company at this highly anticipated event.  
*Rate: $5,000 | Availability: 6*
### Partner Opportunities
(Continued)

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chat Feature Sponsorship</td>
<td>Another high visibility location where attendees start conversations and get connected. Benefits include:</td>
</tr>
<tr>
<td><strong>Rate:</strong> $4,000</td>
<td><strong>Availability:</strong> Exclusive</td>
</tr>
<tr>
<td></td>
<td>• Your company name and logo linked to the URL of your choice and featured as the chat sponsor</td>
</tr>
<tr>
<td></td>
<td>• One (1) complimentary full conference registration</td>
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<tr>
<td></td>
<td>• Logo inclusion in pre-, during, and post-event marketing</td>
</tr>
<tr>
<td>Post E-Blast Recap Sponsorship</td>
<td>Feature your company as the exclusive sponsor of the Propulsion and energy post-event recap e-newsletter. As the sponsor, you will receive a banner image, logo and recognition at the top of the e-newsletter</td>
</tr>
<tr>
<td><strong>Rate:</strong> $3,500</td>
<td><strong>Availability:</strong> Exclusive</td>
</tr>
<tr>
<td>Session Underwriter Sponsorship</td>
<td>Price is per session. Limited to four sponsors. Benefits Include:</td>
</tr>
<tr>
<td><strong>Rate:</strong> $3,000</td>
<td><strong>Availability:</strong> 4</td>
</tr>
<tr>
<td></td>
<td>• Logo on promotional marketing as session sponsors</td>
</tr>
<tr>
<td></td>
<td>• Logo on event registration webpage</td>
</tr>
<tr>
<td></td>
<td>• Logo on background of session welcome slide</td>
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<tr>
<td></td>
<td>• Includes intro of the first paper of the session</td>
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<td></td>
<td>• Acknowledgement of sponsorship by emcee during the program</td>
</tr>
<tr>
<td>Kick Off Daily Welcome Sponsorship</td>
<td>Prerecord a message to all virtual attendees to welcome them to a fun and meaningful day of education and networking</td>
</tr>
<tr>
<td><strong>Rate:</strong> $3,000</td>
<td><strong>Availability:</strong> 3</td>
</tr>
<tr>
<td>Closing Daily Message Sponsorship</td>
<td>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</td>
</tr>
<tr>
<td><strong>Rate:</strong> $3,000</td>
<td><strong>Availability:</strong> 3</td>
</tr>
<tr>
<td>Flight Plan Sponsor</td>
<td>A daily digital recap email distributed to all attendees featuring the day’s highlights and a preview of the events to come the next day. This exclusive sponsorship includes a sponsored content placement and logo featured above the fold.</td>
</tr>
</tbody>
</table>
Contact Us Today!

Extend Your Reach to Aerospace Professionals

We welcome the opportunity to discuss sponsorship and advertising opportunities and to recommend options that meet your needs and help connect you with aerospace professionals!

AIAA Sales Team

Companies A-M

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Companies N-Z

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LEARN MORE:
aiaa.org/propulsionenergy