

SPACECOM

SPACE COMMERCE CONFERENCE AND EXPOSITION

Space Innovation. Smart Business.

December 5-7, 2017
George R. Brown Convention Center
Houston, TX

EXHIBITOR PROSPECTUS



 **CASIS** VISIT**HOUSTON**



For more information on sponsorship and booth opportunities, please contact:
Ted Chase, Chief Revenue Officer | 703.706.8215 | tchase@spacecomexpo.com

SPACECOM 2016 – A HUGE SUCCESS!

2,000+ total participants	90% of attendees made cross-industry contacts
255 key executives from NASA	100% of exhibitors rated SpaceCom as a good or excellent investment
281 top terrestrial industry executives	90% of attendees would recommend to a colleague
230 international reps from 31 countries	85% of attendees rated SpaceCom as having good or excellent value
22% GROWTH from 2015	
85% of attendees will attend SpaceCom 2017	

SPACECOM 2017 PREVIEW – DEMAND SIDE ACTIVITIES

At SpaceCom 2017 the commercial space industry will do business with each other and market their space technology solutions to other industry sectors including energy, maritime, agribusiness, medical and advanced manufacturing. SpaceCom 2017 is also a place where these other sectors will apply their technologies to solve challenges at NASA and throughout the global space industry. In the dynamic technological environments at SpaceCom 2017, solutions will flow in all directions.

SpaceCom 2017 will attract thousands of attendees from more than 30 countries to address the growing demand to understand and take advantage of the opportunities of doing business in, or using information and/or technology from, the emerging commercial space sector. As launch service capacity increases and as sophisticated in-space satellites and capabilities become more prevalent and diverse, creating the market demand to sustain the growing space capability becomes the critical challenge. SpaceCom exists to address this challenge.

DEMAND SECTORS - There are five primary demand sectors:

- 1) Commercial Space**
- 2) NASA, Other U.S. Government Agencies & International Space Agencies**
 - Ongoing activities
 - International Space Station
 - Human spaceflight challenges
 - Beyond LEO non-human missions
- 3) Users of Space Technology**
 - Terrestrial industries
 - Consumers
- 4) Users of Earth Observation Data**
 - Governments
 - Terrestrial industry/Earth centric industries
 - Consumers
- 5) Capital Seekers**
 - Promising startups worthy of capital investment
 - Existing businesses needing capital

SpaceCom's conference program for 2017 is designed to provide an environment where executives from NASA, the aerospace industry and terrestrial companies can take advantage of the new business opportunities and partnerships being created in this new emerging market.



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SPACECOM 2017 – CONTENT THEMES

Four content themes will allow attendees to dig deep into specific areas of interest.

NASA: Its purchasing power will remain essential for years to come. For example:

- How to Do Business with NASA
- Public/Private Partnerships
- Space Policy & the New Administration
- Using the ISS & CASIS Capabilities

Commercial Space: The space sector needs to attract a more diverse customer base and create targeted products for this new customer base as they continue to do business with government, industry and each other. For example:

- Launch Service Providers
- Spaceports including all day Summit
- Debris Management/Control/Mitigation
- Unmanned Vehicle Applications
- Commercial Space Habitats
- Space Mining
- Satellite Servicing

Terrestrial Industry: Matching the needs of these industries with the solutions from commercial space. SpaceCom is the place where industry sectors find these solutions. For example:

- Uses of Earth Observation Data - Imaging, Data & Sensing
- Consumer Products
- Terrestrial Industry Workshops on:
 - Remote Medicine
 - Natural Resources
 - Materials
 - Oceans
 - Climate

Capital Seekers: SpaceCom is where new space business models are considered and funded. For example:

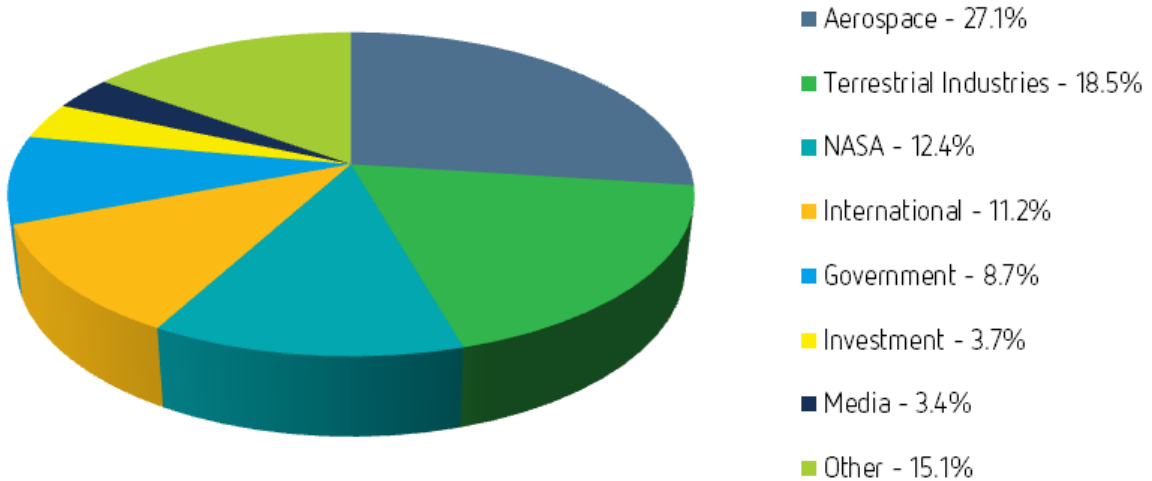
- All Day Entrepreneurship Workshop
- Finance Sources
- Public/Private Partnerships

SpaceCom is a place where the commercial space industry makes deals among themselves; to learn about the emerging business models and technologies that will drive the industry forward in the coming years. SpaceCom is also a forum for NASA to showcase how it is working to help the commercial space sector by being a partner and, most importantly, a good customer that provides essential seed capital to spur greater growth in the sector.



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SPACECOM ATTENDEE PROFILE – 2016



SPACECOM 2017 – TARGET SPONSORS/EXHIBITORS

Aerospace Components
Aerospace Technology (TRLs)
Agribusiness
Applied Research
Asteroid Mining
Automotive
Commercial Human Spaceflight
Commercial Satellites
Earth Observation
Economic Development
Education
Electronics
Energy
Finance
In-Space Services
International Space Agencies
ISS Cargo/Resupply

Jobs & Recruitment
Launch Operations
Launch Service Providers
Launch Vehicle Integration
Law
Marine
Materials/Tools Manufacturing
Media Communications
Medical
Robotics - General
Secure Communications
Software Systems
Spaceports
Surface Treatments/Coatings
Testing
Unmanned Automated Vehicles (UAV)

BOOTH OPPORTUNITIES

EXHIBITOR BENEFITS

- **Access** – Entrance to the Opening Welcome Reception on Tuesday, December 5
- **Directory Listing** – Company description, logo and URL in the SpaceCom Show Guide (*if secured by deadline*)
- **Online Listing** – Company description, logo and URL on the SpaceCom website
- **Mobile App Listing** – Company description, logo and URL on the SpaceCom Mobile App
- **Five Exhibitor Badges** – Included with 10' x 10' booth

SHOW FLOOR FEATURES

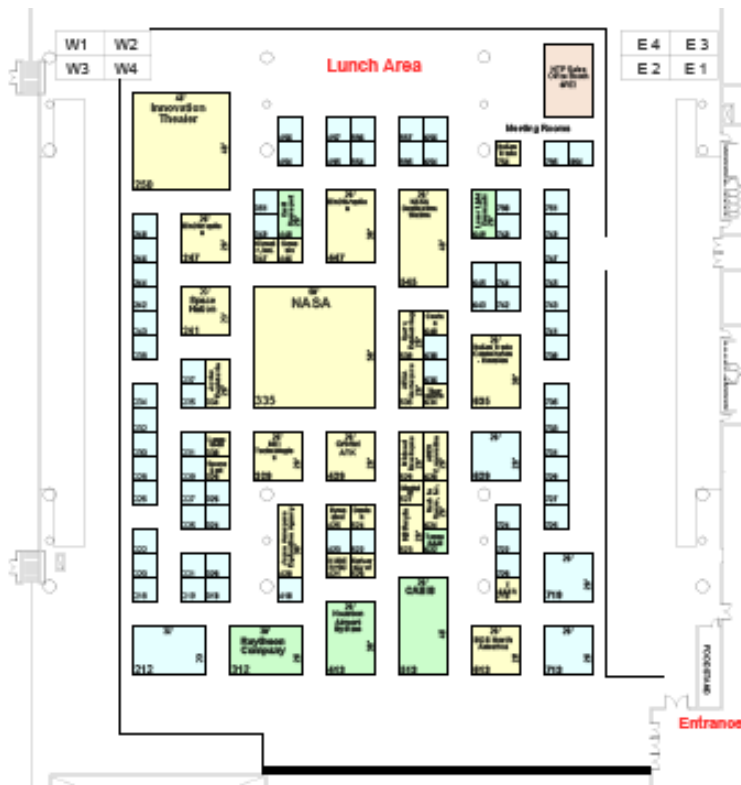
- **Selected Lunches and Refreshment Breaks on the Show Floor!**
- **More than 100 Exhibitors** – Showcasing the application of space technologies
- **Innovation Theater** – Presentations on the show floor to help drive traffic

SPACECOM SHOW HOURS – *more than 9 hours of exclusive show floor time!*

- **TUESDAY, DECEMBER 5**.....4:30PM – 7:00PM
- **WEDNESDAY, DECEMBER 6**.....10:00AM – 5:00PM
- **THURSDAY, DECEMBER 7**.....10:00AM – 3:00PM

EXHIBIT SPACE FEES

- **Industry Rate** – \$38 per square feet
- **Government/Non-Profit Rate** – \$30 per square feet



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SPONSORSHIP OPPORTUNITIES

SpaceCom offers a wide variety of sponsorship opportunities to provide your company with maximum exposure to key decision makers in the commercial space marketplace. Stand out and connect with the key attendees that you need to reach at SpaceCom.

TRAFFIC DRIVERS/ENGAGEMENT

Charging Stations – \$15,000

Get noticed while attendees power up their mobile devices! Sponsorship includes signage with company name and booth number at each station and recognition as a sponsor onsite and in marketing materials.

Conference Attendee Breakfast – \$8,000 - \$12,000

Kickstart the day for SpaceCom attendees with premium brand exposure by sponsoring a breakfast. Sponsorship includes signage with company name and booth number in the breakfast area and recognition as a sponsor onsite and in marketing materials.

Conference Attendee Refreshment Break – \$5,000 - \$10,000

Sponsorship includes signage with company name and booth number in the refreshment area and recognition as a sponsor onsite and in marketing materials.

Video Showcase – \$5,000

Showcase your video content and/or brand commercial to SpaceCom attendees and drive traffic to your booth with this dynamic opportunity. Videos will loop in key areas throughout the convention center, including registration and the show floor theaters (sponsor provides video, maximum of 60 seconds).

Meeting Centers – \$4,500 (5 total opportunities)

Sponsor a private 10' x 10' meeting area on the show floor for the entire duration of the event. Space includes hard walls and door, carpet, 30" round table and three chairs.

Innovation Theater Presentation – \$1,500

Reserve a 20-minute time slot on the SpaceCom show floor to present your product/service. Sponsorship includes recognition onsite, in the show guide and on the mobile app.

BRANDING

Session Sponsorship – \$2,500 - \$3,500

Sponsor a program session at SpaceCom. Includes sponsor recognition onsite, in the show guide, on the website and an announcement prior to the beginning of the session. Sponsor can also distribute marketing materials on a table at the session.

Tote Bag Sponsorship – \$15,000 (2 available)

Allow SpaceCom attendees to be your walking billboard by having your logo on the official SpaceCom tote bag. Bags are produced by SpaceCom.



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SPONSORSHIP OPPORTUNITIES – CONT.

BRANDING (Cont.)

Tote Bag Insert – \$2,000

Insert a promotional item or marketing flyer into all of the official SpaceCom tote bags. Get your message out to all the attendees!

Wi-Fi Sponsorship – \$15,000

Sponsor the Wi-Fi access at the show that will allow all attendees to benefit from your company's sponsorship. You'll receive premium recognition for providing this valuable service!

Matching System Sponsorship – \$10,000

Sponsor the matching system that will allow for targeted meetings among attendees from various industries. Your company will be associated with facilitating these meetings and getting deals done!

Lanyards – \$10,000 (2 available)

Sponsor the lanyards and have your company logo around the neck of every attendee at SpaceCom. There won't be a conversation at the show that won't have your logo nearby!

PRINT/WEB ADVERTISING

Mobile App – \$6,500

Be at the fingertips of every attendee as they navigate around SpaceCom. Sponsorship includes splash screen, clickable navigation icon, banner ad, buzz notifications and more!

Online Registration – \$5,000

Get noticed by the SpaceCom community before the event even starts by featuring your logo on the attendee registration webpage and confirmation emails.

Show Daily Email – \$2,000 per day

Remind attendees to visit your booth at SpaceCom by sponsoring one (or all) of the three nightly emails featuring important updates and reminders during the event.

Official Show Guide Advertising

Distributed at registration, the SpaceCom Show Guide serves an essential attendee resource for successful show planning and navigation.

Half page ad – \$1,100

Full page ad – \$1,650

Full page spread – \$3,100

Inside Front/Back – \$2,500

Floor Map Sponsorship – \$5,000

Want to ensure attendees know exactly where your booth is located at SpaceCom? Sponsor the SpaceCom Floor Map and your booth will be highlighted with an arrow pointing to your advertisement. *Includes full-page advertisement.*



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ESTEEMED ADVISORY BOARD MEMBERS – SPACECOM 2017

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Kalle Vähä-Jaakkola, CEO & co-founder, Cohu Experience Ltd.

George Whitesides, President & CEO, Virgin Galactic

Barry Worthington, Executive Director, United States Energy Association

Tetsuro Yokoyama, ISS Integration Operations Program Manager, Japan Manned Space Systems Corp.



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