



# Sponsor & Exhibitor Prospectus 2025

Reach the world's largest and most prestigious community of aerospace professionals spanning industry, government, and academia, led by the foremost authority in aerospace dedicated to moving the industry forward.

EFFECTIVE 3 JULY 2025



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## About the Institute

The American Institute of Aeronautics and Astronautics (AIAA) is the largest and most prestigious community of aerospace professionals in the world. With nearly 30,000 members, including professionals and students, spanning 91 countries and 88 Corporate Members, the Institute drives technical excellence, innovation, and collaboration amongst its members and community to solve critical problems and tackle the toughest challenges in three domains: aeronautics, space, and aerospace R&D.



# AIAA Global Impact

\*Numbers are as of November 2024.



**28,884**

Total Members



**19,558**

Professional  
Members



**9,326**

University Student  
Members



**155,000**

Social Media  
Followers



**34,600**

Recipients of  
*Aerospace America*

Print: 16,930

Digital: 17,670



**18,000**

Recipients of the  
My Daily Launch Newsletter



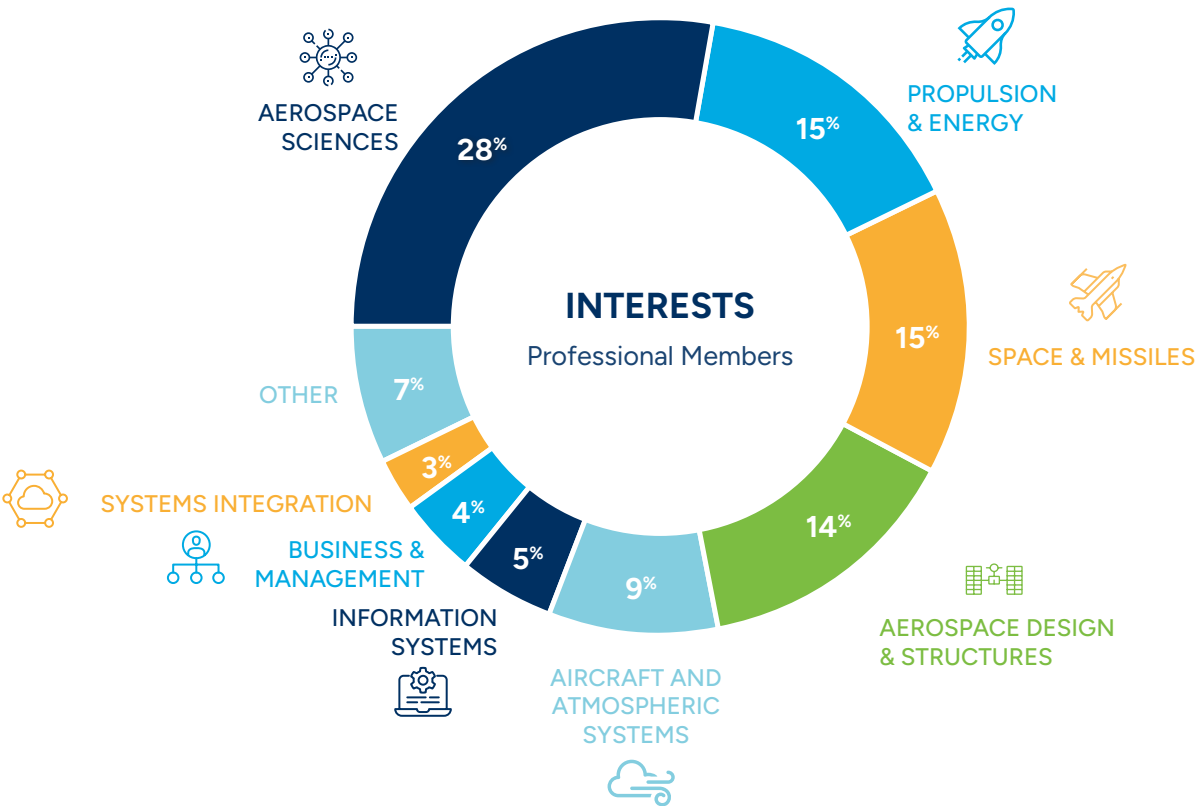
**300**

Books Published by the  
Institute



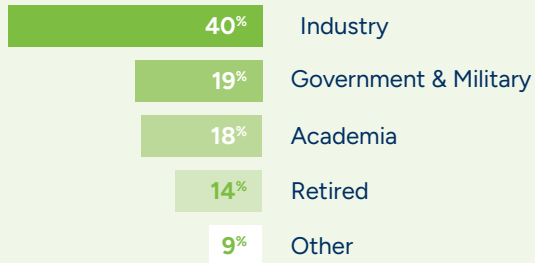
**200,000**

Technical Articles Published  
by the Institute



# AIAA Global Impact

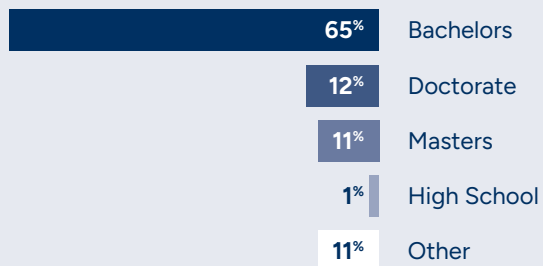
## PRIMARY BUSINESS Professional Members



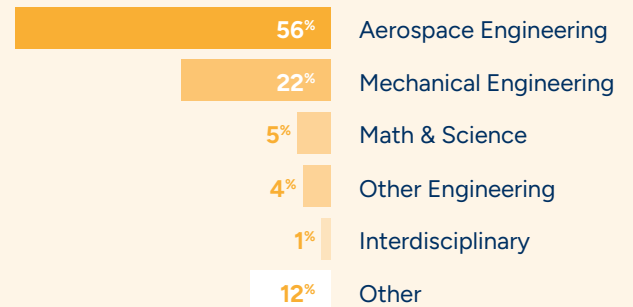
## TOP COUNTRIES REPRESENTED Outside of the United States

- |                    |                 |
|--------------------|-----------------|
| 1.  Japan          | 6.  Germany     |
| 2.  Canada         | 7.  Italy       |
| 3.  United Kingdom | 8.  France      |
| 4.  Australia      | 9.  South Korea |
| 5.  India          | 10.  Turkey     |

## DEGREE TYPE Student Members



## DEGREE DISCIPLINE Student Members





A large crowd of people is gathered at an outdoor event, likely a conference or festival. The scene is set in front of a modern building with large glass windows. Numerous palm trees and other tropical plants are scattered throughout the area. String lights are strung across the space, adding a festive atmosphere. The crowd is diverse, with people of various ages and backgrounds. Some individuals are wearing lanyards and badges, suggesting a formal or semi-formal event. The overall mood is lively and social.

# 2025 Institute Forums & Events

# ASCENDxTexas

26–27 FEBRUARY 2025 • HOUSTON, TEXAS

ASCENDxTexas brings together NASA, industry, academia, and government leaders to forge partnerships and shape the strategy for future space exploration and commercialization. The next giant leap in space begins at ASCENDxTexas.



**436**

Attendees



**329**

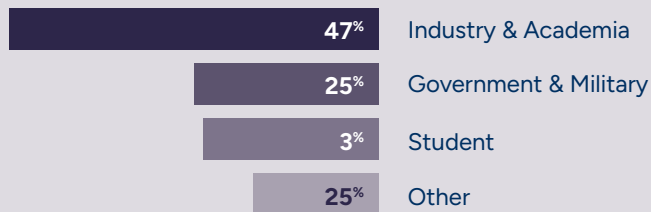
From Texas



**107**

From Other  
U.S. States / International

## PRIMARY FIELD of Attendees



**38**

SPEAKERS



**160+**

ORGANIZATIONS





# DEFENSE

15–18 APRIL 2025 • LAUREL, MARYLAND

AIAA DEFENSE Forum is a Secret/NOFORN event that convenes top leaders from government, military, industry, and academia. Cutting-edge aerospace technologies and solutions to the most pressing national security challenges are showcased and discussed in a classified setting.



**565**

Attendees



**80+**

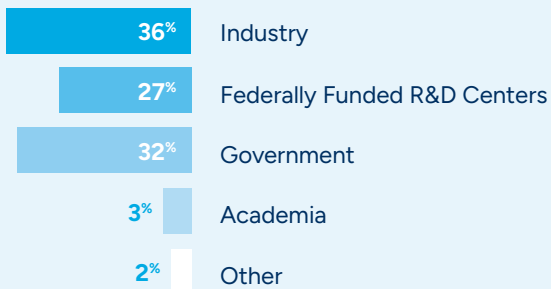
Organizations



**143**

Technical Presentations

## INDUSTRY



## ORGANIZATIONS WITH THE LARGEST REPRESENTATION AT THE FORUM

Johns Hopkins University Applied Physics Laboratory  
Lockheed Martin  
MIT Lincoln Laboratory  
Northrop Grumman  
RTX  
U.S. Air Force  
U.S. Army  
U.S. Department of Defense  
U.S. Department of Energy  
U.S. Navy

## TOPICS OF INTEREST

Advanced Prototypes  
Air and Missile Defense  
Autonomy, Collaborative Engagement  
Machine Intelligence, Robotic and Uncrewed Systems  
Digital Engineering  
Directed Energy Weapons  
Guidance, Navigation, Control, and Estimation  
High-Maneuverability and Hypersonic Systems and Technologies  
Space Access and Space Systems  
Strategic Missile Systems  
Survivability  
System and Decision Analysis for National Security  
System Performance Modeling and Simulation  
Tactical Missiles  
Test and Evaluation  
Weapon Systems History and Lessons Learned  
Weapon System Operational Performance

**21-25 JULY 2025**  
**LAS VEGAS, NEVADA**

AIAA AVIATION Forum brings together industry experts and forward-thinking professionals to usher in a new era of sustainability and efficient growth in civil and military aviation. It's the only aviation event that covers the entire integrated spectrum of business, research, development, and technology.

**22-24 JULY 2025**  
**LAS VEGAS, NEVADA**

ASCEND connects the civil, commercial, and national security space sectors, along with adjacent industries, to embrace the opportunities and challenges that come with increased activity in space, propelling humanity closer toward its inevitable off-world future.



**3,754**

Attendees



**43**

Countries



**740**

Organizations  
Represented



**300+**

Colleges &  
Universities



**1,279**

Technical Presentations



**287**

Technical Sessions



**350**

Speakers

## ATTENDEE TYPE

**86%**

Professional

**14%**

Undergraduate &  
Graduate Student

## INDUSTRY

**23%**

Academia/Researcher

**20%**

Government

**15%**

Manufacturing

**14%**

Student

**5%**

Suppliers

**4%**

Consulting

**3%**

Adjacent Industry

**2%**

Military

**14%**

Other





## MEDIA OUTREACH



17

Credentialed Media  
& Influencers



813

Mentions



700M

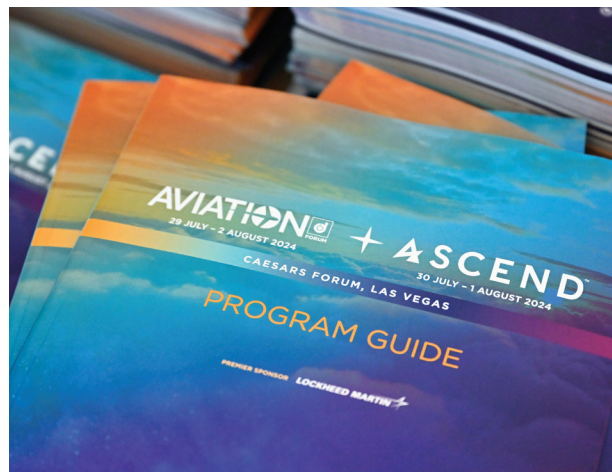
Reach

## ORGANIZATIONS WITH THE LARGEST REPRESENTATION AT THE FORUM

Air Force Research Laboratory  
Johns Hopkins University Applied Physics Laboratory  
Lockheed Martin  
NASA  
Northrop Grumman  
The Boeing Company

## TOP COLLEGES & UNIVERSITIES REPRESENTED

Georgia Institute of Technology  
New Mexico State University  
Purdue University  
Texas A&M University  
University of California (System)  
University of Texas (System)



## RESERVE YOUR PLACE AT AVIATION + ASCEND

[Submit Exhibitor Contract](#)

[Submit Sponsor Contract](#)

[View AVIATION & ASCEND  
Floor Plan](#)

AIAA SciTech Forum is the premier aerospace R&D event of the year. From university students to seasoned professionals from the industry and government, it's where the aerospace community gathers to see the science, technologies, and capabilities that are shaping the present and future of aerospace.



### 6,127

Attendees



### 48

Countries



### 1,100+

Organizations  
Represented



### 600+

Colleges &  
Universities



### 2,920

Technical Presentations



### 744

Technical Sessions



### 76

Speakers

#### ATTENDEE TYPE

66%

Professional

34%

Undergraduate &  
Graduate Student

#### INDUSTRY

34%

Student

25%

Academia/Researcher

18%

Government

12%

Air & Space Transportation

4%

Manufacturing

2%

Consulting

2%

Suppliers

3%

Other





## MEDIA OUTREACH



16

Credentialed Media  
& Influencers



1,651

Mentions



772M

Reach

## ORGANIZATIONS WITH THE LARGEST REPRESENTATION AT THE FORUM

Air Force Research Laboratory  
German Aerospace Center (DLR)  
Lockheed Martin  
NASA/JPL  
The Boeing Company

## TOP COLLEGES & UNIVERSITIES REPRESENTED

Embry-Riddle Aeronautical University  
Georgia Institute of Technology  
Purdue University  
University of Central Florida  
University of Michigan



## RESERVE YOUR PLACE AT SCITECH

[Submit SciTech Contract](#)

[View SciTech Floor Plan](#)



# Sponsor & Exhibitor Opportunities



# High Visibility Packages

Available for the 2025 AIAA AVIATION Forum,  
2025 ASCEND, and the 2026 AIAA SciTech Forum

PACKAGE BENEFITS	PREMIER \$110,000 1 available per event	GOLD \$43,750 3 available per event	SILVER \$28,000 5 available per event	BRONZE \$18,000 Unlimited available
Logo and link on event website	●	●	●	●
Logo and link in event app	●	●	●	●
Naming in promotions and communications	●	●	●	●
Logo on event signage	●	●	●	●
Logo recognition on sponsor page in program	●	●	●	●
Logo on thank you slide before Plenary/Macro and Forum 360/Meta sessions	●	●	●	●
Opportunity to introduce or moderate a session	●	●	●	
Name in press release	●	●		
Full event registration(s)	15	3	2	1
Exhibit booth, or equivalent credit for larger booth configuration	400'	200'	100'	
Email blast to the attendees of the event you sponsor	Logo and message in exclusive email blast	Logo and message in exclusive email blast	Logo and 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	(2) Two 1–2-minute commercials	(1) One 1–2-minute commercial	(1) One 30-second commercial
Company listing online	Max 50 words	Max 50 words	Max 30 words	Name and logo only
Ad in program	Full page	Full page	Half page	

\*Additional forum registrations are available to sponsors at a discounted rate.

# Exhibit at Our Events

Available for the 2025 AIAA AVATION Forum,  
2025 ASCEND, and the 2026 AIAA SciTech Forum

## BENEFITS INCLUDE

1

Access to thousands  
of professionals  
and students in the  
industry.

2

Complimentary virtual  
profile in  
the event app.

3

Opportunity to  
host a presentation in  
the HUB  
(for additional cost).

4

Listing on the event  
website and in the  
event floor plan.

## BOOTH PRICING OPTIONS

### 2025 AIAA AVIATION FORUM & 2025 ASCEND

#### STANDARD BOOTH

**\$4,800**

per 100 square feet

#### PREMIUM BOOTH (FACING THE HUB)

**\$5,200**

per 100 square feet

### 2026 AIAA SCITECH FORUM

#### STANDARD BOOTH

**\$5,000**

per 100 square feet

#### PREMIUM BOOTH (FACING THE HUB)

**\$5,500**

per 100 square feet

#### EACH DISPLAY INCLUDES:

##### AVIATION/ASCEND:

- › Traditional pipe and drape area with company name
- › Two full-conference registrations for the first 100 square feet and one additional badge for each additional 100 square feet
- › Three days of display time during Expo Hall hours (Tuesday–Thursday)
- › Exhibit installation passes available on request.
- › Additional exhibit passes for booth staff are available starting at \$500.

##### SCITECH:

- › Traditional pipe and drape area with company name.
- › Four “exhibits-only” badges per 10’x10’.
- › Two tickets per 10’x10’ to the Wednesday boxed lunch.
- › Three days of display time during Expo Hall hours (Tuesday–Thursday).

## DISPLAY KIOSKS\*

### STANDARD

**\$8,000**

Spotlight your organization using a display kiosk strategically positioned in high traffic area near registration.

#### BENEFITS INCLUDE:

- Four full days of display time (Monday–Thursday)
- One kiosk unit (4’x4’ total area)
- 42” monitor for demos and other video needs
- Header with company graphic and logo
- Two full-conference registrations
- Electrical components
- Two stools
- Waste basket
- Opportunity to rent additional furnishings from show decorator

*\*Only available at AIAA SciTech Forum.*





# Beyond the Expo Hall

SPONSORSHIP OPPORTUNITY	ASCENDxTexas	DEFENSE	AVIATION	ASCEND	SciTech
<b>Attendee Bag</b> \$12,000–\$15,000			●	●	●
<b>Attendee Conversation Loungers</b> \$2,500			●	●	
<b>Bag and Tag</b> \$4,000		●			
<b>Charging Station</b> \$3,500			●	●	●
<b>Coffee Break</b> \$3,000–\$5,000	●	●	●	●	●
<b>Daily Lunch</b> \$7,500		●			
<b>Forum Program</b> \$12,400			●	●	●
<b>Have Your Cake and Eat It Too!</b> \$3,500 (one day) \$7,000 (two days)		●			
<b>HUB Presentation</b> \$3,000–\$3,500			●	●	●
<b>HUB Sponsorship</b> \$25,000–\$30,000			●	●	●
<b>Hydration Stations</b> \$3,000–\$10,000	●		●	●	●
<b>Lanyards</b> \$3,500–\$12,500	●		●	●	●
<b>LED Video Board</b> \$15,000 (full-day takeover) \$7,500 (half-day takeover) \$3,000 (30 seconds) \$4,500 (60 seconds) \$6,000 (90 seconds)			●	●	

Continued on next page

## Beyond the Expo Hall – Continued

SPONSORSHIP OPPORTUNITY	ASCENDxTexas	DEFENSE	AVIATION	ASCEND	SciTech
<b>Networking Happy Hour in Expo Hall</b> \$5,000–\$10,000			●	●	●
<b>Networking Reception</b> \$6,000		●			
<b>Notepad and Pen</b> \$5,000			●	●	●
<b>Post-Event Recap Report</b> \$5,000		●	●	●	●
<b>Premier Sponsorship</b> \$8,500		●			
<b>Professional Photo Lounge</b> \$15,000–\$20,000			●	●	●
<b>Program Guide Ads</b> \$5,000 (full page) \$2,500 (half page)		●			
<b>Session Underwriter</b> \$5,500–\$8,000			●	●	●
<b>Small Business Sponsorship</b> \$1,750		●			
<b>Supporting</b> \$1,500 each	●				
<b>Tablet Display</b> \$2,500 each	●				
<b>Technical Session Introduction</b> \$3,500		●			
<b>Thursday Breakfast</b> \$5,750	●				
<b>Thursday Luncheon or Opening Reception</b> \$8,400	●				
<b>Water Bottles</b> \$3,500–7,000		●	●	●	●
<b>Wi-Fi</b> \$10,000			●	●	●

### CUSTOMIZED OPTIONS

Contact the AIAA team. We'll work together to put together a package that fits your needs and budget.



## Beyond the Expo Hall – Continued

BRANDING OPPORTUNITY	ASCENDxTexas	DEFENSE	AVIATION	ASCEND	SciTech
<b>BYOB: Bring Your Own Banner</b> Starting at \$2,500	●		●	●	●
<b>Commerical Break</b> \$2,500–\$2,750	●		●	●	●
<b>Daily Flight Plan</b> \$1,000–\$1,500 (one issue) \$1,800–\$2,300 (two issues) \$2,600–\$3,100 (three issues)			●	●	●
<b>Dedicated Email</b> \$6,000–10,000			●	●	●
<b>Banner Ad on Event App</b> \$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)			●	●	●
<b>Banner Ad on Event Website</b> \$3,000 (exclusive banner) \$2,000 (rotates with one other advertiser)		●	●	●	●
<b>Registration Confirmation</b> \$10,000		●	●	●	●
<b>Social Media Bundle</b> \$1,500–\$5,000		●	●	●	●

### CUSTOMIZED OPTIONS

Contact the AIAA team. We'll work together to put together a package that fits your needs and budget.

# Specialty Programs

Maximize your exposure and enjoy unparalleled access to AIAA's global network of aerospace professionals and students.

## AIAA Design/Build/Fly

10–13 April 2025 • Tucson, AZ

Engage with the next generation of aerospace leaders from around the world as they showcase the flight capabilities of their unmanned, electric-powered, radio-controlled aircraft designed and constructed to meet the mission profile.

## Fellows Induction Ceremony and Dinner

29 April 2025 • Washington, D.C.

Join us in honoring the newest class of Fellows and Honorary Fellows as we proudly welcome them to their esteemed positions within AIAA.

## AIAA Awards Gala

30 April 2025 • Washington, D.C.

Join hundreds of aerospace leaders representing government, military, industry, and academia as we recognize individuals who have made tremendous achievements during their careers and continue to shape the aerospace industry.

## Associate Fellows Induction Ceremony and Dinner

January 2026 • Orlando, FL

Celebrate the newest class of Associate Fellows as we welcome them to their new ranks within the Institute. Note: this event takes place at AIAA SciTech Forum.

## Advertising

Leverage the power of the Institute reach to share your message with the world's most prestigious community of aerospace professionals and students.





# Corporate Membership

During AIAA forums and events, Corporate Members receive a number of exclusive benefits, including:

- › Access to complimentary private meeting space
- › Allotment of complimentary forum registrations
- › Complimentary HUB presentations
- › Corporate Member insignia to display at your booth
- › Invitations and preferred consideration for speaking opportunities
- › Opportunity to participate in Meet the Employers
- › Staff's use of the Zone to rest and recharge
- › Two invitations to the Corporate Member Welcome Happy Hour
- › Unlimited lowest rate available registrations, regardless of registration date (save up to 40%)







## Contact us today to customize your roadmap.

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