

ISDC 2011



**30TH
INTERNATIONAL
SPACE
DEVELOPMENT
CONFERENCE**

Sponsorship and Supporter Package

May 18 – 22, 2011
Von Braun Center
Huntsville, Alabama





Who are we?

The National Space Society (NSS) is a non-profit 501(c)(3)(h) grass-roots educational advocacy organization formed in 1987 through the merger of the National Space Institute (founded by Wernher von Braun) and the L5 Society and now comprises over 50 chapters across the U.S. and around the world. NSS is the “Big-Tent” space advocacy organization that provides an enduring resource for fostering space exploration and development. NSS is a recognized Non-Governmental Organization (NGO) with the United Nations.

The vision of NSS is people living and working in thriving communities beyond the earth, and the use of the vast resources of space for the dramatic betterment of humanity.

The mission of NSS is to promote social, economic, technological, and political change in order to expand civilization beyond Earth, to settle space and to use the resulting resources to build a hopeful and prosperous future for humanity.

Accordingly, we support steps toward this goal, including human spaceflight, commercial space development, space exploration, space applications, space resource utilization, robotic precursors, defense against asteroids, relevant science, and space settlement oriented education.

Key Activities of NSS Include:



- Publishing *Ad Astra* our award-winning quarterly magazine with a total distribution of approx. 15,000 copies.
- Maintaining a website (www.NSS.org) with an extensive reference library of space related publications.
- Publishing a monthly electronic newsletter (*Downlink*).
- Growing social networking connections (through its blog, Facebook, Twitter, LinkedIn, and Second Life accounts).
- Supporting a wide range of special projects (NSS Space Ambassadors Program, Space Solar Power Symposia, participatory research/development/exploration efforts etc.) educational contests, and other outreach activities at the local, regional, national and international levels.
- Coordinating a legislative briefing effort including a citizen advocate blitz at least once a year.
- Hosting the NSS ISDC which brings together government, commercial, and educational/advocacy organization representatives with the interested public. The Huntsville Alabama L5 Society (www.HAL5.org) is the Huntsville chapter of NSS and co-host ISDC 2011.

What is ISDC?

This year sees the advent of the 30th annual International Space Development Conference, to take place from May 18-22, 2011 at the Von Braun Center in Huntsville, Alabama. The theme for this year’s conference will be “From the ground up ... how do we get there?” – a reference to NSS’s ongoing local, regional, national, and international efforts to foster our growth as a spacefaring civilization. Furthermore, it is a pragmatic question that the conference programming – including summits, symposia, workshops, and networking opportunities – means to address by engaging a diversity of professionals with each other and the prevalent issues to create synergy, stimulate innovation, and overcome the obstacles that hinder human advancement off the Earth. For details on previous ISDCs go to isdc.nss.org

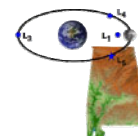


Dr. Neil DeGrasse Tyson at the 2006 ISDC

ISDC 2011 Themes

The overall theme of ISDC 2011 is “From the ground up . . . how do we get there?” Our panels and sessions will emphasize the people, tools, and skills humanity will need to expand civilization into space. These tools include:

- ISS Utilization
- Technology Development
- Launch Vehicles
- Space Science
- Education, Outreach and History



Huntsville Alabama
L5 Society (HAL5)

A Chapter of the National Space Society

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Conference Sponsorship Levels					
	Presenting	Diamond	Platinum	Gold	Silver
Amount	\$100,000	\$50,000	\$25,000	\$10,000	\$5,000
Exclusive	Yes	No			
Number of Exhibit Booth Units (~10'x10')	4	2	1		
Company Banner	Individual Large Banner and Prominent Placement			Shared Large Banner	
Complementary Registration, Meals and Governors' Dinner	2 VIP + Standard as Requested	VIP + Standard as Requested	Standard as Requested	1	1
Complementary Standard Hotel Room (5/17-22, 2011)	As Requested			No	
Program Book Advertisement (Page Size)	2	1	1/2	1/4	1/8

All opportunities are subject to applicable deadlines, confirmation of availability, commitment to attend/participate, and validation of pricing at time of order.

Exhibit Space					
Category	6' Table	10' x 10' Booth	10' x 20' Booth	20' x 20' Booth	Larger
Business	\$400	\$500	\$1,000	\$2,000	Contact Us
Academic Institution	\$325	\$400	\$800	\$1,600	
Non-Profit	\$250	\$350	\$600	\$1,200	

For More Information National Space Society 1155 15 th Street, NW, Suite 500 Washington, DC 20005 (202) 429-1600 Fax (202) 530-0659	ISDC 2011 Chair Bart Leahy ISDC2011.Chair@gmail.com	Exhibit Information Ann Yelle ISDC2011.Exhibits@nss.org
	Sponsorships Information Angela Peura Angela.Peura@nss.org (202) 429-1600	All Other Questions Yohon Lo ISDC2011@nss.org

ISDC 2011 Venues

Primary Hotel: Embassy Suites Hotel & Spa

Primary Function Space: Von Braun Center (VBC)

- Plenary/Breakout/Track Sessions, & Meal Functions – VBC North Hall
- Exhibit Area & Job Fair – VBC East Hall

NSS Governors Dinner and Gala

- U.S. Space and Rocket Center's Davidson Center for Space Exploration



Image Credit: © Bob Gathany / The Huntsville Times

For additional information on programming, speakers, sponsors and supporters, please visit our website at

ISDC.NSS.org/2011

ISDC 2011 Exhibit Area

Showcase Your Company's Work in Space-Based Technologies and Products!

The ISDC 2011 Exhibit Area will provide a special opportunity to showcase your companies advanced work to an informed audience of government and corporate decision makers, space advocates, potential employees, current students at many levels, and the interested public.

The ISDC 2011 Exhibit Area will be located in the VBC East Hall. It is will be open to conference attendees Thursday, May 19 through Sunday, May 22. The Exhibit Area will be open to the general public for a \$5 admission cost on May 21-22. Exhibitor information is located in the Sponsors and Supporters section of the ISDC 2011 website at <http://isdc.nss.org/2011>.

For booth space or service questions, please contact ISDC2011.Exhibits@nss.org or at 202-429-1600. Booth rental includes company sign, pipe and drape, table, two chairs, and a wastebasket. The floor is carpeted throughout the VBC East Hall. Booth furnishings electricity/utility or hard-wired internet connections are not included in booth rental. However, the East Hall will have wifi access. The Exhibitor Service Manual will be sent to interested exhibitors by the convention services provider.

ISDC 2011 At-a-Glance

	May 18	May 19	May 20	May 21	May 22
Track Sessions and Panels		X	X	X	X
Summits, Symposium & Workshops	X	X	X	X	
Boards and Committee Meetings		X	X	X	
Governors' Dinner at U.S. Space and Rocket Center's Davidson Center for Space Exploration			X		
Next Step in Space Meeting and Job Fair			X		
NASA/NSS Student Space Settlement Contest			X	X	X
Exhibition	Set-up	X	X	X	X
Book Lectures, Panels and Signing (Open to Public)		X	X	X	

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ISDC 2011 Sponsorship Opportunities

The National Space Society's 30th International Space Development Conference (ISDC) will be held May 18-22, 2011 at the Von Braun Center in Huntsville, Alabama. Raise your organization's visibility by securing one or more limited sponsorship opportunities. Make your plans now to attend this year's event! For additional information about ISDC 2011, visit our website (<http://isdc.nss.org/2011/exhibitsponsorpkg.shtml>).

Act now to reserve one of the following Sponsorship Opportunities:

Please forward completed forms to NSS ISDC (Attention Angela Peura)
Phone (202) 429-1600, Fax (202) 530-0659, Email: Angela.Peura@nss.org

General Levels		Event/Products		Advertisement and Tote Inserts	
<input type="checkbox"/> Presenting	\$100,000	<input type="checkbox"/> Governors Dinner Sponsor	\$20,000	<input type="checkbox"/> Hotel Room Key	\$2,500
<input type="checkbox"/> Diamond	\$50,000	<input type="checkbox"/> Dinner Sponsor	\$10,000	<input type="checkbox"/> Full Page Program/Insert	\$2,400
<input type="checkbox"/> Platinum	\$25,000	<input type="checkbox"/> Lunch Sponsor	\$5,000	<input type="checkbox"/> Half Page Program/Insert	\$1,200
<input type="checkbox"/> Gold	\$10,000	<input type="checkbox"/> Tote Bags	\$10,000	<input type="checkbox"/> Quarter Page Program/Insert	\$600
<input type="checkbox"/> Silver	\$5,000	<input type="checkbox"/> Refreshment Sponsor	\$6,000	<input type="checkbox"/> Tote Bag Insert Only	\$300
		<input type="checkbox"/> Hospitality Café	\$2,000		

Conference Supporters \$

Exhibit Space (Please Circle One)	6' Table	10' x 10' Booth	10' x 20' Booth	20' x 20' Booth
Business	\$400	\$500	\$1,000	\$2,000
Academic Institution	\$325	\$400	\$800	\$1,600
Non-Profit	\$250	\$300	\$600	\$1,200

Contact Information

Name: _____

Title: _____

Company/Organization Name: _____

Address: _____

City, State/Province, Zip/Postal Code: _____

Email: _____

Signature: _____

Payment Method

Amount Enclosed: _____

Check #: _____ OR Credit Card Type (Please Circle One): Visa / MasterCard / American Express / Discover

Credit Card # _____ Expiration Date (MM/YYYY): _____ / _____

Name as it Appears on the Card _____

Billing Address for Credit Card (if different from Contact information above)

Address: _____

City, State/Province, Zip/Postal Code: _____

ISDC 2011 Program Highlights

Space Investment Summit

The Ninth Annual Space Investment Summit (SIS) will be held Wednesday, May 18, 2011 at the Embassy Suites Hotel in conjunction with ISDC 2011. SIS-9 will continue a well established series of forums offering a full day of exclusive dialogue sessions with prominent investment leaders and an entrepreneurial boot-camp for the next generation of entrepreneurs previewing nascent space-related business plans.

Space Solar Power Symposium

Present electrical energy generation, transmission, and uses options are insufficient to accommodate worldwide demand, and have untenable social, economic, environmental, policy, and cultural issues. Space Solar Power, if it can be brought to fruition, stands to reduce potential global conflict, supports sustainable economic development, help mitigate climate change, and operate across many cultures.

ISS Payload Integration Workshop*

This workshop is intended to walk potential users through the end-to-end process of actually getting their payload onto the Space Station and the known best practices associated with successful operations.

Space Launch System Mission Development Forum

Under the NASA Authorization for 2010, the U.S. Congress calls for the selection and development of a new heavy-lift Space Launch System (SLS) to begin in FY 2011. This public forum will discuss the future of SLS and the missions it could perform, including human exploration, science, and other activities.

Commercial Crew and Cargo – Concept to Reality*

The U.S. Government is shifting its policies and spending toward commercial launches of crew and cargo to ISS, low-Earth orbit, and beyond – the equivalent to extending “common carrier” practices to space. This workshop is intended to bring the stakeholders together for a frank assessment of where we are in that process and what remains to be done to make commercial servicing of ISS real. The workshop format, registration, and attendance specifics are still being defined.

AIAA Space Colonization Technical Committee – Space Settlement Track & Meeting*

The American Institute of Aeronautics and Astronautics (AIAA) Space Colonization Technical Committee (SCTC) will be managing a special Space Settlement technical track and will be holding a formal meeting of the SCTC in conjunction with ISDC.

NSS Board of Governors Meeting* & Dinner*

The NSS Board of Governors meets annually to discuss the state of the Society and its efforts to advocate for human beings living and working in thriving communities beyond the Earth. The Governors Dinner will be held underneath a real Saturn V rocket at U.S. Space and Rocket Center’s Davidson Center for Space Exploration on May 20.

Second Annual Spaceflight Lawyer Roundtable

Attorneys and interested attendees will exchange ideas about what things space-inclined practitioners can be doing, as a group, to ensure that a system is in place for the optimized delivery of legal services to members of the commercial human spaceflight industry. The forum is open to all conference attendees who wish to learn and discuss the current and future interplay between the industry and those who will deliver the legal services for it, including transactional, regulatory, intellectual property, policy, and litigation services.

Space Ambassadors Program Reception*, Advocacy Workshop, Awards Dinner, & Town Hall Meeting

The NSS Space Ambassadors Program is intended to develop a cadre of trained speakers to deliver eye-opening new presentations designed to educate and inspire the public about the practical and humanitarian benefits of exploration and research in space. The goals of the program are to communicate the benefits of space exploration to our daily lives, and to inspire young people to pursue careers in science, technology, engineering, and mathematics (STEM).

NSS Board of Directors Meeting & Committee Meetings

The NSS is a “big tent” space advocacy organization. Attendance is welcome and encouraged at all NSS committee and Board of Director meetings held in open session. A schedule of all meetings will be made available at the registration desk or at NSS exhibit booth.

Next Step in Space Meeting* & Space Job Fair

Next Step in Space is a growing coalition of businesses and organizations dedicated to scientific advancement and increasing our understanding of the Earth and our solar system through the expansion of human space flight. The Next Step in Space coalition has been invited to hold a face-to-face meeting at ISDC and be integral participants in an “All” Space Job Fair, which will be open to the public Friday, May 20.

ISDC 2011 Exhibit Area

A dynamic, engaged workforce dedicated to mission success is critical to each and every company and organization that seeks to prosper in space endeavors. The ISDC 2011 Exhibit Area will provide a special opportunity to showcase your companies advanced work to an informed audience of government and corporate decision makers, space advocates, potential employees, current students at many levels, and the interested public. The Exhibit Area will be open to conference attendees May 19-22 and to the general public for a \$5 admission cost May 21-22.

For additional information about ISDC 2011 programming visit our web site at ISDC.NSS.org/2011

*Attendance is limited at these events, an invitation and/or special registration in addition to normal ISDC 2011 registration may be required. All events subject to final confirmation.