



Comprehensive Sponsorship Pricing Guide

2027 AIAA Events & Forums

Effective October 1, 2026

Event Portfolio Overview

AIAA hosts premier aerospace events throughout the year, offering diverse sponsorship opportunities to connect your brand with industry leaders, engineers, researchers, and decision-makers.

EVENT	DATES	LOCATION	ATTENDEES	AUDIENCE
SciTech Forum	11–15 Jan 2027	Orlando, FL	6,100	Largest aerospace technical event
ASCENDx Texas	Dates TBA	Houston, TX	430	Space exploration community
DEFENSE Forum	15–19 Mar 2027	Laurel, MD	473	Defense & security professionals
Design Build Fly	Dates TBA	Location TBA	1,200	Engineering students & educators
ASCEND	18–20 May 2027	Washington, DC	2,000	Space industry leaders
AVIATION Forum	7–11 Jun 2027	San Diego, CA	2,200	Aviation professionals & researchers
CTO Summit	Sep 2027 (TBA)	McLean, VA	40+	Chief Technology Officers

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Section 1: High Visibility Packages

Available for the 2027 SciTech Forum, ASCEND, and AVIATION Forum

PACKAGE BENEFITS	BRONZE \$20,000 Unlimited	SILVER \$30,000 4 per event	GOLD \$55,000 2 per event	PREMIER \$110,000 1 per event
BRAND VISIBILITY · all levels				
Logo and link on event website and event app	●	●	●	●
Naming in pre-, during-, and post-event promotions and communications	●	●	●	●
Logo on event signage	●	●	●	●
Logo on sponsor recognition materials, Daily Flight Plan, and social media	●	●	●	●
Logo on thank-you slide before plenary and Spotlight Sessions	●	●	●	●
THOUGHT LEADERSHIP & MEDIA				
Opportunity to introduce a session	—	—	●	●
Host a Spotlight Session — new, in collaboration with AIAA	—	One 45-minute session	One two-hour session	Two-hour featured session
Consideration to participate in a plenary session	—	—	●	●
Email blast to attendees of sponsored event	—	Logo in shared blast	Logo and message in shared blast	Exclusive dedicated blast (max 3 per event)
Professional video of hosted session	—	●	●	●
Sponsored content in Aerospace America (within 90 days of event)	—	—	2 pages	4 pages
Commercial played on site (sponsor-supplied)	—	One 30-second	One 1–2 minute	Two 1–2 minute
Company listing online	—	Name and logo only	Max 30 words	Max 50 words
Name in press release	—	—	●	●
EVENT PRESENCE & ACCESS				
Full event registrations	—	1	3	12
Exhibit booth (or equivalent credit toward larger configuration)	—	—	100 sq ft	200 sq ft
VIP reception invitations (subject to event capacity)	—	1	2	4
Private meeting room, up to 12 people (AV not included)	—	—	—	●
Opt-in attendee list — 30 days pre, 15 days pre, and post-event	—	—	—	●
Post-event recap report	—	—	—	Front cover
HUB SESSIONS				
HUB sessions	—	—	CM benefit + 1 additional	CM benefit + 1 additional

- Each Spotlight Session (working title) includes full seating, a complete AV setup with on-site assistance, and staging.
- Gold and Premier levels require active AIAA corporate membership. HUB Presentations remain a corporate membership benefit; additional HUB sessions are available à la carte at published rates.
- Opt-in attendee list includes only attendees who consent at registration (name, title, organization). Additional forum registrations are available to sponsors at a discounted rate.

Section 2: Beyond the Expo Hall

A la carte sponsorship activations available across all AIAA events

SPONSORSHIP OPPORTUNITY	ASCENDx Texas TBA 430 att.	DEFENSE Mar 2027 473 att.	AVIATION Jun 2027 2,200 att.	ASCEND May 2027 2,000 att.	SciTech '27 Jan 2027 6,100 att.	CTO Summit Sep 2027 40+ CTOs	Design Build Fly TBA 1,200
Attendee Bag, Gift, Water Bottle, Note Pad and Pen	\$5,000	Bag & Tag \$4,000	\$12,000	\$12,000	\$15,000	Exec Gift \$10,000	Student Swag \$3,000
Charging Station / Table	N/A	N/A	\$4,000	\$4,000	\$5,000	N/A	N/A
Coffee Break (Exclusive)	\$3,500 ea.	\$3,500 ea.	\$5,000 ea.	\$5,000 ea.	\$7,500 ea.	\$15,000 ea.	N/A
Breakfast, Lunch or Networking Reception (Nonexclusive)	\$7,500	\$7,500	\$10,000	\$10,000	\$15,000	\$15,000	N/A
Program Guide Ad or Conference App	\$5,000	\$5,000	\$7,500	\$7,500	\$10,000	N/A	N/A
Have Your Cake and Eat It Too!	N/A	\$3,500/day \$7,000/2 days	N/A	N/A	N/A	N/A	N/A
HUB Presentation	N/A	N/A	\$3,500	\$3,500	\$3,500	N/A	N/A
HUB Sponsorship	N/A	N/A	\$35,000	\$35,000	\$35,000	N/A	N/A
Hydration Station	\$3,500	\$3,500	\$5,500	\$5,500	\$8,500	N/A	N/A
Lanyards	\$5,500	\$5,500	\$8,000	\$8,000	\$13,000	N/A	N/A

Note: Lanyards — Sponsor provides lanyard; cost covers distribution and attendee access. Attendee Bag/Gift — Sponsor provides products; cost covers distribution and attendee access.

Section 2: Beyond the Expo Hall (continued)

SPONSORSHIP OPPORTUNITY	ASCENDx Texas TBA 430 att.	DEFENSE Mar 2027 473 att.	AVIATION Jun 2027 2,200 att.	ASCEND May 2027 2,000 att.	SciTech '27 Jan 2027 6,100 att.	CTO Summit Sep 2027 40+ CTOs	Design Build Fly TBA 1,200
Post-Event Recap Report	\$3,000	\$5,000	\$5,000	\$5,000	\$5,000	N/A	N/A
Professional Photo Lounge	N/A	N/A	\$15,000	\$15,000	\$20,000	N/A	N/A
Program Guide Ads (Half Page / Full Page)	\$1,000 / \$2,000	\$1,000 / \$2,000	\$2,500 / \$5,000	\$2,500 / \$5,000	\$5,000 / \$7,500	N/A	N/A
Session Underwriter	\$4,000	\$5,500	\$6,500	\$6,500	\$8,000	N/A	N/A
BYOB (Bring Your Own Banner)	\$1,000	\$1,500	\$2,000	\$2,000	\$2,500	\$5,000	\$1,500
Commercial Break or Dedicated Email to Attendees	\$3,000	\$3,000	\$3,000	\$3,000	\$5,000	\$10,000	N/A
Technical Session Introduction	N/A	N/A	\$3,500	\$3,500	\$3,500	N/A	N/A
Networking Lounges (Furnished w/ firepits)	N/A	N/A	N/A	\$20,000	N/A	N/A	N/A
Daily Flight Plan (1x / 2x / 3x)	N/A	N/A	\$1,000–\$1,500 / \$1,800–\$2,300 / \$2,600–\$3,100	\$1,000–\$1,500 / \$1,800–\$2,300 / \$2,600–\$3,100	\$1,000–\$1,500 / \$1,800–\$2,300 / \$2,600–\$3,100	N/A	N/A
WIFI Sponsorship	N/A	Not available	\$6,500	\$6,500	\$15,000	N/A	N/A

Section 3: Sponsored Email Blasts

Dedicated email sends to AIAA's verified aerospace audience — 100% share of voice, fully attributable, and always-on between events

Dedicated Send Rate Card

SEND TYPE	AUDIENCE	RATE
Full File Blast	~150,000 verified aerospace professionals	\$12,500 per send
Targeted Segment	25,000–50,000 filtered by discipline, job function, or forum affinity	\$7,500–\$9,500 per send
Micro-Targeted Send	Under 15,000, highly filtered	\$5,500 per send
Forum Attendee Re-Engagement	Past attendees of a specific forum (SciTech, ASCEND, AVIATION, DEFENSE)	\$6,500 per send

Frequency Programs

PROGRAM	WINDOW	SAVINGS
3-Pack	90 days	10% off
6-Pack	6 months	15% off + performance reporting included
12-Pack Annual Program	12 months	20% off + one bonus segmented send + quarterly performance report

Premium Add-Ons

ADD-ON	RATE
Subject line A/B test (pre-send)	\$750
Post-send performance report — opens, clicks, top links, device split	\$500 (included with 6-Pack and above)
Co-branded "AIAA Spotlight" framing — editorial-style presentation that consistently lifts open rates	\$2,500

AIAA Corporate Member Advantage

Corporate members receive 15% off all sponsored email rates. Ask your AIAA representative about complimentary sends included with select membership levels.

Audience Care Commitment

To protect engagement and deliverability, sponsored sends are strictly limited: no more than 12 sends per sponsor per year and no more than one sponsored email per week to any subscriber. Inventory is limited — dates are reserved on a first-come basis.

Section 4: Exhibit & Meeting Space Options

Booth, kiosk, and private office options for face-to-face engagement

OPTION	DESCRIPTION	AVIATION	ASCEND	SciTech '27	OTHER EVENTS
Traditional Pipe & Drape Booth (Standard)	Two full-conference registrations per first 100 sq. ft., one additional badge per add'l 100 sq. ft., three days display during Expo Hall hours	\$5,100 per 100 sq ft	\$5,100 per 100 sq ft	\$5,100 per 100 sq ft	N/A
Premium Booth (Facing the HUB)	Same inclusions as standard booth with premium positioning	\$5,600 per 100 sq ft	\$5,600 per 100 sq ft	\$5,600 per 100 sq ft	N/A
Kiosk	4'x4' unit, 42" monitor, header with company graphic/logo, two full-conference registrations, electric, two stools, waste basket. Four full days.	\$8,000	\$8,000	\$8,000	N/A
Start Up Kiosk	One forum registration, electrical access, waste can, one counter-height stool	\$3,500	\$3,500	\$3,500	\$3,500 (ASCENDx, DEFENSE)
Private Office (10' x 10')	Table and chairs for 6 individuals, signage, water station, electrical outlet, waste can	—	—	\$12,000	N/A
Private Office (10' x 20')	Table and chairs for 10 individuals, signage, water station, electrical outlet, waste can	—	—	\$15,500	N/A

Ready to Sponsor?

Contact the AIAA Sales Team to discuss sponsorship packages tailored to your marketing objectives.

Email: salesinfo@aiaa.org

All prices effective: October 1, 2026