



FOR IMMEDIATE RELEASE

## **Space Industry Unites for New Annual Space Commerce Conference *Launching November 2015, SpaceCom Will Explore the Business of Space***

HOUSTON, TX (November 17, 2014) – [SpaceCom](#), the Space Commerce Conference and Exposition, today unveiled a ground-breaking initiative uniting space and business industry leaders for a new event convening November 17-19, 2015 at the George R. Brown Convention Center in Houston, Texas. Supported by [NASA's Johnson Space Center](#) and taking a distinct focus on exploring the business of space, SpaceCom is designed to catalyze the economic development of space, the creation of new business models to support that development, and the application of space technologies across important industry sectors of the global economy.

The SpaceCom Advisory Board is led by Dr. Ellen Ochoa, Director, NASA Johnson Space Center, and is comprised of senior executives from organizations driving the rapidly-emerging space commerce community, including Boeing, Lockheed Martin, NanoRacks, XCOR, GE, Shell, Texas Medical Center, Satellite Applications Catapult, NASA Ames Research Center, and vital Houston-area stakeholders. Academic advisors from Rice University and the University of Houston are also participating to create a one-of-a-kind industry exchange.

"The impact of space commerce is already being felt across the economy, as businesses in industry sectors such as medical, energy, communications, manufacturing, and transportation see bottom-line benefits from new space technologies and exploration—creating unprecedented opportunities to develop new partnerships and business relationships across the aerospace eco-system, and to expand the industry as a whole," said Ellen Ochoa, NASA's Johnson Space Center director and SpaceCom advisory board chairman. "I look forward to the ideas and innovations that will emerge from the discussions and presentations shared at the event."

In 2012, the global space economy grew by nearly seven percent, with the vast majority of the market fueled by the commercial sector.<sup>1</sup> SpaceCom, a partnership between the [Greater Houston Convention and Visitors Bureau](#) (GHCVB), [Houston First Corporation](#) and [National Trade Productions, Inc.](#), will address the massive transformation and growth taking place across the aerospace market driven by the rise of privately-funded companies, the development of innovative technologies and business models, new approaches to public-private collaboration, and the application of space technologies to industries across the economy.

SpaceCom will offer a rich attendee experience, comprised of a three-day conference program exploring the application, business, technology and collaboration issues related to the commercialization and development of space. The conference will be surrounded by a vibrant technology exposition, featuring interactive demonstrations from leading companies across the emerging space commerce community. [SpaceNews](#), the leading media organization for the space industry for more than 25 years, has aligned with SpaceCom as the event's first media partner. SpaceNews will also participate in the conference program as a session moderator.

"No other event facilitates a cross-industry convergence like SpaceCom," said Robert E. Harar, chairman and CEO of National Trade Productions, Inc. "If you're involved with the latest product innovations, industry research, or market advancements in this emerging sector — or you're interested in getting information and building relationships that can help you implement these ideas into your business for increased growth and profitability — SpaceCom is the place to be."

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<sup>1</sup> The Space Foundation, The Space Report 2013, [www.spacefoundation.org/sites/default/files/downloads/The\\_Space\\_Report\\_2013\\_overview.pdf](http://www.spacefoundation.org/sites/default/files/downloads/The_Space_Report_2013_overview.pdf)

For more than 50 years, Houston has demonstrated a deep commitment to space research, development, technology and innovation, making it an ideal host for SpaceCom. Leading area-organizations, including the Greater Houston Partnership (GHP), Houston Airport System (HAS), Bay Area Houston Economic Partnership (BAHEP), and Rice Space Institute (RSI), will also support the development and promotion of the event.

“There is no better host for a conference like this than Houston, and we are thrilled to launch SpaceCom at the George R. Brown Convention Center next November,” said Sonia Garza-Monarchi, chair of the Board for the GHCVB. “In the same spirit as Medical World Americas, SpaceCom is the next step in a strategic organizational initiative to develop events that can produce annual economic impact for our region and reflect our strongest industry sectors.”

Dawn Ullrich, president and CEO of Houston First, added: “SpaceCom will amplify our region as a center for the aerospace industry, just as other events spotlight the energy and medical industries. Johnson Space Center is vitally important, and we envision SpaceCom as a platform to explore how their discoveries and developments have driven innovation across many industries.”

For more information about SpaceCom, the Advisory Board, or to join the mailing list to keep abreast of the latest event developments, please visit [www.spacecomexpo.com](http://www.spacecomexpo.com).

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#### **About Greater Houston Convention and Visitors Bureau (GHCVB)**

The Greater Houston Convention and Visitors Bureau (GHCVB) is the primary sales and marketing arm of the city of Houston and Harris County. The mission of the GHCVB is to improve the economy of Greater Houston by attracting conventions, tourists and film projects to the area through sales and marketing efforts. [www.visithoustontexas.com](http://www.visithoustontexas.com)

#### **About Houston First Corporation**

Houston First Corporation operates the city’s finest arts and convention facilities to position Houston as a world-class destination. Houston First manages more than 10 city-owned buildings, plazas and parking facilities. Properties include Miller Outdoor Theatre, Wortham Theater Center, George R. Brown Convention Center, Jones Hall and Hilton Americas-Houston. [www.houstonfirst.com](http://www.houstonfirst.com)

#### **About NASA Johnson Space Center**

NASA’s Johnson Space Center has served as a hub of human spaceflight activity for more than half a century. As the nucleus of the nation’s astronaut corps and home to International Space Station mission operations and a host of future space developments, the center plays a pivotal role in surpassing the physical boundaries of Earth and enhancing technological and scientific knowledge to benefit all of humankind. [www.nasa.gov/johnson](http://www.nasa.gov/johnson)

#### **About National Trade Productions, Inc. (NTP)**

For nearly 40 years, National Trade Productions (NTP) has produced trade shows, meetings and conventions that build communities and create powerful connections throughout the world. Leveraging a legacy of success in sales, marketing and event management, NTP’s face-to-face experiences enable the prosperity and profitability of its clients and the industries they serve. [www.ntpshow.com](http://www.ntpshow.com)

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