

# Sponsorship Program

## Sponsorship Deadline: May 28, 2015

Participating in the International Astronomical Union Sponsorship Program is a great way to increase your exposure at the IAU XXIX General Assembly and show your support for the International Astronomical Union. Please contact Debbie Kovalsky for pricing and information: [debbie.kovalsky@ias.org](mailto:debbie.kovalsky@ias.org) or 202-328-2010 x110.

## SPONSOR LEVELS

**Platinum - \$US 25,000+**

**Bronze - \$US 2,500+**

**Gold - \$US 10,000+**

**Friend - \$US 1000-2,499**

**Silver - \$US 5,000+**

**Supporter - < \$US 1,000**

Benefits	Platinum	Gold	Silver	Bronze	Contributor
Full Page B&W Advertisement in Daily Newspaper	✓				
Handout Station in Registration Area	✓				
Company Bio in Meeting App	✓	✓			
4 Customized Facebook & Twitter Posting	✓	✓			
Access to list of meeting attendees	✓	✓			
Complimentary Full Registration	4	2	2		
Mobile App Banner Ad	✓	✓	✓		
Extra Meeting Signage	✓	✓	✓		
Daily Access to the Sponsor Lounge	✓	✓	✓	✓	
On-site announcements and recognition	✓	✓	✓	✓	
Pre-Meeting Promotion	✓	✓	✓	✓	
Logo on the Meeting Website	✓	✓	✓	✓	✓
Logo in the Meeting Newsletter	✓	✓	✓	✓	✓
Signage next to sponsored item	✓	✓	✓	✓	✓
Sponsor Ribbons on Badges	✓	✓	✓	✓	✓
Prime Exhibitor Location (if ordered)	✓	✓	✓	✓	✓
Invitations to Banquet	4	2	2	2	2
Complimentary 10'x10' Exhibit Booth	✓				
Banner Display in Exhibit Hall	✓	✓			
1/2 Page Ad in Daily Newspaper		✓			
1/4 Page Ad in Daily Newspaper			✓		



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Sponsorship packages are available at various pricing structures. The IAU staff will work with you to maximize your sponsorship budget. Supporting the meeting gives you the unique opportunity to:

- Present your organization and products to **over 4,000 meeting attendees for two weeks**
- Receive **around the clock exposure**, prior to the meeting, with a **link to your website on the IAU XXIX GA website**
- Have **your logo in the Meeting Schedule Fold Out and prominently displayed for all two weeks of the meeting**

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### **Banquets - (2 available)**

These events will be held one each week.

### **Opening Reception**

This special reception kicks off the meeting. Be one of the first to welcome attendees to the meeting.

### **Closing Reception**

This reception brings the meeting to a close. You will have one more opportunity to leave a lasting impression.

### **Cyber Café**

High traffic area provided for attendees to access the internet. Sponsor organization logo displayed on monitors and 3'x 8' banner.

### **Daily Coffee Breaks**

Coffee and other refreshments provided for all attendees each day in the Exhibit Hall. Sponsor can provide branded mugs or other items.

### **IAU Sponsor Lounge**

As we show gratitude to our sponsors you'll have an opportunity to display marketing material about your organization in their lounge.

### **Poster Session Break/Reception - Eight Opportunities**

Refreshments provided for all attendees each day in the Exhibit Hall. Sponsor can provide personalized mugs, napkins, or other items.

### **Mobile App**

IAU Meeting Mobile App branded with your company logo and promotion.

### **Mobile Device Charging Station**

Mobile Devices charging station will be setup in a centralized location so attendees can charge cell phones, tablets and laptops

*More Options Available*

### **Invited Discourse, Symposium, Focus Meetings -**

Increase your organization's visibility by sponsoring the Invited Discourse, Symposium or Focus Meetings and distribute your company's collateral.

### **Wireless Internet**

Provide wireless internet to the meeting attendees at various locations throughout the venue.

### **Attendee Totebags**

Every attendee receives a meeting bag, upon registration filled with meeting materials. Your logo will appear on the bag.

### **Registration Handout (Pens, Postcard, Pad, etc.)**

Insert will be distributed in the meeting bags to attendees with an imprint of organization logo. Organization provides collateral.

### **Dessert Reception/Splinter Meeting/Town Hall**

Host a dessert reception for a special IAU event. Several options are available. Includes catering plus naming rights.

### **Attendee Lanyards and Badge Holders**

Each attendee will receive a lanyard with organization logo imprint.

### **Handout Stations**

Increase your organization's visibility by displaying your marketing materials at a station in the registration area.

### **Digital Banner or Poster Display**

We will display your logo on one 47" monitors or place your poster in a high traffic area.

### **Meeting Website Advertisements**

Scrolling ads of your logo on the sidebar of the meeting website.

### **Column Wraps/Aisle Signs**

Company Logos on exhibit hall columns or aisle signs.

# Sponsorship Form

International Astronomical Union XXIX General Assembly • August 2-14, 2015, Honolulu, Hawaii USA

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The IAU welcomes new ideas and requests. Custom packages can be designed based on your budget and visibility needs.

Sponsors have access to the IAU and Sponsor Lounge for private meetings and refreshments throughout the meeting.

Contact Information (Please type or print clearly)			
Organization Contact			
Title			
Organization Name			
Address		State/Zip/ Country	
Telephone		Fax	
Email			
Item Sponsoring		Cost/ Budget	

Payment Method			
<input type="checkbox"/> Bill me. (I will be billed upon IAU receipt of my sponsorship commitment.)			
<input type="checkbox"/> Check/MO# _____ <input type="checkbox"/> American Express <input type="checkbox"/> MasterCard <input type="checkbox"/> VISA			
Credit Card Number		Exp	
Name as it appears on card			
Signature			
I agree to pay the total amount stated above, according to card issuer agreement. Cancellations are not accepted.			

### Return this form by May 28, 2015:

Debbie Kovalsky

IAU XXIX GA, 2000 Florida Ave., NW, Suite 300, Washington DC 20009

(f) +1-202-234-7850 • [exhibits@astronomy2015@ias.org](mailto:exhibits@astronomy2015@ias.org)



# Meeting Daily Newspaper Advertisement Purchase Form

Meeting Daily Newspaper Advertisement Purchase & Submission Deadline: May 28, 2015

Contact Information (Please type or print clearly)			
Organization Contact			
Title			
Organization Name			
Address		State, Zip	
Telephone		Fax	
Email			
<b>Payment Information</b>			
<input type="checkbox"/> Check/MO# _____ <input type="checkbox"/> American Express <input type="checkbox"/> MasterCard <input type="checkbox"/> VISA			
Credit Card Number		Exp	
Name as it appears on card			
Signature			
My signature certifies that the company listed above has approved the attached advertisement for publication and agrees to pay the appropriate advertisement fee.			

Submit the Meeting Daily Newspaper Advertising Purchase Form and a high-resolution file to [exhibits@ias.org](mailto:exhibits@ias.org)

<b>Full-page ad (B&amp;W)</b> <ul style="list-style-type: none"><li>• 8 in wide x 10in tall</li><li>• ¼ in inside margin on left and right side (Text and images area is 5.5in wide x 10in tall)</li><li>• ¼ in bleed on all sides</li><li>• Illustrations are to be vector based, black &amp; white, .ai or .eps files</li><li>• Photos are to be full sized and at 300 dpi, black &amp; white, .psd or .tiff files</li><li>• Fonts are to be vector based and turned to outlines</li><li>• Add should be in .ai, .eps, or .pdf file format with all linked files attached</li></ul>
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