



## 28<sup>th</sup> Annual International Space Development Conference

Omni Gateway Resort, Orlando Florida  
May 28 – May 31, 2009

### Sponsor and Exhibitor Prospectus

#### **The Public Space Event of the Year**

The National Space Society invites you to join the excitement in Orlando Florida on May 28 – May 31 for what promises to be the biggest and best citizens' space conference of all time.

This conference marks the 28<sup>th</sup> anniversary of ISDC. Leaders from all segments of the space community will be on hand to share their inspiration for the future of space exploration and development.

#### **National Space Society**

The National Space Society makes up the nation's largest block of advocates for space exploration and development, representing more than 20,000 supportive citizens. NSS has a proven record of promoting space to the general public and communicating citizen support to top decision-makers in government, industry and the media. Learn more about The National Space Society at [www.nss.org](http://www.nss.org).

#### **Key Leaders**

ISDC will bring together a diverse range of space leaders, from government to private enterprise, from scientist to artist. Support for ISDC ranges from NASA to commercial aerospace to corporate aerospace.

We anticipate another year of strong support from top officials from NASA. NASA support for ISDC for the past several years has been led by Shana Dale, NASA's Deputy Administrator; and also included Charles Elachi, Director of the Jet Propulsion Laboratory; Pete Worden, Director of Ames; Angela Diaz, Chief Education Officer; John Connolly, Lunar lander preproject manager; Neil Woodward, Manager, Commercial Orbital Transportation Services; Michael Coats, Director of NASA Johnson Space Center, and Robert Hopkins, Chief of Strategic Communications.

We were also pleased to welcome Miles O'Brien, Chief Technology and Environment Correspondent, CNN; Burt Rutan, President of Scaled Composites and designer of SpaceShipOne; and Dr. Neil deGrasse Tyson, Astrophysicist, Author, Director of Hayden Planetarium.

#### **Conference Hotel and Location**

ISDC will start on Thursday, May 28, 2009 at the Omni Gateway Resort in Orlando, Florida

## **Exhibitor Opportunities**

ISDC 2009 provides an excellent opportunity for exhibitors. With the conference taking place in Orlando, more than 1,500 attendees are expected, as well as national and local media coverage.

A variety of exhibitor options are available, ranging from large, full-scale exhibition spaces to areas suitable for smaller companies and businesses.

## **Sponsorship Opportunities**

ISDC 2005, 2006, 2007 and 2008 have been sponsored by NASA as well as leaders of the American space industry-visionary companies who recognized the value of the exposure, audience and network offered by ISDC.

For ISDC 2009, a wide variety of sponsorship levels are available, so every company can find a package that suits its goals and budget. We invite you to demonstrate your support and attention for space exploration and its benefits by joining in sponsorship of ISDC 2009.

## **Return on Sponsorship Investment:**

### **Media and Publicity**

Sponsors will receive wide exposure across a variety of media. As in 2005, 2006, 2007 and 2008 we expect leading national, industry, international and local media sources to attend the conference. In the past two years we have had coverage from national NBC Nightly News, the Discovery Channel, the BBC, the Economist, Wired Magazine, Popular Science, the Washington Post, the New York Times, Bloomberg, Business 2.0, National Public Radio, CSPAN, and Space News.

In 2008, the announcement of the roll out date of White Knight Two by Will Whitehorn and the announcement of the Space Ambassador Program brought attention for nontraditional aerospace media and world wide media coverage.

A print advertising campaign in Space News will bring recognition in the aerospace community. Prominent placement on the conference website brings additional exposure. A series of articles and advertising on Space.com, SpaceNews.com and other online sources will be ongoing. Finally, blast emails to members and press releases will spread the word.

### **Exposure and Networking**

ISDC offers an important opportunity to build corporate profile before key decision-makers in the civil and commercial space sectors. We anticipate strong support from top officials in NASA, DARPA, and Congress.

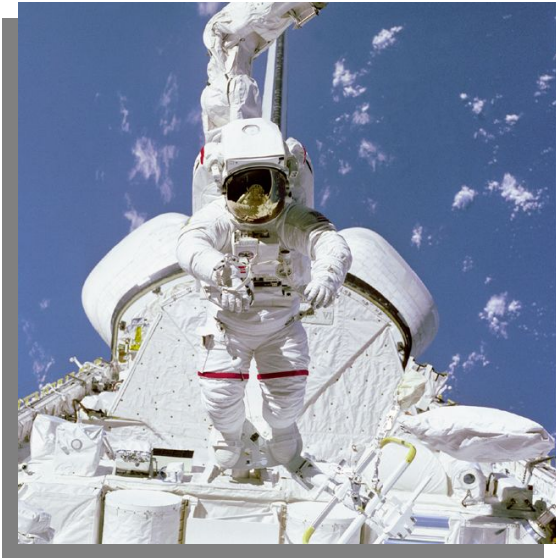
### **Citizen Education and Action**

Finally, ISDC offers the potential to share key messages with the citizens who provide a powerful voice in shaping government policy. Many of the people who attend ISDC are the most committed grassroots activists in the country. Sponsoring the conference shows that you are publicly engaged with space and enables your firm or organization to share key messages with these important activists.

## Attractions and Programming

ISDC has set a new standard for citizen space conferences with the largest turn out in recent history. ISDC 2009 will feature the NASA Constellation Program, Work Force issues, commercial space, the International Space Station, Moon and Mars, space entrepreneurship, and much more.

A wide variety of other space advocacy and educational organizations we anticipated as support for ISDC 2009, including the California Space Authority, National Society of Black Engineers, Caltech Venture Forum, Space Studies Institute, X Prize Foundation, Moon Society, Students for the Exploration and Development of Space, Spaceward Foundation, SETI Institute, and more.



# ISDC 2006 - 2008

## Speakers and Honored Guests

**Congressman Nick Lampson**  
Congressman, Texas 22nd Congressional District

**Congressman Dana Rohrabacher**  
U.S. Congressman

**Shana Dale**  
Deputy Administrator, NASA

**Michael Coats**  
Director, NASA Johnson Space Center

**Dr. Charles Elachi**  
Director,  
Jet Propulsion Laboratory

**Simon "Pete" Worden**  
Director, NASA Ames Research Center

**Doug Cooke**  
Deputy Associate Administrator,  
NASA Exploration Systems Mission Directorate

**Robert P. Hopkins**  
Chief of Strategic Communications, NASA

**Dr. Steve Squyres**  
Principal Scientist for NASA's  
Mars Exploration Rover Mission

**Neil Woodward**  
Manager, Commercial Crew & Cargo Program Office

**Harrison "Jack" Schmitt**  
Apollo Astronaut, Chairman,  
NASA Advisory Council, and former U.S. Senator

**Laurie Leshin**  
Director of Sciences & Exploration,  
NASA Goddard Space Flight Center

**Hugh Downs**  
Chairman, NSS Board of Directors

**Miles O'Brien**  
Chief Technology and Environment Correspondent,  
CNN

**Paul Spudis**  
Senior Staff Scientist, Johns Hopkins University  
Applied Physics Laboratory

**Dr. Shannon Lucid**  
Astronaut, Scientist

**Dr. Donna Shirley**  
Program Manager, Mars Pathfinder

**Dr. Buzz Aldrin**  
Apollo 11 Astronaut  
Chairman, ShareSpace Foundation

**Rusty Schweickart**  
Apollo astronaut, Chairman, B612 Foundation

**Bill Nye**  
Science educator and broadcast host

**Dr. Neil DeGrasse Tyson**  
Director, Hayden Planetarium

**Burt Rutan**  
Founder, Scaled Composites

**Elon Musk**  
CEO and CTO, Space Exploration Technologies

**Will Whitehorn**  
President, Virgin Galactic

**Robert Bigelow**  
CEO, Bigelow Aerospace

**John Carmack**  
CEO, Armadillo Aerospace

# Summary of Sponsorship Levels

*Full benefits described in following pages.*

❖ **Galactic Sponsor** - \$50,000

*Presenting Sponsor of conference,  
includes main exhibitor space, choice of meal,  
and full presenting benefits*

❖ **Solar Sponsor** - \$20,000

*Lead sponsors of conference,  
includes central exhibitor space, choice of meal,  
and leading benefits*

❖ **Planetary Sponsor** - \$10,000

*Sponsors of conference,  
includes central exhibitor space, choice of meal,  
and benefits*

❖ **Moon Sponsor** - \$1,000

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❖ **Gala Awards Dinner**

Named Gala sponsorship - \$25,000

*Includes four tables (32 tickets)*

Table Sponsor - \$2,000

*Includes one table (8 tickets)*

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❖ **Luncheon/Dinner Sponsor** - \$7,000

- Thursday Lunch
- Thursday Dinner
- Friday Lunch
- Saturday Lunch
- Saturday Dinner
- Sunday Lunch

❖ **Refreshment Sponsor** - \$5,000

- Thursday Morning
  - Thursday Afternoon
  - Friday Morning
  - Friday Afternoon
  - Saturday Morning
  - Saturday Afternoon
  - Sunday Morning
  - Sunday Afternoon
- 

❖ **Merchandise Sponsor**

- Conference Tote Bags - \$8,000
- Lanyards - \$3,000
- Pens - \$3,000
- Notepads - \$3,000

❖ **Advertisement in program book**

Full page - \$2,400

Half page - \$1,200

Quarter page - \$600

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❖ **Exhibitors**

*Full details in exhibitor section,  
includes complimentary registrations*

20' x 20' space            \$8,000

20' x 10' space            \$4,000

10' x 10' space            \$2,000

**Reservation form available  
at conclusion of package.**

*For more information,  
please contact the NSS Associate Director,  
Brett Silcox, at (202) 429-1600,  
FAX: (202) 463-8498  
or via email at [bsilcox@nss.org](mailto:bsilcox@nss.org)*

# Galactic Sponsor

The ISDC Galactic Sponsor will be recognized as the Presenting Sponsor for the conference, and will receive a set of full registrations, a dedicated luncheon or dinner, marquee exhibition space, program book space, and presenting-level advertising and marketing exposure. We were pleased to have NASA as the Presenting Sponsor for ISDC 2006, 2007 and 2008.

Sponsor level: \$50,000 (Valued at over \$75,000)

## Benefits:

- ❖ Presenting Sponsor of conference, with top recognition in all advertising and marketing materials
- ❖ 16 Full Registrations, including ALL meals and tickets to the Gala Awards Dinner
- ❖ Three tables at the Gala Awards Dinner (24 tickets total, with up to 2 VIP guests per table)
- ❖ Named Sponsor of one luncheon or dinner of conference (except Gala Awards Dinner – named sponsorship available separately).
- ❖ Tent cards at table bearing organization name
- ❖ 20' x 20' Marquee Exhibition Space
- ❖ Two pages in program book (note: must be booked by March 31)
- ❖ Acknowledgment by NSS's President during the Conference opening remarks
- ❖ Presenting listing in conference advertising, including Space News advertisements
- ❖ Acknowledgement throughout conference marketing materials
- ❖ Acknowledgement in the conference program book
- ❖ A 22x28 sign bearing organizational name adjacent to the main conference lobby
- ❖ Acknowledgement on the conference website



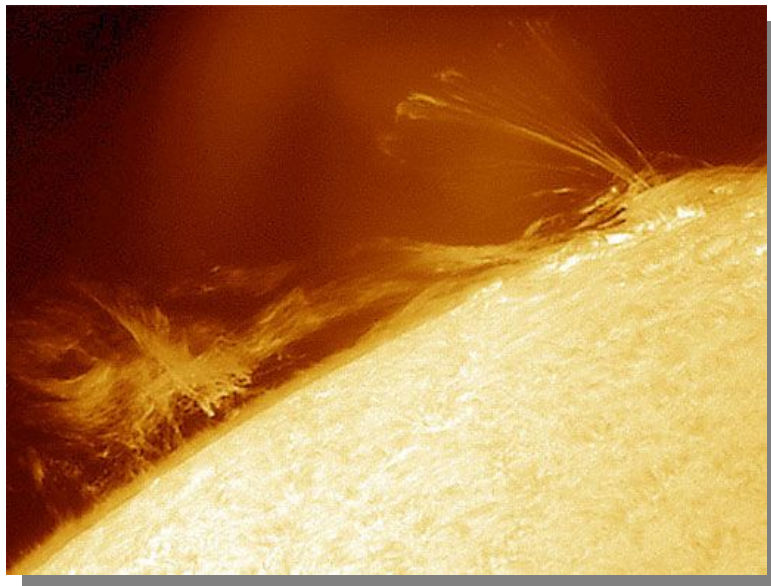
# Solar Sponsor

The ISDC Platinum Sponsors will be recognized as Lead Sponsors for the conference, and will receive a set of full registrations, a dedicated luncheon or dinner, central exhibition space, program book space, and leading advertising and marketing exposure.

Sponsor level: \$20,000 (Valued at over \$30,000)

Benefits:

- ❖ Lead Sponsor of conference, with recognition in all advertising and marketing materials
- ❖ 8 Full Registrations, including ALL meals and tickets to the Gala Awards Dinner
- ❖ Two tables at the Gala Awards Dinner (16 tickets total, with up to 2 VIP guests per table)
- ❖ Named Sponsor of one luncheon or dinner of conference (except Awards Dinner – named sponsorship available separately).
- ❖ A 22x28 sign bearing your firm's name outside of your event
- ❖ Tent cards at table bearing organization name
- ❖ 20' x 10' Marquee Exhibition Space
- ❖ One page in program book (note: must be booked by March 31)
- ❖ Acknowledgment by NSS's President during the Conference opening remarks
- ❖ Leading listing in conference advertising, including Space News advertisements
- ❖ Acknowledgement throughout conference marketing materials
- ❖ Acknowledgement in the conference program book
- ❖ Acknowledgement on the conference website



# Planetary Sponsor

The ISDC Gold Sponsors will be recognized as Sponsors for the conference, and will receive a set of full registrations, a dedicated luncheon or dinner, exhibition space, program book space, and advertising and marketing exposure.

Sponsor level: \$10,000 (Valued at over \$20,000)

Benefits:

- ❖ Sponsor of conference, with recognition in all advertising and marketing materials
- ❖ 4 Full Registrations, including ALL meals and tickets to the Gala Awards Dinner
- ❖ One table at the Gala Awards Dinner (8 tickets total, with up to 2 VIP guests per table)
- ❖ Named Sponsor of one luncheon or dinner of conference (except Awards Dinner – named sponsorship available separately).
- ❖ A 22x28 sign bearing your firm's name outside of your event
- ❖ Tent cards at table bearing organization name
- ❖ 10' x 10' Marquee Exhibition Space
- ❖ Half page in program book (note: must be booked by March 31)
- ❖ Acknowledgment by NSS's President during the Conference opening remarks
- ❖ Listing in conference advertising, including Space News advertisements
- ❖ Acknowledgement throughout conference marketing materials
- ❖ Acknowledgement in the conference program book
- ❖ Acknowledgement on the conference website



## Moon Sponsor

Supporting sponsors demonstrate their commitment to the future of space exploration.

Sponsor level: \$1,000

Benefits:

- ❖ 2 session registrations to the conference (no meals included).
- ❖ Acknowledgement in the conference program
- ❖ Acknowledgment by NSS's President during the Conference opening remarks
- ❖ Acknowledgement on the NSS website

## Gala Awards Sponsor

The ISDC Gala Awards Sponsor will be recognized as the Gala Sponsor for the Gala Awards dinner which will be held at the Capital Hilton. You will receive a full set of registrations, program book space, and presenting-level advertising and marketing exposure throughout the Gala.

Sponsor level: \$30,000 (Valued at over \$40,000)

Sponsorship available: 1

Benefits:

- ❖ Name Sponsor of the Gala, with top recognition in all advertising and marketing materials for the Gala
- ❖ 8 session registrations to the conference (no meals included)
- ❖ Four tables at the Gala Awards Dinner (32 tickets)
- ❖ A 22'x28' sign bearing organization name and logo at the entry to the dinner
- ❖ Organizations name/logo projected on screens at the Gala
- ❖ One full page in program book
- ❖ Acknowledgment by NSS's President during the Conference and Gala Awards opening remarks
- ❖ Acknowledgement on the NSS website

## Gala Awards Table Sponsor

Table Sponsorship: \$2,000

Benefits:

- ❖ One table at the Gala Awards Dinner (8 tickets)
- ❖ 2 session registrations to the conference (no meals included except the Gala tickets above)
- ❖ Tent cards on table bearing organization's name

## Luncheon / Dinner Sponsorships

ISDC Luncheon / Dinner Sponsorships are available for support of one of the meals of the conference, excluding the Gala Awards Dinner, which are addressed in the Gala Awards sponsor section. The available meals are Thursday Lunch, Thursday Dinner, Friday lunch, Saturday lunch, Saturday dinner, or Sunday lunch.

Sponsor level: \$7,000 (Valued at over \$15,000)

Sponsorships remaining: 6

Benefits:

- ❖ 8 tickets to the sponsored lunch or dinner
- ❖ 2 tickets to the Gala Awards dinner
- ❖ 8 session registrations to the conference (no meals included beyond sponsored meal).
- ❖ A 22x28 sign bearing your firm's name outside of your event
- ❖ Tent cards on table bearing organization's name
- ❖ Listing in conference advertising, including Space News advertisements
- ❖ Acknowledgment in the conference program
- ❖ Acknowledgment by NSS's President during the introductory remarks of the session
- ❖ Acknowledgement on the conference website

## Coffee Break Sponsorships

ISDC Coffee Break Sponsorships are available for support of one of the four plenary sessions, and include sponsorship of the mid-morning coffee break. Available sessions include Thursday Afternoon, Friday Morning and Afternoon, Saturday Morning and Afternoon, and Sunday Morning and Afternoon.

Sponsor level: \$5,000 (Valued at over \$6,000)

Benefits:

- ❖ Prominent signage adjacent to coffee break, including 22x28 sign bearing firm's name.
- ❖ 4 session registrations to the conference (no meals included)
- ❖ Listing in conference advertising, including Space News advertisements
- ❖ Acknowledgment in the conference program
- ❖ Acknowledgment by NSS's President during the Conference opening remarks
- ❖ Acknowledgement on the conference website

# Sponsored Merchandise

ISDC Merchandise Sponsors support the distribution of one of the brandable items listed below. *(Please note that each item is an exclusive sponsorship for one firm).*

Available items personalized with organization name and logo:

Tote Bags: To be distributed to all conference attendees. Used to hold all conference materials. (\$8,000)

Lanyards: Used to hold the conference name badges, these will be seen on every attendee. (\$3,000)

Pens: Every attendee will receive a pen at registration. (\$3000)

Notepads: Used for taking notes during the sessions, this item will not leave our attendees hands (\$3000)

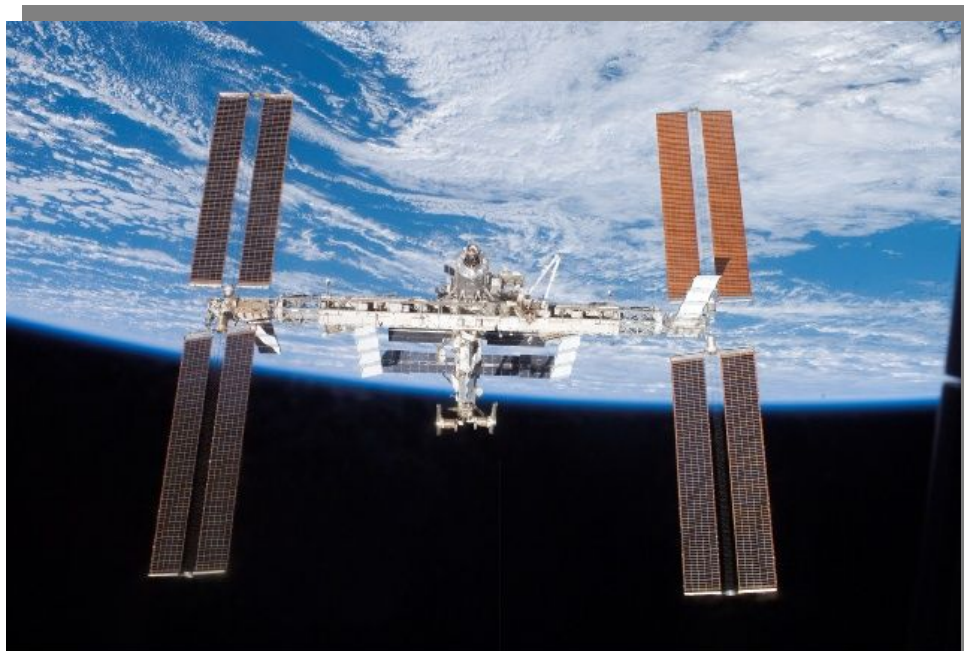
Merchandise sponsors will also receive:

- ❖ 2 registrations to the conference (no meals included )
- ❖ Listing in conference advertising, including Space News advertisements
- ❖ Acknowledgment in the conference program
- ❖ Acknowledgment by NSS's President during the Conference opening remarks
- ❖ Acknowledgement on the conference website

# Advertising in Program Book

The program book will be distributed to all attendees of the conference. Advertising space in the program book can be purchased separately according to the rates below. Specs will be sent on demand.

- ❖ Full Page - \$2,400
- ❖ Half Page - \$1,200
- ❖ Quarter Page - \$600



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# Exhibitors

## Corporate Exhibitors

20' x 20' space	\$8,000
20' x 10' space	\$4,000
10' x 10' space	\$2,000

Exhibitor fee includes the following:

- ❖ Exhibitor floor space
- ❖ One table with 3-foot high sidedrape for each 10' square, if requested
- ❖ Two conference registrations per 10' square
- ❖ Inclusion of exhibitor information in official program book
- ❖ All additional Exhibit Services not listed are not included in exhibitor fee
- ❖ Detailed exhibit hours will be provided when the overall conference schedule is finalized. Exhibitors are encouraged to be present at the booths during the formal exhibit hours to the maximum extent practical.
- ❖ If exhibitors are allocated space in non-lockable room, perimeter security will be provided for after-hours periods. While conference organizers will provide security as above for the duration of the conference, protection of the property and insurance are the exhibitor's sole responsibility. Exhibitor agrees that the ISDC has no obligation to provide security services and the ISDC makes no representation whatsoever with the respect to security of the premises. Exhibitors should consider arrangements to have locked facilities available in their booths for storage of display.



## 2009 INTERNATIONAL SPACE DEVELOPMENT CONFERENCE SPONSORSHIP RESERVATION

Please indicate sponsorship reservation by checking the appropriate box below.

- |  |   |
|--|---|
| <input type="checkbox"/> Galactic Sponsor - \$50,000<br><input type="checkbox"/> Solar Sponsor - \$20,000<br><input type="checkbox"/> Planetary Sponsor - \$10,000<br><input type="checkbox"/> Moon Sponsor - \$1,000<br><br><input type="checkbox"/> Gala Awards Dinner<br><input type="checkbox"/> Gala sponsorship - \$30,000<br><input type="checkbox"/> Table sponsorship - \$2,000<br><br><input type="checkbox"/> Sponsored Merchandise<br><input type="checkbox"/> Tote Bags - \$8,000<br><input type="checkbox"/> Lanyards - \$3,000<br><input type="checkbox"/> Pens - \$3,000<br><input type="checkbox"/> Notepads - \$3,000<br><br><input type="checkbox"/> Advertisement in Program Book<br><input type="checkbox"/> Full Page - \$2,400<br><input type="checkbox"/> Half Page - \$1,200<br><input type="checkbox"/> Quarter Page - \$600 | <input type="checkbox"/> Meal Sponsor - \$7,000<br><input type="checkbox"/> Thursday Lunch<br><input type="checkbox"/> Thursday Dinner<br><input type="checkbox"/> Friday Lunch<br><input type="checkbox"/> Saturday Lunch<br><input type="checkbox"/> Saturday Dinner<br><input type="checkbox"/> Sunday Lunch<br><br><input type="checkbox"/> Refreshment Sponsor - \$5,000<br><input type="checkbox"/> Thursday morning<br><input type="checkbox"/> Thursday afternoon<br><input type="checkbox"/> Friday morning<br><input type="checkbox"/> Friday afternoon<br><input type="checkbox"/> Saturday morning<br><input type="checkbox"/> Saturday afternoon<br><input type="checkbox"/> Sunday morning<br><br><input type="checkbox"/> Exhibitors<br><input type="checkbox"/> 20' x 20' space           \$8,000<br><input type="checkbox"/> 20' x 10' space           \$4,000<br><input type="checkbox"/> 10' x 10' space           \$2,000 |
|--|---|

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Payment Information**       Check enclosed

Please charge credit card    \_\_\_ AmEx    \_\_\_ MasterCard    \_\_\_ Visa    \_\_\_ Discover

Credit Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please return to: Brett Silcox, Associate Director, NSS, 1620 I Street, NW, Suite 615, Washington, DC 20006.  
PHONE: 202/429-1600, FAX: 202/463-8498, Email: bsilcox@nss.org**

