



**27th Annual
International Space Development Conference
Capital Hilton Hotel, Washington DC
May 29 - June 1, 2008**

Sponsor and Exhibitor Prospectus

The Public Space Event of the Year

The National Space Society invites you to join the excitement in Washington DC May 29-June 1 for what promises to be the biggest and best citizens' space conference of all time.

This conference marks the 27th 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.

Key Leaders

ISDC will bring together a diverse range of space leaders, from government to private enterprise, from scientist to artist. Support for ISDC 2008 will be led by NASA Administrator **Michael Griffin** and DARPA Director **Anthony Tether**.

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 Rick Homans, Secretary of Economic Development for the State of New Mexico; Patricia Grace Smith, Associate

Administrator for Commercial Space Transportation FAA; and many other leaders from the commercial space sector.

Conference Hotel and Location

ISDC will start on Thursday, May 29, at the Capital Hilton in Washington, DC. The hotel is just two blocks north of the White House.

Sponsorship Opportunities

ISDC 2005, 2006, and 2007 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 2008, 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 2008.

Exhibitor Opportunities

ISDC 2008 provides an excellent opportunity for exhibitors. With the conference taking place in downtown Washington DC 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.

The New Pace of Space

The theme for ISDC 2008 is *"The New Pace of Space."* With the Orion and Ares in full production mode and the commercial space sector continuing to advance we feel that we have entered a new era of exploration.

Washington, DC is the nexus for emerging space policy, and the 2008 conference will occur during the presidential election campaign. Our purpose is to engage the public, industry and decision-makers in an open discussion of why we pursue space exploration and development.

Return on Sponsorship Investment: Media and Publicity

Sponsors will receive wide exposure across a variety of media. As in 2005, 2006 and 2007, 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, and Space News.

In 2006, the announcement of the Lunar Lander Challenge from X Prize and NASA brought international attention to ISDC 2006 and in 2007, NASA Ames Center Director, Pete Worden made the first ever appearance simultaneously in Second Life and physically at the conference. This brought attention for nontraditional aerospace media.

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.

Return on Sponsorship Investment: 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.

Return on Sponsorship Investment: 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 2008 will feature commercial space, the International Space Station, Moon and Mars, space entrepreneurship, the new Ares rocket and Orion spaceship, and much more.

A wide variety of other space advocacy and educational organizations we anticipated as support for ISDC 2008, 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.

Gala

On Friday, May 30, ISDC will hold its Gala Awards Dinner at the Capitol Hilton. The Gala will bring together leaders from the aerospace community. Last year, the top private aerospace entrepreneurs, listed below, mingled with the world's top space leaders.



Produced by the 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.

Speakers and Honored Guests ISDC 2006 & 2007

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

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

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

Hugh Downs
Chairman, NSS Board of Directors

Diamond Sponsor

The ISDC Diamond 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.

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



Platinum 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.

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



Gold 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.

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



Silver Sponsor

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

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.

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

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.

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.

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.

Lanyards: Used to hold the conference name badges, these will be seen on every attendee.

Pens: Every attendee will receive a pen at registration.

Notepads: Used for taking notes during the sessions, this item will not leave our attendees hands

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

Ads 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
- ❖ Half Page
- ❖ Quarter Page



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Exhibitors

❖ Corporate Exhibitors

20' x 20' space

20' x 10' space

10' x 10' space

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.

*For more information and to obtain pricing,
please contact the NSS Associate Director,
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or via email at brett.silcox@nss.org*