

# SPACECOM

SPACE COMMERCE CONFERENCE AND EXPOSITION

## FOR IMMEDIATE RELEASE

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### SpaceCom Announces Event Line-Up

*Largest commercial space event in the world spotlights space exploration's impact on key industries on Earth*

**HOUSTON** – Today, officials with the [SpaceCom – Space Commerce Conference and Expo](#) announced details of this year's event, the largest commercial space conference in the world. Fresh off the success of the fall 2015 show that drew more than 1,700 attendees, SpaceCom 2016 will spotlight space technology and access to space-based assets that drive game-changing advancements in terrestrial industries, including advanced manufacturing, agribusiness, energy, maritime and medicine. The annual global conference and exposition will take place Nov. 15-17 at the George R. Brown Convention Center in Houston.

"Space exploration has spurred technological innovations across multiple industries for more than 50 years, dramatically changing the way we live life on Earth," said James Causey, executive director of SpaceCom. "SpaceCom supports the growing wave of cross-industry collaborators who are advancing and diversifying the impacts and benefits of this new space age."

The three-day event will feature keynote presentations, including Stuart Bradie, president and CEO of KBR; Dan Berkenstock, founding CEO of Terra Bella, a Google company; Jean-Jacques Dordain, former director general of the European Space Agency; Robert Bigelow, founder of Bigelow Aerospace; and panel discussions featuring more than 80 industry innovators and leaders.

"SpaceCom is a major force that actively connects C-level executives to focus on the innovative use of space-based assets and technology to explore new markets and accelerate solutions to some of the most challenging problems we face on Earth," said Gregory H. Johnson, executive director of the Center for the Advancement of Science in Space (CASIS) and chairman of the SpaceCom Advisory Committee.

Some of the most anticipated conference presentations during SpaceCom 2016 include:

- [KBR: The Evolution of the Low Earth Orbit Economy](#) – KBR President & CEO Stuart Bradie will discuss public/private models used in the energy industry that could enable next generation satellite and space station operations in Low Earth Orbit.
- [Monsanto: The Climate Corporation: Applying Space Technology to Terrestrial Activities](#) – Steve Ward will share ways that the company is using space technology to help the global \$3-trillion agricultural industry stabilize productivity and improve profits.
- [Terra Bella: Deploying Satellite Imaging, Sensing and Data](#) – Dan Berkenstock will discuss how Terra Bella's high-resolution satellite imagery applications are helping economists and logistics operators identify operational inefficiencies and anticipate supply chain bottlenecks.
- [Eli Lilly and Co.: Utilizing ISS Resources through CASIS](#) – Kenneth Savin will share results from an ISS study on medicines designed to prevent muscle wasting and its implications for people on Earth and missions to Mars.
- [Virgin Galactic: Developing an International Network of Spaceports](#) – Barry Matsumori will discuss developing his company's goal to give thousands of space tourists the ride of their life, as well as

their initiative to deploy thousands of next-generation, lightweight, sophisticated satellites that will connect the world.

- Bigelow Aerospace: Building an Infrastructure Network in Low Earth Orbit – Robert Bigelow will showcase how inflatable habitats will be used for Earth-orbiting space stations and more.
- Bessemer Venture Partners: Accessing Funding for Entrepreneurial Businesses Focused on the Low Earth Orbit market – Sunil Nagaraj will discuss how investment choices are made with the expectation of achieving high returns and reshaping the future of space commerce in the process.
- Jean-Jacques Dordain: The Next Steps in Space Commerce – The former director general of the European Space Agency will make the case for robust identification and eventual utilization of the resources of the solar system for the benefit of humankind.

SpaceCom's exposition will be packed with content, interactive exhibits and products from more than 200 exhibitors. The new SpaceVR Theater will offer SpaceCom attendees the opportunity to experience the space travel in the world's first immersive virtual reality setting. Additionally, there will be a panel of astronauts from the past, present and future, a robotics showcase and NASA's Robonaut 2 (R2).

"Not only does SpaceCom bring together more aerospace industry executives and NASA representation than any other event, our attendees also include cutting-edge entrepreneurs, business leaders and investors," said Steve Wolfe, deputy executive director of SpaceCom. "It's a place to do business, where attendees seek to forge partnerships and new opportunities to positively benefit vital industries and gain competitive advantage."

SpaceCom 2016 is produced in collaboration with [NASA Johnson Space Center](#), [Center for the Advancement of Science in Space \(CASIS\)](#), [Greater Houston Convention and Visitors Bureau \(GHCVB\)](#), and [Houston First Corporation](#). It is made possible by its [founding sponsors](#) and [other key supporters](#).

[Registration](#) for this year's event is currently open, and [sponsorships and exhibit booth space](#) are still available. For more information, visit [www.spacecomexpo.com](http://www.spacecomexpo.com).

### **About SpaceCom**

[SpaceCom](#) (the Space Commerce Conference and Exposition) focuses on the application of space technologies to fuel business innovation across the advanced manufacturing, agribusiness, energy, maritime and medical industries. The event is produced in collaboration with [NASA Johnson Space Center](#), [Center for the Advancement of Science in Space \(CASIS\)](#), [Greater Houston Convention and Visitors Bureau \(GHCVB\)](#), [Houston First Corporation](#) and [National Trade Productions](#). For more information, visit [www.spacecomexpo.com](http://www.spacecomexpo.com).

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