International Astronautical Congress 2020
CyberSpace Edition

Canada Pavilion Sponsorship Options

October 12 – 14, 2020

SATCAN

71st
IAC 2020
The CyberSpace Edition

Why Be a Part of Team Canada at IAC 2020?

[International Astronautical Congress 2020](#)

The IAC has been **the** premier space conference for decades. It attracts technical, industry, government agency leaders from around the world.

By becoming a sponsor of the Canada Pavilion you will:

- Be seen as a leader of the Canadian space industry.
- Interact with thousands of space stakeholders worldwide.
- Connect with the biggest players in the space industry.
- Reunite with longstanding contacts at IAC through online tools.
- Seize the opportunity to reach new stakeholders, some of whom may not have attended IAC otherwise.
- Benefit from the Canada Pavilion's amplification online with social media, publicity and other efforts.
- Invest wisely in your IAC presence and save money.

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Online Attendance on the Rise

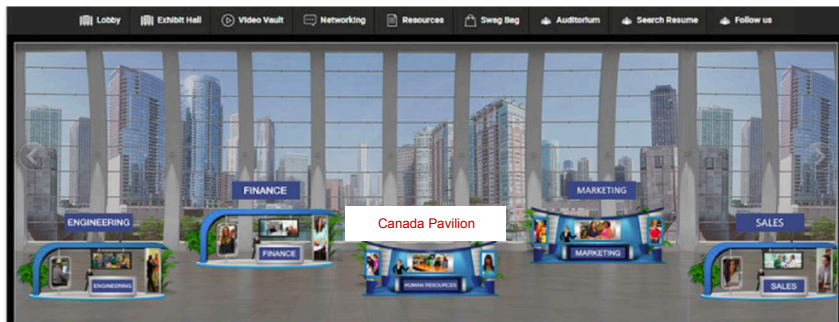*Examples from recent hi-tech conferences suggest a large growth in online viewership:*

Conference	Live Attendance 2019	Online Registration 2020
HPE Discover	10,000	38,000
Dockercon	4,000	75,000
Red Hat Summit	9,000	80,000
IAC 2020	6,300	???

Sources: Space News and SiliconANGLE

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Benefits of Participation

- **Networking Opportunities**
  Chat sessions | Visit with attendees virtually | Group & private platforms.

- **Optimum Brand Exposure**
  Upload sales materials | Daily social media exposure on LinkedIn, Facebook, Twitter | Canada Space Directory | Digital links to marketing materials

- **Maximum Value for Your Dollar**
  Leverage Team Canada's premium coverage | Save money with maximum exposure.

- **Competitive Advantage**
  Be seen by your target market in a large-scale event | Thought leadership in a global forum.

Example of Exhibit Hall. Not an exact replica.

Example of Pavilion. Not an exact replica.

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71st International Astronautical Congress 2020 (IAC 2020)
Cyberspace Edition

Satellite Canada Innovation Network (SatCan) and the Canadian Space Society (CSS) invite the Canadian space industry to join **TEAM CANADA** in **Canada's Space Mission** to form the Canada Pavilion at IAC 2020.

TOP 3 THINGS TO KNOW ABOUT IAC CYBERSPACE EDITION

1. **Registration for attendees is free** to IAC 2020. Your participation in the Canada Pavilion will be seen by a worldwide audience.

2. **Sessions** will all be online. (See the **Schedule at a Glance**)

3. **A Virtual Exhibit Hall** will include booths, (sample on the next page). **Watch the short video** of the full conference setting (the Exhibit Hall information is presented in detail at 08:19 of the video).

   • The virtual Exhibit Hall is open to attendees 24hrs a day. As a participant in the Canada Pavilion, you may choose to participate all day or during particular times of day in various time zones.

   • As the hosts of the Canada Pavilion, we have incentives to encourage targeted attendee engagement with Team Canada.

Canada Pavilion Sponsorship Options

Package Details	Gold $4,000	Silver $2,500	Bronze $1,500
# of packages Available	2	4	Unlimited
Virtual Banner	1 screen for 3 days	0	0
Content Uploads	Up to 12	Up to 7	Up to 3
Chat Host (see page Hours Available for chatting for times)	3 hours Prime Time	2 hours Prime or Shoulder Time	2 hours non- prime or shoulder time
Participate in Panel	X	No	No
SatCan Social Media (LinkedIn, Twitter, Facebook)	3 mentions per day (9 total)	2 mentions per day (6 total)	1 mention per day (3 total)
Canadian Directory Inclusion	Full page 4 colour ad	½ page 4 colour ad	¼ page 4 colour ad
For More details	See page 9	See page 10	See page 11

Exhibit Hall is open 24/7
(Oct 12 9am - Oct 14 10am ET)

All prices listed in Canadian Dollars (CAD) and do not include HST

Conference Platforms Explained

CONFERENCE TOOLS	
Booth Host	The Canada Pavilion is the booth. SatCan/CSS are the booth hosts.
Booth Participant	Any sponsor that chooses to be a part of the Canada Pavilion. Booth Participants will have the same access to attendees as other attendees.
Virtual Banners	Each booth, depending on size, has a limited number of screens. The Canada Pavilion will have 4 screens at its booth, 3 of which will be occupied by Gold Sponsors material.
Content Library	Every booth at the IAC Exhibit Hall has a Content Library. Attendees will download information from the Canada Pavilion Content Library like they would take brochures, magazines and papers in an in person conference. The Canada Pavilion Library is similar to brochure or magazine stands in a booth.
Virtual Briefcase	Each attendee can download information from each booth and save to their "virtual briefcase". The virtual briefcase helps users store any items they see in the virtual environment, that interests them, and allows them to download it once the event ends. This is similar to a conference bag where individuals store brochures and items collected at conferences.
Canada Pavilion Chats	The chat room is an area within the booth that allows those that are on the chat to engage with visitors via text, audio and video in real time. SatCan will also have the ability to provide the times each sponsor will be online to chat which will be displayed in the booth so that attendees know when the booth will be staffed and by whom. . Chats are explained in this video https://player.vimeo.com/video/400196699 at time 9:10 – 10:10. It explains in more detail and shows you an example of the interface.
Canada Pavilion Panel	SatCan & CSS will host a Canadian Leaders panel discussion that will take place on October 13th.
Social Media	Throughout the Congress, SatCan/CSS will will be actively working on social media on various channels like Twitter, Facebook and LinkedIn. We will be also coordinating with IAC's social media to ensure that critical information is available.

Sponsorship Benefits Explained

SPONSORSHIP BENEFITS	
Content Uploads	Each level of sponsorship has a designed number of PDF uploads. The Canada Pavilion has a limit to the number of uploads permitted.
Canada Pavilion Chat Host	Those sponsors eligible for this benefit will have 1 hour to host a chat session with attendees during IAC. Chat Hosts will choose their own topics.
Participate in Canada Pavilion Panel	SatCan will host a Canadian Leaders Panel on October 13th. The panelists are made up of the Gold Sponsors of the Canada Pavilion and some special guests.
Social Media Mentions	SatCan will mention your company on various channels (Twitter, LinkedIn and Facebook) via stories, video clips and reposts. We will work closely with you to explore the most compelling facts you want to relay to the IAC delegates.
Canadian Space Directory Inclusion	Canadian Space Directory is an industry catalogue of space products and services from companies across the nation. Described fully on page 12.

"Every new thing creates two new questions and two new opportunities."
- Jeff Bezos

Sponsorship Level - Gold $4,000*

Virtual Banner - 1 screen (of 4 available in the Canada Pavilion) dedicated to the Gold Sponsor**

Canada Pavilion Webpage - Gold sponsor recognition on the Canada Pavilion Webpage** - visitors click on Canada Pavilion Banner when they arrive at Canada Pavilion

Literature - Up to 12 content uploads to the Canada Pavilion Library. Attendees will download and save the content to their "virtual briefcase".

Chat Sessions - 3-hour chat hosting during prime time. Gold Sponsors may choose hours outside of prime time if preferred.

Canada Pavilion Webinar - Option to be 1 panelist of four on the Canada Pavilion Webinar.

Social Media - 3 SatCan social media mentions per day for a total of 9 mentions (Twitter, Facebook and LinkedIn)

Canadian Space Directory
- 4 colour full page ad (with a link).
- Listing in the Canadian Space Directory: Company Name, URL, Contact Name, Contact Title, Contact Email, Contact Phone and brief company description (100 words).

See the Conference Platform Page and the Description of Sponsorship Benefits Page.

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*All prices listed in Canadian Dollars (CAD) and do not include HST
**Sponsor is responsible to design the banner and any linked material and provide to SatCan by October 2.

Sponsorship Level - Silver $2,500*

Canada Pavilion Webpage
Silver sponsor recognition on the Canada Pavilion webpage**
(visitors click on Canada Pavilion Banner when they arrive at Canada Pavilion)

Literature
Up to 7 content uploads to the Canada Pavilion Library.
Attendees will download and save the content to their "virtual briefcase".

Chat Sessions
2-hour chat hosting during prime and shoulder time. Silver Sponsors may choose hours outside of prime time if preferred.

Social Media
2 SatCan social media mentions per day for a total of 6 mentions (Twitter, Facebook and LinkedIn)

Canadian Space Directory
- 4 colour ½ page ad (with a link).
- Listing in the Canadian Space Directory: Company Name, URL, Contact Name, Contact Title, Contact Email, Contact Phone and brief company description (100 words).

See the Conference Platform Page and the Description of Sponsorship Benefits Page for more information.

*All prices listed in Canadian Dollars (CAD) and do not include HST
**Sponsor is responsible to design the banner and any linked material and provide to SatCan by October 2.*

Sponsorship Level - Bronze $1,500*

Canada Pavilion Webpage
Bronze sponsor recognition on the Canada Pavilion Webpage**
(visitors click on Canada Pavilion Banner when they arrive at Canada Pavilion)

Literature
Up to 5 content uploads to the Canada Pavilion Library.
Attendees will download and save the content to their "virtual briefcase".

Chat Sessions
2-hour chat hosting outside of prime or shoulder time.

Social Media
1 SatCan social media mentions per day for a total of 3 mentions (Twitter, Facebook and LinkedIn)

Canadian Space Directory
- 4 colour ¼ page ad (with a link).
- Listing in the Canadian Space Directory: Company Name, URL, Contact Name, Contact Title, Contact Email, Contact Phone and brief company description (100 words).

See the Conference Platform Page and the Description of Sponsorship Benefits Page.

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**Sponsor is responsible to design the banner and any linked material and provide to SatCan by October 2.*

The Canadian Space Directory

An industry catalogue of space products and services from companies across the nation. It profiles businesses from a diverse range of the value chain with contacts and links to further information. Listing includes: Company Name, URL, Contact Name, Contact Title, Contact Email, Contact Phone and brief company description (100 words). The Canadian Space Directory will be available for download at the Canada Pavilion during IAC, at other events (Ascend) and year-round on the SatCan webpage.

The Directory will be published on FlippingBook.

Canadian Space Directory Level 1 (Included in Gold Package) - $1,200
- 4 colour Full page ad (with a link).
- A listing in the Canadian Space Directory

Canadian Space Directory Level 2 (Included in Silver Package) - $800
- 4 colour ½ page ad (with a link).
- A listing in the Canadian Space Directory

Canadian Space Directory Level 3 (Included in Bronze Package) - $500
- 4 colour ¼ page ad (with a link).
- A listing in the Canadian Space Directory

Canadian Space Directory Level 4 - $300
- A listing in the Canadian Space Directory

2020 **CANADIAN**
2021 **SPACE**
DIRECTORY

ADVERTISING SPECIFICATIONS

MATERIAL REQUIREMENTS:
High Quality PDF or jpeg 300 dpi,RGB (bleed is not necessary)
No Microsoft Word, Publisher or Power Point files will be accepted.
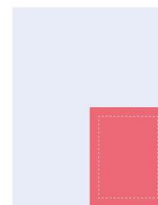
FULL PAGE AD SPECS
Trim size: 8.5" x 11"
Type Safety Area: 7.5" x 10"

1/2 PAGE HORIZONTAL AD
Trim size: 8.5" x 5.5"
Type Safety Area: 7.5" x 4.5"

1/4 PAGE HORIZONTAL AD
Trim size: 4.25" x 5.5"
Type Safety Area: 3.25" x 4.5"

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Exhibition Hours and Chat Hosting

Exhibit hall is open from Monday October 12th 8:40am EST – Wednesday October 14th at 10:30am EST

Date	Time (EST)	IAC Congress Activity	
Canadian Thanksgiving	Monday, October 12, 2020		
		09:00	IAC Opens - Exhibit Hall Opens	Reserved for Gold / Silver Sponsors
		10:00	Live Sessions (Link)	
		11:00		
		12:00		
		13:00	Exhibit Hall Open	
		14:00		
		15:00	Exhibit Hall Open	
		16:00		
		17:00		
		18:00		
		19:00		
		20:00		
		21:00		
		22:00		
		23:00		

Date	Time (EST)	IAC Congress Activity	
Tuesday, October 13, 2020	Midnight	Exhibit Hall Open	
	01:00		
	02:00		
	03:00		
	04:00		
	05:00		
	06:00	Exhibit Hall Open	Reserved for Gold/ Silver Sponsors
	07:00		
	08:00	Live Sessions (Link)	
	09:00		
	10:00		
	11:00		
	12:00		
	13:00	Exhibit Hall Open	
	14:00		
	15:00	Exhibit Hall Open	
	16:00		
	17:00		
	18:00		
	19:00		
	20:00		
	21:00		
	22:00		
	23:00		

Date	Time (EST)	IAC Congress Activity	
Wednesday, October 14, 2020	Midnight	Exhibit Hall Open	
	01:00		
	02:00		
	03:00		
	04:00		
	05:00		
	06:00		
	07:00	Exhibit Hall Open	Reserved for Gold / Silver Sponsors
	08:00		
	09:00	Live Sessions	
	10:00	IAC Closes	

Blue denotes prime time Gray is shoulder time | IAC Schedule subject to change | Purple time slots are for Gold and Silver Sponsors

Next Steps

1. Contact b2b@satcan.ca for more details.

2. Fill out application and receive details regarding your participation.

3. Receive and pay invoice

4. Get ready to be a part of IAC 2020 CyberSpace Edition

Questions? Email admin@satcan.ca
www.satellitecanada.org