72ND INTERNATIONAL ASTRONAUTICAL CONGRESS
SPONSORSHIP AND EXHIBITOR PROSPECTUS

INSPIRE, INNOVATE & DISCOVER
FOR THE BENEFIT OF HUMANKIND

25th - 29th October 2021
Dubai World Trade Centre, UAE

www.iac2021.org
Once a year the global space community, its major players, its leaders, its decision makers, come together in an iconic meeting of minds, to work towards the advancement, the betterment of all humankind.

Next year, high-level stakeholders from space agencies and institutions around the world come together under one roof to exchange information and ideas, to share developments and advances, to swap insights, strategies and rising trends.

The International Astronautical Congress (IAC) is the world's premier space event. It is a one-of-a-kind assemblage, unmatched in scale and in scope, unequalled in its reach and its attendance, and in 2021 in a first for the country and a first for the entire region, it will be held in the UAE.

The world's premier space event will come to Dubai in 2021 — will you be there?

As official host of the seventy-first International Astronautical Congress — the IAC 2021 — the UAE will become the first-ever Arab country to host this annual, high profile gathering of the international space industry. Dubai will become the first city in the region to host the event in its seventy-year history.

We at the Mohammed bin Rashid Space Centre (MBRSC) are committed to making this event a resounding success. And we would like to invite you to be a part of this historic moment, to be a part of the UAE’s legacy.
WHY PARTICIPATE?

Each year the IAC features a line-up of thematic plenary sessions, informative lectures, in-depth technical sessions and interactive workshops — there is certainly no dearth of opportunities to learn.

But the event also features an exclusive global networking forum, as well as a heavily attended space science exhibition, both meticulously tailored to encourage engagement.

Participating organizations can leverage their presence at IAC 2021:

**CONNECT, NETWORK AND BUILD PARTNERSHIPS**

The IAC is structured to maximise networking opportunities; its organisers place heavy emphasis on the creation of alliances and partnerships during the event’s run. IAC 2021 will provide a platform to network with the global space sector’s leaders across government, industry and academia, and to make critical business connections. It will allow for collaboration and cooperation on a domestic as well as an international level.

**SHOWCASE YOUR ORGANIZATION**

IAC 2021 will provide an opportunity for participating organizations to highlight their capabilities, their experience, their contributions and their innovations in the space sector and beyond to a wide spectrum of attendees and high-level representatives of international agencies.

**BE A PART OF DUBAI’S ICONIC 2021 LINE-UP**

The year 2021 is set to become a cornerstone in the nation’s history — millions of visitors and nearly 200 participating nations will coalesce in Dubai for the region’s first-ever World Expo. For the UAE’s space sector, it marks the moment in which years of hard work will come to fruition: the MBRSC will launch Hope Probe, its space-exploration spacecraft to Mars.

The city will attract delegates from around the world and become the site for several successful business-to-business interactions. We understand the value of strong partnerships and, at any event we host, we are committed to creating an environment conducive to the formation of such connections.

So as we prepare to become a meeting ground for the brightest and best from the international space sector, this is a unique opportunity for participating organizations to join us.
Since its formation the IAC has grown into a site of collaboration and cooperation on multiple levels, and as such garners the presence of high-profile representatives from international space agencies and institutions.

The IAC draws in over 4000 participants from around the world each year — top space agency officials and delegations, astronauts, industry stalwarts, scientists and engineers, press and public, attend the congress in significant numbers.

IAC 2021 will attract:

› Heads of global space agencies, high-level officials and executives
› Policy and decision makers and legal experts
› Industry representatives and innovators
› Astronauts, scientists, engineers and specialists
› Researchers and academics
› Young professionals and students
› Members of the press

IAC 2021 will not just be a unique chance to meet and interact with these factions, but it is also a chance for organizations to showcase their developments and contributions in front of key representatives.
The Mohammed Bin Rashid Space Centre, founded in 2006, is home to the UAE National Space Programme. The Centre builds and operates earth observation satellites, offering imaging and data analysis services to clients around the world. The Centre launched DubaiSat-1, DubaiSat-2, and recently launched KhalifaSat on 29 October 2018 from Tanegashima Space Center in Japan. KhalifaSat was developed 100% in the UAE by a team of highly qualified Emirati engineers. The Centre is responsible for the development of the Emirates Mars Mission and the Mars Hope Probe, a mission to reach Mars orbit by 2021 and gather key science data about Mars’ atmosphere, as well as the UAE Astronaut Programme and the development of the Mars 2117 vision to build a human colony on Mars.

ABOUT IAF

Created in 1951 to foster dialogue between scientists around the world, and to support international cooperation in all space related activities, the International Astronautical Federation (IAF) to this day continues to connect all space people through its congress, the International Astronautical Congress (IAC). The Federation is the world’s leading space advocacy body with almost 400 members from 71 countries. Following its theme – “A space-faring world cooperating for the benefit of humanity” and its motto “Connecting all Space People”, over 40 administrative and technical committees support the Federation in its mission to advance knowledge about space and to foster the development of space assets by facilitating global cooperation. As organizer of the annual International Astronautical Congress (IAC), and other meetings on specific subjects, the IAF actively encourages the development of space for peaceful purposes and supports the dissemination of scientific and technical information related to space.

THE INTERNATIONAL ASTRONAUTICAL FEDERATION (IAF)

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Email: info@iafastro.org

ABOUT MBRSC

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The significance associated with winning the right to host the IAC in 2021 would not be lost on the young people of the UAE, and would serve to further illustrate the progress that has been made in the space sector in just over a decade. Space has become an attractive sector to many Emiratis and MBRSC’s strategy is mainly to harness space technology in the country and region in a way that attains socioeconomic development over the long term.

Hosting IAC 2021 will be a knowledge enrichment platform for the youth in the fields of space science and technology. It will act as an accelerator for STEM education, and will be a source of enormous pride and inspiration for the next generations who are hoping to participate in the space sector. The legacy of IAC 2021 will also be felt across the region, acting as a catalyst for other nations to establish space centres and agencies.

However, the impact of both the IAC 2021 coming to Dubai and the launch of the Emirates Mars Mission - Hope mission in the same year will send a message that reaches much further than the UAE. It will send a message to Arabs that they too can have an impact in space, and that their contributions are respected and valued by the international community. The UAE is regarded as being a shining light in the region, and a beacon of hope for young people, and the Hope probe is an example of this, sending the message that the Arab world can contribute to humanity, to science and to human endeavor.

Space is a sector that is growing in the UAE, and, as a result of the increased activity, it’s now growing in the region too. To see an Arab nation hosting the IAC would act as an accelerator to this growth, as the people would see the impact the UAE is having after just over a decade of space activity.

The Arab world once played a vital role in advancing humanity’s understanding of science, mathematics and the stars themselves, and while during the course of time parts of the region have become embroiled in difficulties, the UAE hopes to spread the message to the youth that they can make a difference, and that they can accomplish amazing things. Space is central to this.

The UAE is also keen to strengthen and enhance cooperation between all countries in the space sector. International cooperation is fundamental for the development of space activities in the UAE and the region. IAC provides the ideal platform for the exchange of experiences and mutual cooperation, pushing the industry on to an even more advanced level.

The congress has had a huge impact on the space industry in a number of ways, encouraging new business relationships, international cooperation between countries and agencies, the introduction of investment plans to support space launches, manufacturing, ground station operations and services. Finally, it gives members and attendees the possibility to grow their space programme and get their projects and missions off the ground.

Our vision in the UAE is to make a contribution to humanity and to science. We see an honour such as hosting IAC 2021 as being a pivotal step in our journey towards accomplishing our ambitions.
At Dubai World Trade Centre (DWTC) the only limit is your imagination. As the region’s largest events venue, we offer every type of service and support all under one roof.

Our business was founded on one simple idea creating better events and experiences. If you can imagine it, we’ll make it happen. Dubai World Trade Centre is centrally located within the commercial business district of Dubai amidst the city’s iconic landmarks.

With over 30 years experience and more than one million square feet of multi-purpose space, we have welcomed some of the world’s most high-profile events. A destination in itself, DWTC hosts more than 500 events across international trade fairs, mega consumer shows and prestigious conventions - and welcomes more than 3 million visitors from 160 global markets every year.

With the Dubai International Convention and Exhibition Centre at the heart of our complex, DWTC is home to the commercial offices of Sheikh Rashid Tower and the Convention Tower. With our own fully onsite serviced accommodation at The Apartments as well as our associate onsite hotels, Novotel and Ibis, a good night’s sleep is within arm’s reach. The result is a complex fully integrated into the business heart of Dubai.

* Highlighted area demonstrates IAC 2021 location

www.iac2021.org
Each delegate will receive a specially designed quality conference bag containing the conference programme, conference venue map, essential information, and other details useful for delegates.

IAC’s “who’s who” events for the year which normally has the biggest turn out. These events are excellent business development opportunities for companies sponsoring – whether it is to build new business relationships or strengthen existing ones.

Each delegate will receive a specially designed quality conference bag containing the conference programme, conference venue map, essential information, and other details useful for delegates.

Inclusion of promotional material, such as leaflets and brochures (max 8 pages), in the participants’ Congress bags.
› Leaflets or Brochure to be provided by the sponsor (content to be approved by the IAF and MBRSC)
› Leaflets or Brochure will be included in all delegate bags (approx. 5000)
› Sponsor will be acknowledged on all IAC related publications and website
If you’re searching for a sponsorship opportunity that offers high visibility throughout the duration of the Conference, look no further than the Internet Cafe. Almost everyone who attend the Conference visits the Internet Cafe. This popular sponsorship offers an opportunity for your company to gain visibility at the Internet terminals where attendees will connect with each other, check email and surf the Web. The logo screensaver guarantees that your logo will be seen by anyone who steps in front of an Internet Cafe computer.

The IAF Members Lounge is the area where all delegates affiliated to an IAF Member Organization can enjoy some relaxing and quite time to work or have discussion. The best opportunity to increase your visibility within the IAF community.

› Sponsor logo at the entrance of the lounge and on every screen at the Lounge
› Sponsor may provide a roll-up banner to be positioned in a prominent location in the lounge (design to be approved by IAF)
› Depending on the availability other branding options might be offered
› Sponsor will be acknowledged on all IAC related publications and website

The official IAF app offers a range of exciting opportunities to get your brand in front of attendees—before, during, and after the event. Smartphone users can download the app and then peruse the event schedule, view profiles on speakers, create their own schedule of what sessions to attend and receive messages from the organizers. Your company logo will be displayed on the user’s smart device while actively using the application.

Supporting the IISL Activities such as the Manfred Lachs Moot Court Competition, the IISL Annual Dinner and other IISL activities is a great way of marketing your organization. Sponsor logo at the entrance of the lounge and on every screen at the Lounge

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

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* All images are for representational purpose only.
VIRTUAL CONGRESS BAG

The exclusive sponsor of the Virtual Bag will have their logo prominently displayed in the bag. The bag will be shared directly with all attendees via email upon registration and will be available before, during and after the event and will be accessible by any devices.

PROMOTIONAL MATERIAL IN THE VIRTUAL CONGRESS BAG

Sponsors can provide any of the following items to include into the bag:
› Flyers
› Brochures
› Documents
› Discount codes
› Advertisements
› Document sharing and download
› Registration to a next event and much more!

The sponsor will receive instructions to build its own space in the virtual bag and an analytics report will be made available after the event.

* All images are for representational purpose only.
SPONSORSHIP FORM

72ND INTERNATIONAL ASTRONAUTICAL CONGRESS
25th-29th October 2021, Dubai World Trade Centre
United Arab Emirates

REGISTER YOUR INTEREST TO SPONSOR AT IAC 2021, Dubai

Please complete the form below and our dedicated team will contact you shortly for any further assistance.

Organization: ________________________________
Contact Person: ____________________________ Designation: ________________________________
City: ____________________________ Country: ____________________________
E-mail: ____________________________ Phone Number: ____________________________
Mobile: ____________________________ Website: ____________________________

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ADDITIONAL SPONSORSHIP OPTIONS (choose from the options defined in the Sponsorship brochure)

- EUR AED
- EUR AED
- EUR AED
- EUR AED

VAT @ 5%

TOTAL AED

For any further queries or assistance on Exhibition and Sponsorship opportunities, you may contact:

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Sign Here:
YOUR GATEWAY TO
72ND INTERNATIONAL ASTRONAUTICAL CONGRESS

See you @ IAC 2021!

IAF

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