

MILAN
2024



IAC 75th

INTERNATIONAL
ASTRONAUTICAL
CONGRESS

14 - 18 OCTOBER 2024

SPONSORSHIP & EXHIBITION PROSPECTUS

ORGANIZED BY



HOSTED BY



CO-HOSTED BY



Agenzia Spaziale Italiana



RESPONSIBLE SPACE FOR SUSTAINABILITY

SUPPORTED BY



IAC2024.ORG



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WELCOME MESSAGE

Dear Partner,

as the organizer of the premier space event, the International Astronautical Congress (IAC), I am glad to invite you to the 75th edition in Milan, Italy on 14 – 18 October 2024. It is a pleasure organizing this event with our host and longstanding IAF member, the Italian Association of Aeronautics and Astronautics (AIDAA) and the two co-hosts Italian Space Agency (ASI) and Leonardo. While this is the fifth IAC taking place in Italy, it is the first IAC ever to be organized in the city of Milan. The previous IACs in Italy were held in Rome, Turin and most recently Naples in 2012. We are looking forward to return to Italy and it will be a delight to discover this northern city in the heart of Lombardy with its rich history, vibrant culture, and innovative spirit.

The theme for the 75th International Astronautical Congress will be “*Responsible Space for Sustainability*”. The intention is to highlight the importance of Space as an environment that must be kept secure and open to exploration, peaceful use, and international co-operation by present and future generations in the interests of the planet and all nations, regardless of their level of development and without discrimination of any kind. This is crucial today as even more countries and public and private players are becoming actively involved in the space economy.

Sustainability is currently one of the core points for the Federation as part of its current SIS agenda “*Sustainability, Investment, and Security*”. We want to foster a future where space-based applications and services help improve life for all on planet Earth. Capabilities in space allow us to better understand our climate, adapt to changing environmental realities, and discover new pathways to living in balance with our home. As we consider sustainability on Earth, the IAF seeks to influence conversations around the sustainability of the space environment. Securing orbits, spacecraft, frequencies, and physical resources is critical to the future viability of space exploration. Norms and improved understanding of safe practices in space will allow actors to promulgate new applications to help study, track, understand, and protect planet Earth for future generations.

The IAC is the one place and time of the year where all global space actors come together. Covering all space sectors and topics, it offers everyone the latest space information and developments in academia and industry, networking opportunities, contacts, and potential partnerships. I am sure IAC 2024 will be outstanding and you do not want to miss out on it. Make sure to join us in beautiful Milan with the whole space community in October 2024 for the 75th International Astronautical Congress!

CLAY MOWRY

President of International Astronautical Federation (IAF)



WELCOME MESSAGE

Dear Partner,

as the President of the Italian Association of Aeronautics and Astronautics, AIDAA, I am proud to invite you to the 75th International Astronautical Congress, IAC, which will take place in Milan in October 2024.

The Italian Association of Aeronautics and Astronautics, one of the oldest Astronautical Associations worldwide and a founding member of IAF, is pleased to serve as the host of IAC 2024 and welcome you to Italy, one of the leading countries for space activities.

The Italian Space Agency and Leonardo co-host the 75th edition of IAC. The synergy among the national agency, the leading Italian aerospace company, and the academia, represented by AIDAA, was the primary strength of Milan’s bid and perfectly embodies the spirit of IAC, i.e., an event to gather all space players, share ideas and shape the future of the space exploration and responsible exploitation.

Inspired by the motto of IAC 2022, “Space for @ll”, our efforts are directed towards organizing a fully inclusive edition of the International Astronautical Conference. The 3G+ activities promoted by the IAF represent the foundation on which IAC 2024 is organized to offer an inclusive event for all, regardless of gender, geography, and age.

In 2024, Italy celebrates the 60th anniversary of the launch of the first Italian satellite, the San Marco 1, thanks to which Italy is counted as the third country in the world, and the first in Europe, to launch a satellite. Sixty years after the launch of San Marco 1, Italy is still one of the leading countries in space exploration and service. Therefore, the organization of IAC 2024 in Italy will be an outstanding opportunity to celebrate this historical national goal.

Past achievements should encourage us to pursue even greater ambitions; in Latin, *Ab alto ad altum*. Therefore, sixty years after the beginning of the Italian space activities, we propose the motto: *Responsible Space for Sustainability*. The motto contains a dilemma; space-based technologies are vital for the present social life and a sustainable future, but outer space is a finite resource, and we must preserve this asset for future generations. IAC 2024 aims to address this issue and propose appropriate solutions.

Italy is an excellent destination for IAC 2024. The country of Galileo Galilei and Leonardo Da Vinci combines history, arts, technology, and innovation. The city of Milan is the second-largest Italian city, prevalently industry- and business-oriented, and, recently, has been the host city of the international exposition, EXPO 2015. Milan has the required facilities and logistics to meet the needs of the currently growing events at IAC. The Municipality of Milan, the Regione Lombardia, and the Italian Government strongly support IAC 2024.

We are proud to offer a superb conference center, Allianz MiCo, equipped with the latest technologies and satisfying the high standards required by IAC 2024. Furthermore, the Milan Convention Centre – MiCo – is adjacent to the new Citylife district, a perfect space to spend spare time between the events of IAC.

Let me conclude this letter with a warm invitation to be part of IAC 2024 and make the 75th edition the stage to share your ideas, business, and vision.

We look forward to welcoming you to Milan!

ERASMO CARRERA

President of A.I.D.A.A. Associazione Italiana di Aeronautica ed Astronautica.

Local Chairman of IAC 2024 Milan.



MOTTO RESPONSIBLE SPACE FOR SUSTAINABILITY

Satellites and other space-based assets are vital for the functioning of today's societies and the global economy and trade. The digital economy, the fourth industrial revolution, agriculture, transport (across the transport modes – land/water/air), fishing, energy, finance, urban development, telecommunication, environmental monitoring, and the broad security chain. The economy and the daily life of contemporary societies are vulnerable, both in space-faring nations and, more broadly, in all countries increasingly using modern technologies.

The Earth's orbital space environment constitutes a finite resource that is being used by an increasing number of States, International Organizations, and non-governmental entities.

The proliferation of space debris, the increasing complexity of space operations, the emergence of large constellations and the increased risks of collision and interference with the operation of space objects may affect the long-term sustainability of space activities.

The growing number of space objects is also preventing astronomers to perform their study of the universe and celestial bodies. Addressing these developments and risks requires international cooperation to avoid harm to the space environment and the safety of space operations.

Space activities are essential tools for realizing the achievement of the Sustainable Development Goals. Hence, the long-term sustainability of outer space activities is of interest and importance for current and emerging participants in space activities, in particular, for developing countries.

The long-term sustainability of outer space activities is defined as the ability to maintain the conduct of space activities indefinitely into the future in a manner that realizes the objectives of equitable access to the benefits of the exploration and use of outer space for peaceful purposes, in order to meet the needs of the present generations while preserving the outer space environment for future generations. This is consistent with the Treaty on Principles Governing the Activities of States in the Exploration and Use of Outer Space, including the Moon and Other Celestial Bodies (Outer Space Treaty). Several initiatives are taking shape to promote responsible behaviors in space to promote the development of technologies that minimize the environmental impact of manufacturing and launching space assets and that maximize the use of renewable resources and the reusability or repurposing of space assets to enhance the long-term sustainability of those activities.

Voluntary responsible behaviors is premised on the understanding that outer space should remain an operationally stable and safe environment that is maintained for peaceful purposes and open for exploration, use and international cooperation by current and future generations, in the interest of all countries, irrespective of their degree of economic or scientific development, without discrimination of any kind and with due regard for the principle of equity.



WELCOME TO MILAN

Milan is considered the economic hub of Italy and the region is also extremely active in space missions and leader in Italy for some specific space systems and technologies.

The first Italian satellite for telecommunications, Sirio, was designed under the impulse of Professor Francesco Carassa of Politecnico of Milan.

The first Italian minisatellite was designed by Carlo Gavazzi Space, now OHB Italia, in its premises in Milan. The drill of Rosetta mission, SD2, was manufactured by Galileo Avionica, now Leonardo.

The local site of Thales Alenia Space is leader in space navigation systems.

The aerospace industry in Lombardia, the region whose capital is the city of Milan, boasts expertise and technology in helicopter, aeronautics and space sectors. Within a few kilometers, highly specialized companies are concentrated, both large and SMEs. They produce helicopters, airplanes and satellites from start to finish, from avionics to materials, from equipment to components and services, advanced devices. Also thanks to the continuous collaboration with universities and research centers.

The aerospace sector in the region is represented by more than 220 companies for around 16,000 employees, generating around 6 billion euros of annual turnover and an export around 1.7 billion euros. At the historical industrial presence, we must add 4 universities and 2 research centers.

The regional aerospace system, through the Lombardia Aerospace Cluster, is developing a united and collective identity in this sector, constantly evolving through national and international networking, innovation and competitive growth. Aerospace companies are structured along three main product lines: Trainer Aircraft, Helicopters, Satellites and Scientific Payloads.



MILAN: A CITY DEDICATED TO RESEARCH AND SCIENCE

Milan is a city of excellence in the field of sciences and research, and it can rely on prestigious universities and the well-known Brera Academy.

A CONGRESS VENUE IN THE HEART OF THE CITY

The MiCo, the largest Conference Centre in Europe, is conveniently located in the heart of Milan, surrounded by several hotels and efficiently served by public transport.

WIDE ACCOMMODATION OFFER

Milan offers a wide choice of hotels and accommodation facilities, providing 43.000 hotels rooms.

MILAN: AN INESTIMABLE ARTISTIC HERITAGE

Milan, Italy's most industrious and lively city, is rich in history and culture and is home to inestimable artistic masterpiece famous all around the world.

CITYWIDE MARKETING SUPPORT

The city authorities would be really honoured to host the 75th International Astronautical Congress in 2024 and are ready to offer special benefits to the iac delegates.

ACCESSIBILITY

With its three airports (Linate, Malpensa, Orio al Serio) Milan is one of the best-connected international cities in the world.

SAFE MILAN

Since at least the early 1900s, Italy has had a higher level of police presence and recent statistics show that Milan is one of the safest European cities.



MiCo

ABOUT IAC 2024

-  **DATE**
14 - 18 October 2024
-  **CITY/COUNTRY**
Milan, Italy
-  **VENUE**
Allianz MICO
Convention Centre
-  **ADDRESS**
Viale Eginardo, 7
South Entrance, Gate 2
20149 Milan - Italy
-  **EXHIBITION AND SPONSORSHIP**
Email: sponsor@iac2024.org
-  **CONGRESS SECRETARIAT
GENERAL ENQUIRIES**
Email: info@iac2024.org
-  **REGISTRATION**
E-mail: registration@iac2024.org
-  **HOTEL ACCOMMODATION**
E-mail: info@micodmc.it



NOTE:
THE CONTENT OF THIS
BROCHURE IS NOT
FINAL AND IS UPDATED
REGULARLY

WHY PARTICIPATE

The IAC is the epicenter of the latest developments and achievements in the sphere of space, the forge of the vision for the future of space, and the hub where the international space community and the

leading players across the industry get together to conjointly reflect on the accomplishments, pave the way towards the goals set, network, exchange, discuss, and plan together, the future of space.

The IAC is the one place and time of the year where all global space actors come together. The event attracts more than 8,000 participants such Scientists, Researchers and Engineers, Agency Officials Industry Representatives, Students and Young Professionals, Policy-Makers, Astronauts, Press Members and General Public.

IAC 2024 will not only offer a unique chance to meet and interact with these actors but is also a chance for organizations to showcase their developments and contributions to key industry representatives.

WHO WILL ATTEND

ORGANIZER

**IAF - International Astronautical Federation**

Founded in 1951, the International Astronautical Federation (IAF) is the world's leading space advocacy body with 513 members in 78 countries, including all leading space agencies, industries, research institutions, universities, societies, associations, institutes and museums worldwide.

Following its motto "Connecting @ll Space People" and its vision of "A space-faring world cooperating for the benefit of humanity", the Federation advances knowledge about space, supporting the development and application of space assets by promoting global cooperation.

As organizer of the annual International Astronautical Congress (IAC) – world's premier global space event – and other thematic events, the IAF actively encourages the development of space activities for peaceful purposes and supports the dissemination of scientific and technical information related to space.

HOST

**AIDAA – Italian Association of Aeronautics and Astronautics, representing the academia**

The Italian Association of Aeronautics and Astronautics (A.I.D.A.A.) is a national not-for-profit scientific association.

It was founded in Rome on 2 July 1920 by a group of aeronautical pioneers as the Italian Aerotechnique Association. AIDAA promotes its activity through the organization of conferences, workshops, roundtables, competitions with prizes for studies and research, publication proceedings, and through the international journal "Aerotecnica Missili e Spazio – Journal of Aerospace Science, Technologies, and Systems".

The association is managed by an Administrative Board which includes referring members of the Italian Universities (Milan, Turin, Padua, Bologna, Pisa, Rome, Naples, Palermo, Enna), the Italian Aerospace Research Center (CIRA) and national industries.

AIDAA is a founding member of the international scientific organizations ICAS, IAF and CEAS.

**ASI – Italian Space Agency, representing the agencies**

The Italian Space Agency (ASI), established in 1988, is a national public body with the task of preparing and implementing the Italian space policy in accordance with the Government guidelines.

Today ASI is recognized as one of the most important global stakeholders in all space domains from human and robotic exploration to space science, earth observation, navigation, and telecommunications.

ASI coordinates the Italian participation in the European Space Agency (ESA), where Italy is the third major contributor, in the European Union programs and maintains international relations with numerous space partners and international organizations. ASI is member of IAF since 1989.

**LEONARDO, representing the industry**

Leonardo is one of the world's major players in Aerospace, Defense and Security, a global solutions provider, and a trusted long-term partner of choice for governments, institutions, and business customers.

We deliver cutting-edge and dual-use technologies, meeting both military and civil requirements.

In partnership with our customers, we work to strengthen global security, protect people, territories, infrastructure, and cyber networks.

Leonardo is a global player in Earth observation, remote sensing of atmospheric phenomena and ecosystems, communications and navigation, intelligence services, space exploration missions.

Its complementary expertise includes the development of satellite systems, orbiting infrastructure and ground systems, satellite services and operations.

CO-HOSTS

CONGRESS VENUE

The 75th IAC International Astronautical Congress will be organized at Allianz MICO Convention Centre, the largest conference facilities in Europe.

It can accommodate up to 21,000 participants in 70 fully equipped conference rooms with permanent control booths.

Featuring two plenary rooms, one with seating 4,000 and the other 2,000 and an Auditorium that seats 1,500 it is the ideal venue for large-scale performances and for international conferences requiring a large number of rooms. The exhibition halls offer 54,000sqm of exhibition space and can also be set up as extra plenary rooms accommodating more than 5,000 individuals.

LOCATION: A DISTRICT FULL OF OPPORTUNITIES

The MiCo Milan Convention Centre is right in front of the new Citylife district. The urban project that re-shaped the Portello area with the iconic architectures of its skyscrapers, residential buildings, and shopping mall. In close proximity of MiCo there are more than 1600 sleeping rooms distributed in hotels from the 3 to the 5 stars.

Bars, restaurants, and coffee houses complete the offer of services available within walking distance from the main entrances of the convention centre. The Citylife park, right in front of MiCo is the ideal space where to spend some spare time during the events happening at the convention centre.

| CLOSEST UNDERGROUND STATIONS (4) | DUOMO | CENTRAL STATION | CADORNA STATION |
|----------------------------------|--------|-----------------|-----------------|
| 0,1 – 0,8 km | 5,8 km | 5 km | 2 km |

| GARIBALDI STATION | LINATE AIRPORT | MALPENSA AIRPORT | ORIO AL SERIO AIRPORT |
|-------------------|----------------|------------------|-----------------------|
| 3.3 km | 12 km | 46 km | 56 km |



SPONSORSHIP PACKAGES

| SPONSORSHIP ITEM | Anchor | Platinum €260,000 | Gold €130,000 | Silver €65,000 | Bronze €30,000 |
|---|-------------|------------------------|--------------------|-------------------|-------------------|
| Number of opportunities | Tailor-made | 4 | 6 | 10 | 15 |
| REGISTRATION | | | | | |
| Inclusion of 1 promotional material in each delegate Welcome Bag | Tailor-made | ✓ | ✓ | ✓ | |
| Advertisements in the IAC final programme | | 2 Advs (Full Page) | 2 Advs (Full Page) | 1 Adv (Full Page) | 1 Adv (Half Page) |
| Prime space for one of the Advertisements in the Final Programme | | 2 nd choice | | | |
| Verbal recognition from the stage at the Opening Ceremony | | ✓ | ✓ | ✓ | ✓ |
| Verbal recognition from the stage at the Gala Dinner | | ✓ | | | |
| Logo on promotional banner displayed onsite | | ✓ | ✓ | ✓ | ✓ |
| A free-standing sign branded with sponsor's logo, and marketing collateral in the delegate lounge | | ✓ | ✓ | | |
| Sponsors logo recognition on: - Onsite congress signage - Congress website - Final programme - All promotional email blasts - Congress APP | | ✓ | ✓ | ✓ | ✓ |
| Young Professionals networking reception branding opportunities | | 3 events | 2 events | 1 event | |
| Logo recognition at the following events: - Opening ceremony - Gala dinner | | ✓ | ✓ | ✓ | ✓ |
| Sponsor branding in the IAF Members Lounge | ✓ | | | | |
| EXHIBITION | | | | | |
| Complimentary exhibition space in prime location (sqm) | Tailor-made | 200 | 100 | 60 | 9 |
| Priority in choice of exhibition space location after selection by Anchor(s) partner(s) | | 2 nd | 3 rd | 4 th | 5 th |
| Complimentary exhibition booth staff badges (Access strictly limited to exhibition floor) | | 24 | 12 | 8 | 2 |
| Logo and exhibitor profile in the Final Programme exhibitor list and smartphone app | | ✓ | ✓ | ✓ | ✓ |
| ADDITIONAL PRIVILEGES | | | | | |
| VIP seats at the Opening Ceremony | | 8 | 4 | 3 | 2 |
| Complimentary tickets for the Gala Dinner | | 8 | 4 | 3 | 2 |
| Complimentary tickets to the cultural events/Social Tours | | 8 | 4 | 3 | 2 |

Prices are excluding VAT. The VAT of Italy in the amount of 22% applies
For U.E. member companies Reverse Charge System VAT by the client.

REGISTRATION

- 20 complimentary full-access registration passes to the Congress

ADVERTISEMENT AND ACKNOWLEDGEMENTS

- Inclusion of the sponsor's promotional material (1) in each delegate Welcome Bag
- 2 full-page advertisements in the final programme.
- 2nd choice of Prime space for one of the advertisements in Final Programme
- Verbal recognition from the podium at the Opening Ceremony
- Verbal recognition from the podium at the Gala Dinner
- Logo on promotional banner displayed onsite
- A free-standing sign with sponsor's logo and marketing communications tools in the delegate lounge
- Acknowledgment on selected Congress signage, Congress website, final programme, in all promotional email blasts, and on the smartphone app
- 3 Young Professionals networking reception branding opportunities
- Logo recognition as a sponsor at Opening Ceremony, Gala Dinner
- Sponsor branding in the IAF Members Lounge

EXHIBITION

- Complimentary raw space in the exhibition in a prime location: 200sqm
- Second priority in choice of exhibition space and location
- 24 complimentary exhibition booth staff badges (access limited to exhibition floor)
- Logo and exhibitor profile in the Final Programme exhibitor list and smartphone app

ADDITIONAL PRIVILEGES

- 8 VIP seats at the Opening Ceremony
- 8 complimentary tickets to the Gala Dinner
- 8 complimentary tickets to the Cultural Events/Social Tours

REGISTRATION

- 8 complimentary full-access registration passes to the Congress

ADVERTISEMENT AND ACKNOWLEDGEMENTS

- Inclusion of the sponsor's promotional material (1) in each delegate Welcome Bag
- 2 full-page advertisements in the final programme.
- Verbal recognition from the podium at the Opening Ceremony
- Logo on promotional banner displayed onsite
- A free-standing sign with sponsor's logo and marketing communication tools in the delegate lounge
- Acknowledgment on selected Congress signage, Congress website, final programme, in all promotional email blasts, and on the smartphone app
- 2 Young Professionals networking reception branding opportunity
- Logo recognition as a sponsor at Opening Ceremony, Gala Dinner

EXHIBITION

- Complimentary raw space in the exhibition in a prime location 100sqm
- Third priority in choice of exhibition space and location
- 12 complimentary exhibition booth staff badges (access limited to exhibition floor)
- Logo and exhibitor profile in the Final Programme exhibitor list and smartphone app

ADDITIONAL PRIVILEGES

- 4 VIP seats at the Opening Ceremony
- 4 complimentary tickets to the Gala Dinner
- 4 complimentary tickets to the Cultural Events/Social Tours

PLATINUM PACKAGE
€ 260,000

GOLD PACKAGE
€ 130,000

€ 65,000 SILVER PACKAGE

REGISTRATION

- 4 complimentary full-access registration passes to the Congress

ADVERTISEMENT AND ACKNOWLEDGEMENTS

- Inclusion of the sponsor's promotional material (1) in each delegate Welcome Bag
- 1 full-page advertisements in the final programme.
- Verbal recognition from the podium at the Opening Ceremony
- Logo on promotional banner displayed onsite
- Acknowledgment on selected Congress signage, Congress website, final programme, in all promotional email blasts, and on the smartphone app
- 1 Young Professionals networking reception branding opportunity
- Logo recognition as a sponsor at Opening Ceremony, Gala Dinner

EXHIBITION

- Complimentary raw space in the exhibition in a prime location: 60sqm
- Fourth priority in choice of exhibition space and location
- 8 complimentary exhibition booth staff badges (access limited to exhibition floor)
- Logo and exhibitor profile in the Final Programme exhibitor list and smartphone app

ADDITIONAL PRIVILEGES

- 3 VIP seats at the Opening Ceremony
- 3 complimentary tickets to the Gala Dinner
- 3 complimentary tickets to the Cultural Events/Social Tours

€ 30,000 BRONZE PACKAGE

REGISTRATION

- 2 complimentary full-access registration passes to the Congress

ADVERTISEMENT AND ACKNOWLEDGEMENTS

- 1 half-page advertisement in the final programme
- Verbal recognition from the podium at the Opening Ceremony
- Logo on promotional banner displayed onsite
- Acknowledgment on selected Congress signage, Congress website, final programme, in all promotional email blasts, and on the smartphone app
- Logo recognition as a sponsor at Opening Ceremony, Gala Dinner

EXHIBITION

- Complimentary raw space in the exhibition in a prime location: 9sqm
- Fifth priority in choice of exhibition space and location
- 2 complimentary exhibition booth staff badges (access limited to exhibition floor)
- Logo and exhibitor profile in the Final Programme exhibitor list and smartphone app

ADDITIONAL PRIVILEGES

- 2 VIP seats at the Opening Ceremony
- 2 complimentary tickets to the Gala Dinner
- 2 complimentary tickets to the Cultural Events/Social Tours



A LA CARTE SPONSORSHIP OPPORTUNITIES

ALL SPONSORS WILL HAVE THEIR SPONSORSHIP ACKNOWLEDGED ON THE CONGRESS WEBSITE

| SERVICES FOR DELEGATES | | |
|---------------------------------------|---------|-----------|
| Congress APP | €17,000 | Exclusive |
| Delegates lounge | €20,000 | Exclusive |
| Delegates Coffee service - 5 services | €30,000 | Exclusive |
| Delegates Coffee service - 1 service | €7,000 | Exclusive |

| SPECIAL AREAS AND BRANDING | | |
|---|----------------------------|------------|
| Speakers' Preparation Room | €10,000 | Exclusive |
| Water fountains & glasses | €35,000 | Exclusive |
| Congress Bags | €35,000 | Exclusive* |
| Congress Lanyards | €20,000 | Exclusive* |
| Congress Name Badges | €20,000 | Exclusive* |
| Volunteers T-Shirts | €15,000 | Exclusive |
| Writing pads | €3,500 | Exclusive |
| Pens | €3,500 | Exclusive |
| Promotional materials in Congress Bag | €3,000 | Multiple |
| IAF Members Lounge | €10,000 | Exclusive |
| Branded Recycling Bins | € 12,000 | Exclusive |
| Digital Package Advertisement | € 200/minute | Multiple |
| Photo Booth | 20,000 | Exclusive |
| Escalators branding | 10,000 | Multiple |
| Signage/Branding of selected areas | On request | Multiple |
| Meeting room rental Half Day / Full Day / Full period | €750/€1,000/ On request | Multiple |

* Only available if no Anchor sponsor is identified

| PUBLICATIONS | | |
|--|---------|-------------|
| Final Programme - Back cover | €11,000 | Exclusive * |
| Final Programme Inside Front Cover – Inside Back Cover | €7,000 | Exclusive * |
| Final Programme Full page | €6,500 | Multiple |
| Final Programme Half page | €2,000 | Multiple |
| Final Programme 1/4 page | €1,000 | Multiple |
| Online Proceedings | €11,000 | Exclusive |

| SPONSORING OF EDUCATIONAL PROGRAMMES AND EDUCATIONAL EVENTS | | |
|---|-------------------|------------|
| IPMC Young Professionals Workshop | €6,000 | Multiple |
| Young Professionals Networking Events | €6,000 | Multiple |
| Educators Professional Development Workshop | €6,000 | Multiple |
| IAF Global Networking Forum (IAF GNF) 60 min | €10,000 | Multiple |
| IAF Global Networking Forum (IAF GNF) 45 min | €8,000 | Multiple |
| IAF Global Networking Forum (IAF GNF) 30 min | €5,000 | Multiple |
| Interactive Presentations Sessions, Award Ceremony and Cocktail Reception | €20,000 | Multiple |
| Welcome Reception | €40,000 | Multiple |
| Opening Ceremony | €40,000 | Exclusive |
| Gala Dinner | €35,000 | 2 sponsors |
| Moot Court Competition and other IISL activities | €8,000 to €25,000 | Multiple |
| IAC Hosts Summit and Luncheon | €5,500 | Multiple |
| VIP and Speakers Luncheon | €11,000 | 2 sponsors |
| IAF IDEA "3G+" Diversity Breakfast | €6,500 | Exclusive |
| IAF IDEA "3G+" Diversity Luncheon | €11,000 | Exclusive |
| Industry Day - Breakfast | €6,500 | Exclusive |
| Industry Day - Luncheon | €11,000 | Exclusive |
| Science and Academic Breakfast | €6,500 | Exclusive |
| Science and Academic Luncheon | €11,000 | Exclusive |

* Only available if no Anchor sponsor is identified

Prices are excluding VAT. The VAT of Italy in the amount of 22% applies.
For U.E. member companies Reverse Charge System VAT by the client.

CONGRESS APP SPONSOR EXCLUSIVE!**INVESTMENT: € 17,000**

The IAC 2024 Mobile App featuring interactive tools and information to customize the participants' experience.

The app will be available a few weeks prior to the Congress and will be widely promoted. The sponsor company will receive unique visibility:

- Company logo or message on the App landing page
- Dedicated Company page on the App
- Acknowledgment of your support any time the app is promoted digitally (email blasts, website, ...) and onsite

**IAC DELEGATE LOUNGE EXCLUSIVE!****INVESTMENT: € 20,000**

A comfortable area inside the exhibition to meet and connect with other IAC delegates.

- Sponsor's logo displayed on the structure and at the entrance
- Sponsor may provide a roll-up banner to be positioned in a prominent location in the lounge
- The lounge will be named according to the sponsor
- Acknowledgement in all the related publications

**DELEGATE COFFEE BREAKS**

COFFEE SERVICE - 5 SERVICES
(choice of 2 locations)

INVESTMENT: € 30,000

COFFEE SERVICE - 1 SERVICE
(choice of 1 location)

INVESTMENT: € 7,000

- Sponsor logo on coffee service signage and in catering areas
- Branded eco-friendly cups (*only available for the 7 days sponsorship)
- Acknowledgement in the Congress Final Programme and in the Congress App



SPECIAL AREAS AND BRANDING

SPEAKER PREPARATION ROOM **EXCLUSIVE!**

INVESTMENT: € 10,000

The Speaker Preparation Room is a key area where all the speakers will be invited to go in order to ensure their presentation is correctly uploaded in the central meeting room management system.

- Sponsor logo at the entrance
- Possible display of the sponsor marketing material in the room
- Your banner positioned in a prominent location in the Speakers Preparation Room waiting space (2m high x 1m wide)
- Your logo displayed on the home screen of the computers located within the Speakers Preparation Room
- Acknowledgement in all related publications



WATER FOUNTAINS & GLASSES **EXCLUSIVE!**

INVESTMENT: € 35,000

IAC 2024 will go green and, in order to limit the use of plastic, all delegates will receive plastic-free water glasses and will have access to free water fountains within the exhibition and in key areas near the meeting room sessions.

- Your logo together with the congress logo on the individual water glasses
- Your logo on the water fountains displayed in the Congress Centre
- Acknowledgement in the Congress final programme and in the Congress App



CONGRESS BAGS **EXCLUSIVE!***

INVESTMENT: € 35,000

Your logo alongside the Congress logo on the congress bags.

Subject to Local Organizing Committee approval and final design to be approved by the organizers.

The sponsor will need to provide a minimum of 8,000 pieces (quantity to be adjusted).

** Only available if no Anchor sponsor is identified*



CONGRESS LANYARDS **EXCLUSIVE!***

INVESTMENT: € 10,000

Congress Lanyards featuring the Sponsor's logo alongside the conference logo will be given to each congress delegate. Final design to be approved by the congress organizers.

The sponsor will need to provide a minimum of 8,000 pieces (quantity to be adjusted).

** Only available if no Anchor sponsor is identified*



CONGRESS NAME BADGES **EXCLUSIVE!***

INVESTMENT: € 20,000

A Congress name badge featuring the Sponsor's logo alongside the conference logo will be given to each congress delegate.

Layout and printing by the Organizing Committee.

** Only available if no Anchor sponsor is identified*



WRITING PADS **EXCLUSIVE!**

INVESTMENT: € 3,500

Provide each delegate with your branded pen in the Welcome Bag.

Writing Pads provided by the sponsor.

Subject to Local Organizing Committee approval and final design to be approved by the organizers.

The sponsor will need to provide a minimum of 8,000 pieces (quantity to be adjusted).

Material must be delivered directly by the sponsor to the venue.



PENS **EXCLUSIVE!**

INVESTMENT: € 3,500

Provide each delegate with your branded pen in the Welcome Bag.

Pens provided by the sponsor.

Subject to Local Organizing Committee approval and final design to be approved by the organizers.

The sponsor will need to provide a minimum of 8,000 pieces (quantity to be adjusted).

Material must be delivered directly by the sponsor to the venue.



VOLUNTEERS T-SHIRT (TBC) **EXCLUSIVE!**

INVESTMENT: € 10,000

All front-line volunteer staff at IAC 2024 will wear specially designed T-Shirts with the congress logo.

Associate your image with the commitment demonstrated by volunteers: your logo will appear on the t-shirts worn by the volunteers.



SPECIAL AREAS AND BRANDING

PROMOTIONAL MATERIALS IN WELCOME BAG **INVESTMENT: € 3,000 PER SPONSOR**

Send your information directly to IAC 2024 attendees by inserting your flyer in the bags that each delegate will receive onsite. Invite participants to visit your booth or attend your event, provide information about a product or service, and engage with IAC 2024 participants.

The sponsor will need to provide a minimum of 8,000 pieces (quantity to be adjusted).

- Material must be provided to the Congress organizer for approval by the IAF Secretariat
- Material must be delivered directly by the sponsor to the venue



IAF MEMBERS LOUNGE **EXCLUSIVE!** **INVESTMENT: € 10,000**

The IAF Members Lounge is an exclusive area offering IAF member representatives a space to meet, network, work, and discuss informally. The IAF members lounge is a key area to sponsor, offering the highest visibility among IAF member representatives.

- Your banner positioned in a prominent location in the IAF Members Lounge (2m high x 1m wide)
- Your logo displayed on the home screen of the computers located within the lounge



BRANDED RECYCLING BINS **EXCLUSIVE!** **INVESTMENT: € 12,000**

Recycling bins will be located in all high traffic areas of the venue to allow delegates to easily dispose of their garbage and other recyclable materials.

- Sponsors logo on the recycling bins
- Sponsor will be acknowledged on all IAC 2024 related publications and website



DIGITAL PACKAGE ADVERTISEMENT **INVESTMENT: € 200 PER MINUTE**

Don't miss a chance to be promoted on the monitors of the event. Allocate your promotion video on Congress Venue monitors.

Invite participants to visit your booth or attend your event, provide information about a product or service or show people your success stories.



ESCALATORS BRANDING **INVESTMENT: € 10,000**

Vinyl customization with Company logo of the side areas of the escalators in the Congress Centre (details to be defined).

Customization for one escalator.



PHOTO BOOTH **EXCLUSIVE!** **INVESTMENT: € 20,000**

Area dedicated to souvenir photos of the Congress which can also be posted on personal Facebook, Instagram, or Twitter.

The Company logo will appear on the wall.



SIGNAGE/BRANDING FOR SPECIAL AREAS **INVESTMENT: QUOTATION ON REQUEST**

Customization with Company logo on special areas in the Congress Centre, i.e. panels, columns, window stickers, gates.

Various proposals available and customizable on request only



MEETING ROOM RENTAL *Offer available upon availabilities*

Sponsors have the opportunity to rent a meeting room during the IAC 2024 for company's private meetings. The rental fee includes: use of the meeting room, setup with table and chairs, basic AV equipment.

HALF DAY (morning/afternoon) **INVESTMENT: € 750**

FULL DAY **INVESTMENT: € 1,000**

FULL PERIOD **INVESTMENT: QUOTATION ON REQUEST**



PUBLICATIONS

FINAL PROGRAMME

The final programme will be available only in the on-line version and is the definitive guide to all Congress activities. Advertising spaces of different sizes are available for sponsors. All ads include four-color printing.

| | |
|---------------------------------|----------|
| Back Cover (Exclusive) | € 11,000 |
| Inside Front Cover (Exclusive*) | € 7,000 |
| Inside Back Cover (Exclusive*) | € 7,000 |
| Full page (Multiple) | € 6,500 |
| Half page (Multiple) | € 2,000 |
| Quarter page (Multiple) | € 1,000 |



* Only available if no Anchor sponsor is identified

IAC ONLINE PROCEEDINGS **EXCLUSIVE!**

INVESTMENT: € 11,000

IAC 2024 Technical Proceedings are a great way of marketing your organization and ensuring that your promotion extends beyond the duration of the Congress.

Benefits:

- Full-page advertisement in the technical proceedings
- Organization/company name, logo, webpage and 100-word profile in technical proceedings
- Acknowledgment in communication tools (digital and paper) promoting the Technical Proceedings



SPONSORING OF EDUCATIONAL PROGRAMMES AND EDUCATIONAL EVENTS

The IAF attaches great importance to the workforce of tomorrow. For this reason, many events during the IAC are specifically dedicated to young professionals. All Young Professionals' programmes will include the following benefits:

- Display of sponsor's logo on signage in workshop location
- Display and distribution of sponsor's promotional material
- Verbal acknowledgment of sponsorship from speaker
- Invitations for sponsor's young professionals and representatives to attend the selected event (number of invitations to be confirmed)
- Acknowledgment on communication tools (digital and paper) promoting the Young Professionals Programmes

IPMC YOUNG PROFESSIONALS WORKSHOP

INVESTMENT: € 6,000

The International Project Management Committee (IPMC) Young Professionals Workshop seeks to gather input from young professionals in the international space community to gain the knowledge they need to better develop and empower the next generation's workforce. Additional sponsorship benefits:

- One (1) five-minute presentation at the beginning of the workshop
- Display and distribution of sponsor's promotional material
- Acknowledgement in the Congress Final Programme and in the Congress App

YOUNG PROFESSIONALS NETWORKING EVENTS

INVESTMENT: € 5,000 PER EVENT

The IAF Young Professionals (YP) Programme is dedicated to developing the next generation of leaders in the international space community and comprises three networking events including activities or panel discussions of interest to the YP community. These events take place before and during the IAC and are open to all the young professionals registered for the Congress. Additional sponsorship benefits:

- One (1) five-minute presentation at the beginning of the YP Networking Event
- Opportunity for the sponsor to display and distribute promotional materials onsite of the reception
- Banner positioned in a prominent location in the networking event area (to be provided by the Sponsor)

EDUCATORS PROFESSIONAL DEVELOPMENT WORKSHOP

INVESTMENT: € 5,000

The workshop is designed for primary and secondary educators to learn about a variety of space-related concepts that they could bring into their classrooms to enhance learning in the areas of science, technology, engineering, and mathematics (STEM).

- Sponsor logo on workshop signage
- Branding of the workshop coffee break and lunch
- Display and distribution of sponsor promotional materials in the area
- Invitations to company representatives for the selected event
- Acknowledgment on communication tools (digital and paper) promoting the Educators Development Workshop

IAF GLOBAL NETWORKING FORUM (IAF GNF)

INVESTMENT: FROM €5,000 TO €10,000

SPONSORSHIP BASED ON THE DURATION (30 MIN – 45 MIN – 60 MIN)

The IAF Global Networking Forum (IAF GNF) is the perfect platform to showcase your organization. The IAF GNF sponsorships include:

- Allocation of a slot for the sponsor's event during the IAC week (first-come, first-served basis, upon availabilities)
- Option to organize roundtables, panels, keynotes, and other events with the support of the IAF Secretariat
- Acknowledgment on communication tools (digital and paper) promoting the IAF GNF
- Sponsor's event description and logo in the IAF GNF Programme
- Display and distribution of sponsor's promotional materials onsite

INTERACTIVE PRESENTATIONS SESSIONS, AWARD CEREMONY & COCKTAIL RECEPTION

INVESTMENT: € 20,000

(TUESDAY, WEDNESDAY, THURSDAY)

Sponsoring the Interactive Presentations Sessions, Award Ceremony and Cocktail Reception will allow your company to be recognized in front of a crowd of world-renowned experts. Your support will bring your products and services to the attention of a highly targeted audience.

- Logo shown on 50 digital screens in the IP Area, permanent visibility in the IP banner and screensavers
- Acknowledgement by the IP Award Committee during the Award Ceremony
- One (1) three-minute remarks during the Interactive Presentations Award Ceremony
- Logo and marketing message in the IP online gallery
- Possible display and distribution of sponsor promotional materials in the area
- Acknowledgement in all IAC 2024 related publications and website
- Social media exposure



WELCOME RECEPTION

INVESTMENT: € 40,000

The welcome reception is a fantastic opportunity for delegates, speakers, sponsors, and exhibitors to network in a relaxed social environment. Your company will receive the following entitlements:

- Company logo on the Welcome Reception signage
- Opportunity to provide 3-minute speech at the Welcome Reception
- The sponsor may provide a freestanding banner which will be positioned in a prominent location at the Welcome Reception (maximum size 2m high x 1m wide)
- Small table signs featuring the sponsor's logo will be placed on the refreshment tables
- Sponsors to be acknowledged on the Congress website and in the IAC Final Programme

OPENING CEREMONY **EXCLUSIVE!**

INVESTMENT: € 40,000

The Opening Ceremony marks the official start of the IAC and is the most prestigious event of the week. During this session, as the sponsor, you will be able to prominently display your brand, in front of high-level executives, politicians, and senior representatives, as well as to the entire IAC audience. Your company will receive the following benefits:

- 4 invitations to the VIP Gathering (prior to the Opening Ceremony)
- 4 VIP reserved seats at the Opening Ceremony
- Company logo display on the Opening Ceremony screens
- Verbal recognition from the congress chair during the official Opening Ceremony
- Sponsors to be acknowledged on the Congress website and in the IAC Final Programme

GALA DINNER
LIMITED TO 2 SPONSORS

INVESTMENT: € 35,000 PER SPONSOR

The Gala Dinner is one of the highest-profile social events at the IAC, which informally closes the Congress and is a valuable networking platform. The sponsorship is limited to 2 sponsors and will include:

- A complimentary table seating 10 at the Gala Dinner
- Company logo on Gala Dinner signage
- Opportunity to provide 3-minute speech at Gala Dinner
- The sponsor may provide a freestanding banner to be positioned in a prominent location at the Gala Dinner
- Small table signs featuring the sponsor's logo will be placed on the refreshment tables
- Verbal recognition from the congress chair during the official Opening Ceremony
- Inclusion of promotional material (1) in the delegate Welcome Bags
- Two full-page advertisements in the final programme
- Sponsors to be acknowledged on the congress website and in the final programme.

VIP AND SPEAKERS LUNCHEON
LIMITED TO 2 SPONSORS

INVESTMENT: € 11,000 PER SPONSOR

(MONDAY AND FRIDAY)

Sponsoring the VIP/Speakers Lunch will give your company visibility with high-level representatives, key decision-makers, and influential leaders in the space industry in an exclusive setting:

- Sponsor logo on the door signage of the VIP/ Speakers' Lunch
- Display and distribution of sponsor promotional materials in the area
- Option for company representative to give a keynote address/presentation at beginning of the lunch
- Invitations for company representatives to the selected event (number of participants to be confirmed)
- Branding of the lunch area
- Sponsor will be acknowledged on all IAC-related publications and website

MOOT COURT COMPETITION
OPTIONS FROMINVESTMENT: €8,000 TO € 25,000
AVAILABLE UPON REQUEST

Supporting the IISL Activities, such as the Manfred Lachs Moot Court Competition, the IISL Annual Dinner and other IISL activities, is a great way to market your organization:

- Sponsor will be acknowledged on all IAC-related publications and website
- IISL additional benefits will be offered

IAC HOST SUMMIT AND LUNCHEON

INVESTMENT: € 5,500

The IAC Host Summit is an international platform to network with organizations who successfully hosted the International Astronautical Congress (IAC) in the past and to share experiences and best practices for the implementation of an IAC. By sponsoring the IAC Hosts Summit and lunch, you will position your organization at the forefront of leading international organizations:

- Display of sponsor's logo on IAC Host Summit event signage
- Display and distribution of sponsor's brochures and promotional material
- Verbal recognition during the opening address and sponsor's welcoming speech
- Sponsor will be acknowledged on all IAC-related publications and website
- Branding of the lunch area

INDUSTRY DAY

The IAF, jointly with its Industry Relations Committee (IRC), organizes an Industry Day at each IAC, giving industry members of the IAF a forum for an open and intensive exchange on the latest developments in their respective sectors and to foster international cooperation. Each year, this popular event gathers high-level officials and experts as well as a wide audience.

INDUSTRY DAY BREAKFAST **EXCLUSIVE!**

(TUESDAY)

INVESTMENT: € 6,500 PER SPONSOR

INDUSTRY DAY LUNCH **EXCLUSIVE!**

(TUESDAY)

INVESTMENT: € 6,500 PER SPONSOR

- Sponsor logo on lunch signage
- Display and distribution of sponsor's promotional materials in the area
- Option for a keynote address or presentation at the beginning of breakfast
- Invitations for company representatives to the breakfast/lunch
- Branding of the breakfast/lunch area
- Sponsor will be acknowledged on all IAC related publications and website

IAF IDEA "3G+" DIVERSITY BREAKFAST AND LUNCHEON

The IAF "3G+" International Platform for Diversity and Equality in Astronautics (IDEA) provides a framework for an intensive and open exchange on diversity and equality topics among IAF members, potential members, and other organizations promoting diversity.

IAF IDEA "3G+" DIVERSITY BREAKFAST **EXCLUSIVE!**

(WEDNESDAY)

INVESTMENT: € 6,500 PER SPONSOR

IAF IDEA "3G+" DIVERSITY LUNCHEON **EXCLUSIVE!**

(WEDNESDAY)

INVESTMENT: € 11,000 PER SPONSOR

- Sponsor logo on breakfast/lunch signage
- Display and distribution of sponsor promotional materials in the area
- Option for a keynote address or presentation at the beginning of breakfast/lunch
- Invitations for company representatives to the breakfast/lunch
- Branding of the breakfast/lunch area

SCIENCE AND ACADEMIC BREAKFAST & LUNCHEON

The IAF Science and Academic Day completes the 3G initiative, by celebrating the role of Science and Academia in the global space effort. Science and Academia are important elements of global space, as they represent an important driver for research and innovation and produce the workforce of tomorrow.

SCIENCE & ACADEMIC BREAKFAST **EXCLUSIVE!**

(THURSDAY)

INVESTMENT: € 6,500 PER SPONSOR

SCIENCE & ACADEMIC LUNCHEON **EXCLUSIVE!**

(THURSDAY)

INVESTMENT: € 11,000 PER SPONSOR

- Sponsor logo on breakfast signage
- Display and distribution of sponsor promotional materials in the area
- Possibility to give a keynote address or presentation at the beginning of the breakfast/lunch
- Invitations for company representatives to the breakfast (number of participants to be confirmed by the IAF Secretariat)
- Branding of the breakfast/lunch area

EXHIBITION SPACE

DEAR PARTNERS,

Exhibition space will be allocated on a “first come, first served” basis, with priority given to Anchor, Platinum, Gold, Silver and Bronze partners. More information about the exhibition will be provided soon.

| | |
|--|---------------------|
| EXHIBITION RAW SPACE PRICE PER SQUARE METER | €620 (VAT excl.) |
|--|---------------------|

IAF MEMBERS RECEIVE A 15% DISCOUNT ON BOOTH SPACE

Exhibition Space includes:

- Raw space. No carpet, delimited by marking on the floor
- 2 exhibition booth staff badges for the first 9 sqm booked, plus 1 exhibition booth staff badge for each additional 9 sqm booked
- For additional exhibition booth staff badge, please contact us
- Minimum space: 9 sqm
- Shell Scheme or furniture are NOT included in the exhibition space and need to be ordered separately

*Prices are excluding VAT. The VAT of Italy in the amount of 22% applies
For U.E. member companies Reverse Charge System VAT by the client.*

Please contact us at sponsor@iac2024.org or visit the website: www.iac2024.org for updated information.

Information about MICO booking platform - soon available

IMPORTANT NOTES REGARDING EXHIBITION BOOTH STAFF BADGES

Exhibition Booth staff badges give access to the exhibition area, Opening Ceremony and Welcome Reception.

Access to technical and plenary session rooms is not included and will require a registration.



Sponsoring companies are welcome to suggest additional sponsorship ideas to better match their visibility branding and mission goals during IAC2024.

Feel free to contact us with your proposal to be discussed together with the Organizer by sending an email to sponsor@iac2024.org

For your hotel reservation in Milan, **MiCo dmc** is appointed as Official Housing Bureau of **the 75th International Astronautical Congress (IAC 2024)**.

A number of hotel rooms at preferential rates in different price categories has been reserved in Milan and surrounding areas for IAC 2024 delegates.

Due to the huge hotel accommodation request, it is advised that you make your reservation as early as possible in order to have the best choice of available hotels.

For any information and/or group reservation please contact us at:



MiCodmc

P.le Carlo Magno 1 - 20149 Milan – Italy
Tel.: +39 0243426288
E-mail: info@micodmc.it

MILAN CITY TAX

Since September 2012, Milan City Council has introduced a city tax for tourists staying overnight in Milan. Tourists will have to pay the levy in addition to the hotel bill as follows:

- Euro 5,00 per person per night for guests staying at 4 and 5-star hotels
- Euro 4,00 per person per night for guests staying at 3-star hotels

HOTEL ACCOMMODATION FOR INDIVIDUAL PARTICIPANT

up to 5 rooms

Coming soon

HOTEL ACCOMMODATION FOR GROUPS

Group reservations for 6 rooms or more will be handled by separate contracts and regulations.

In order to submit an enquiry for a group booking, please contact MiCo dmc by e-mail at info@micodmc.it providing the number of rooms needed, hotel category and preferred location if possible.

Please note that telephone reservations will not be accepted.

