



## ISPCS 2010 SPONSORSHIP OPPORTUNITIES SPACE WEEK IN NEW MEXICO A SMART INVESTMENT

The **International Symposium for Personal and Commercial Spaceflight** (ISPCS) is the premier industry meeting, responsive to emerging space commercialization trends focusing on the technical, financial, and global topics driving the commercial and personal spaceflight industry.

As leaders converge on New Mexico for its preeminent annual conference, don't miss the rare marketing opportunities afforded in the emerging personal and commercial space industry.

ISPCS sponsorships are a valuable component to an overall integrated marketing campaign. Each of our packages is designed to provide sponsors with the best brand visibility for their investment. An ISPCS sponsorship is the premier tool to communicate your message as well as promote your company brand to the leading players of this rapidly evolving industry.

### BENEFITS OF AN ISPCS 2010 SPONSORSHIP:

- ◆ **SHOWCASE YOUR COMPANY'S INDUSTRY STANDING WITHIN THE PERSONAL AND COMMERCIAL SPACE MARKETPLACE.**
- ◆ **EXPOSE YOUR COMPANY'S BRAND TO A GLOBAL AUDIENCE OF INDUSTRY EXECUTIVES, INFLUENCERS AND THEIR GUESTS.**
- ◆ **REINFORCE AND BUILD ON IMPORTANT CUSTOMER, PROSPECT AND SUPPLIER RELATIONSHIPS.**
- ◆ **MEET LEADERS WHO ARE MAKING CONSISTENT PROGRESS IN COMMERCIAL SPACE**
- ◆ **STAY ABREAST OF DEVELOPMENTS IN THE WORLD-WIDE SPACEPORT NETWORK**
- ◆ **NETWORK WITH THE INVESTORS AND INVENTORS**
- ◆ **JOIN WITH ORGANIZATIONS IN THE PUBLIC, PRIVATE AND GLOBAL MARKETS**

### Some of our ISPCS-2009 speakers



Gary Payton, Deputy Under Secretary of the Air Force, Space Systems



Julia Tizard, Operations Manager, Virgin Galactic



Alan Ladwig, Deputy Associate Administrator, NASA

## ISPCS 2010 SPONSORSHIP PACKAGES & BRAND POSITIONS

Book your ISPCS 2010 sponsor package today to ensure maximum visibility at the premier personal and commercial space industry event. Every sponsor receives the following brand benefits at ISPCS-2010:

- ◆ **Site-specific branding appropriate to the package, as indicated below**
- ◆ **Logo and package description in the ISPCS printed program**
- ◆ **Company logo on ISPCS website**
- ◆ **Invitation to join Speakers & Sponsors Reception on Tuesday evening**
- ◆ **Logo projected behind speaker where appropriate**
- ◆ **Complimentary Exhibitor Space**



ISPCS 2009 panelists & sponsors enjoying networking time (L to R): Yvonne Cagle, NASA; Casey DeRadd, Air Force Research Laboratory; Clayton Mowry, Arianespace; Jeff Greason, XCOR

### Sponsorship Opportunity

**Title Sponsor (SOLD):** Gain the ultimate brand exposure as the Title sponsor of the Symposium. This premium sponsorship will provide your company with tremendous exposure and brand recognition before the industry's key leaders and decision-makers. This premier sponsorship will be given highest priority branding on all printed and electronic media materials.

- 10 invitations to the Speakers and Sponsors Reception
- Full page ad on inside front cover of Symposium program
- 1 10x10 exhibitor space prominently placed in the exhibit area
- 10 all-access passes to the Symposium
- Insert items in registration bags

### Investment



**Premiere Media Sponsor (SOLD):** Expect the highest media visibility as Premier media sponsor of the Symposium. As the Premier media sponsor, your publication will be given an exclusive slot in our conference promotional materials.

- 8 invitations to the Speakers and Sponsors Reception
- Full page ad in printed Symposium program
- 1 10x10 exhibitor space prominently placed in the exhibition area
- 8 all-access passes to Symposium
- Insert items in registration bags



## Sponsorship Opportunity

## Investment

### ***Spaceport America Runway Christening:***

Receive excellent visibility with your target audience as sponsor of this prestigious symposium event. This event will include a fly-over of WhiteKnightTwo/ SpaceShipTwo and a tour of Spaceport America.

**\$25,000**

- 10 invitations to the Speakers and Sponsors Reception
- 10 all-access passes to Symposium
- 10 tickets to the Spaceport America Runway Christening event
- Full page ad in printed Symposium program
- Complimentary exhibitor space prominently placed in the exhibition area
- Insert items in registration bags
- Branding at the event at Spaceport America



***Opening Reception (SOLD):*** Receive excellent visibility with your targeted audience as the sponsor of the first event of the symposium. Immediately following the VIP reception hosted by the NMSU President on Tuesday night, sponsors, speakers and all registered ISPCS 2010 attendees will be welcomed to this kick-off reception and ice-breaker gathering at Hotel Encanto. Including hors d'oeuvres and an open bar, this is the premier get-to-know each other event!



- 8 invitations to the Speakers and Sponsors Reception
- Company has discretion to brand the Opening Reception ballroom
- Complimentary exhibitor space prominently placed in the exhibition area
- 8 all-access passes to Symposium
- Insert items in registration bags



***Symposium Program Guide:*** The Program Guide which will be distributed to all ISPCS attendees provides attendees with complete conference details, event schedules, speaker information, and other valuable information for the entire event. Each attendee will be referring to this guide throughout the Symposium. This sponsorship will provide your company with excellent visibility and brand recognition.

**\$15,000**

- 5 invitations to the Speakers and Sponsors Reception
- Full page advertisement on back page of the program guide
- Complimentary exhibitor space prominently placed in exhibition area
- 5 all-access passes to the Symposium
- Insert items in registration bag

## Sponsorship Opportunity

## Investment

**Industry Reception (SOLD):** After the first full day of the symposium, this reception begins the evenings networking in a relaxed atmosphere. Your company will enjoy maximum brand positioning as the sole sponsor of this event. Starting at 5:00 PM, guests are provided with drink tickets as well as delicious hors d'oeuvres while enjoying the first entertainment of the evening!!



- 5 invitations to the Speakers and Sponsors Reception
- Company name and/or logo signage on all tables
- Complimentary exhibitor space prominently placed in the exhibition area
- 5 all-access passes to Symposium
- Insert items in registration bags

**Dinner Sponsor (SOLD):** The only evening meal of the Symposium, the Wednesday dinner hosts 300 guests for a delicious meal, lively entertainment and a speaker. At the \$15,000 sponsorship level your company will have the opportunity to address the guests as the featured dinner speaker. And, your logo on the centerpieces will impress each and every guest!



- 5 invitations to the Speakers and Sponsors Reception
- Company name and/or logo signage on all tables or dinner card
- Opportunity to provide a promotional gift at each dinner plate
- Complimentary exhibitor space prominently placed in the exhibition area
- 5 all-access passes to Symposium

**Keynote Session (SOLD):** Your company will be recognized as the official sponsor of the first session of the Symposium. Attendees will see your company logo or name displayed during the keynote session.



- 5 invitations to the Speakers and Sponsors Reception
- Logo projected behind speaker and acknowledgement by session moderator
- Complimentary exhibitor space prominently placed in exhibition area
- 5 all-access passes to the Symposium

## Sponsorship Opportunity

## Investment

**Lunch Sponsor (SOLD):** Each meal is a networking opportunity for attendees to meet and mingle with each other. Your corporate logo will be on each of the dining tables. At the \$8,000 sponsorship level, your company will have the opportunity to address the guests as the featured luncheon speaker.

- 2 invitations to the Speakers and Sponsors Reception
- Company name and/or logo signage on dining tables
- Complimentary exhibitor space placed in exhibition area
- 2 all-access passes to Symposium



**Session Sponsor (SOLD):** Which session will be of the most interest to your key contacts? Through this sponsorship, associate your company with the topics that are most important to you and your key targets.

- 2 invitations to the Speakers and Sponsors Reception
- Logo projected behind speaker/panel
- Complimentary exhibitor space
- 2 all-access passes to the Symposium



**After Hours Hospitality Suite (SOLD):** Put the final touch on the first official day of the Symposium by sponsoring the mouth-watering dessert and hors d'oeuvres complete with open bar at Hotel Encanto after Wednesday evening's dinner. As guests adjourn to the hotel, they are greeted with the chance to continue networking in a more relaxed setting.

- 2 invitations to the Speakers and Sponsors Reception
- Company name and/or logo signage on tables
- Complimentary exhibitor space in exhibition area
- 2 all-access passes to the Symposium



## Sponsorship Opportunity

## Investment

**Speakers and Sponsors Reception:** Start the Symposium off with great networking by sponsoring the reception for speakers and sponsors. This is a great opportunity to talk to the leaders in this field!

- 2 invitations to the Speakers and Sponsors Reception
- Company name and/or logo signage in room
- Complimentary exhibitor space in exhibition area
- 2 all-access passes to the Symposium

**\$5,000**

**ISPCS NMSU Public Forum (SOLD):** NMSU faculty and students will attend this exciting event which will highlight education partnerships and opportunities in the emerging sub-orbital space industry and opportunities emerging from this industry.

- 2 invitations to the Speakers and Sponsors Reception
- Company name and/or logo on signage
- Complimentary exhibitor space in exhibition area
- 2 all-access passes to the Symposium



**ISPCS Public School Forum (SOLD):** K-12 students will attend this exciting event which will highlight education partnerships and opportunities in the emerging sub-orbital space industry.

- 2 invitations to the Speakers and Sponsors Reception
- Company name and/or logo on signage
- Complimentary exhibitor space in exhibition area
- 2 all-access passes to the Symposium



**ISPCS Community Public Forum (SOLD):**

This community event will discuss developing relationships with the business community, legislators, and universities in the local region. NMSU faculty and students as well as the local community will attend this exciting Forum.

- 2 invitations to the Speakers and Sponsors Reception
- Company name and/or logo on signage
- Complimentary exhibitor space placed in exhibition area
- 2 all-access passes to the Symposium



**Speaker Gifts (SOLD):** Provide a lasting impression on all the speakers and panelists by sponsoring a gift to welcome them to ISPCS-2010.

- 2 invitations to the Speakers and Sponsors Reception
- Company name and/or logo signage on tables
- Complimentary exhibitor space placed in exhibition area
- 2 all-access passes to the Symposium



**Breakfast, AM & PM Networking Breaks (3 available):** During each 30 minute break Symposium attendees will be greeted with coffee, tea and light fare with your company's logo on each of tables. Break area is available to guests during sessions until set up for the next meal occurs. There are six breaks available for sponsorship. Don't miss this great opportunity!

**\$3,500**



- 2 invitations to the Speakers and Sponsors Reception
- Company name and/or logo signage on break tables
- Complimentary exhibitor space placed in exhibition area
- 2 all-access passes to the Symposium



**Full Page Ad in Program:** All attendees, speakers, exhibitors receive a full color printed ISPCS-2010 program. The program provides detail on speakers, sessions, sponsors and the event. A program ad is a cost effective way to provide detailed information on your company and products.

**\$1,000**

## **BECOME A ISPCS 2010 SPONSOR – SIGN UP NOW!**

More information about ISPCS-2010 available at our website at: [www.ispcs.com](http://www.ispcs.com)  
To reserve your ISPCS-2010 sponsorship package contact Judy McShannon at  
575-646-6414 or [jmcshann@nmsu.edu](mailto:jmcshann@nmsu.edu)