



COSPAR-2021-Hybrid

Virtual Platform Partnership Opportunities

Connecting space research for global impact

28 January – 4 February 2021
International Convention Centre
Sydney Australia



Sponsorship Benefits

As a sponsor or exhibitor, you will gain visibility and multiple opportunities throughout the day to promote your company's brand, products and services directly to the space community, leaders, and innovators attending this premier event. Only a limited number of high-impact sponsorship and exhibitor opportunities are being made available.

All the virtual participants in COSPAR-2021-Hybrid will receive

- Open Access to all Assembly sessions during 28 January - 4 February 2021. Log in and out at your convenience.
- Access to 100% of the scientific program.
- Access to over 1,000+ hours of space research on-line content. View content as you require, downloadable until the end of 2021 and stored and on viewed on your device for as long as you need.
- Attendees can chat with internal and external colleagues continually during live-stream presentations to share insights and observations relevant to their research and business.
- Stream live or watch content on-demand when it fits into your busy schedule and learn at your own pace, in your own style.
- Access to on-demand content post-event. The COSPAR-2021-Hybrid on-line library of content will be available for up to 12 months post-event. This allows ample time to view every session presented at COSPAR-2021-Hybrid and re-watch any sessions.
- On-line engagement opportunities with global space industry personnel, government agencies and commercial representatives will be available.
- Access to pre-Assembly networking on-line.
- In the lead-up to COSPAR-2021-Hybrid we will be hosting special sessions on-line, including specific talks from COSPAR Commissions, industry partners and interdisciplinary speakers.
- Ability to schedule meetings and connect with other COSPAR-2021-Hybrid attendees located anywhere around the globe.

How will the Virtual Exhibition Work?

Our fully customised branded Platform will use technology to re-enact the experience of walking around the exhibition, discovering more information and making contacts.

Benefits

With various 3D booth designs to choose from, exhibiting companies can brand their booth as well as upload videos, brochures, and more. Exhibitor representatives can live chat with attendees and exchange contact details. Exhibitors will have instant access to real time analytics including everyone who entered the booth or downloaded a resource from the stand.

What will COSPAR-2021-Hybrid look like?

A hybrid COSPAR will combine a live in-person Assembly with a "virtual" on-line component. In the context of COSPAR-2021-Hybrid this model represents planning for Australian (possibly New Zealand and other "green lane" countries to Australia) delegates to participate in-person at the ICC Sydney. The Program will be delivered via a combination of live streaming sessions as well as the integration of pre-recorded content, streamed at set times to facilitate best outcomes for a global audience.

Importantly for our international delegates, you will be able to experience the full suite of the COSPAR-2021-Hybrid Program as well as a virtual exhibition and Poster Sessions.

Gold Sponsorship

\$50,000 AUD + GST

Prominent branding and visibility

- Logo on the Assembly Platform and website sponsors page, listing status as Gold Sponsor
- 150-word corporate description on the Assembly Platform
- Paragraph and image included in one pre-event e-zines to whole database
- Acknowledgement by the Chair/MC during the Opening and Closing Sessions
- Publicity via the Assembly social media channels (Twitter, LinkedIn, Facebook)
- Delegate List pre and post Assembly (subject to privacy status selected by delegates)
- One advertisement rotating in the virtual foyer and main landing page of the exhibition platform

Presentation Opportunities

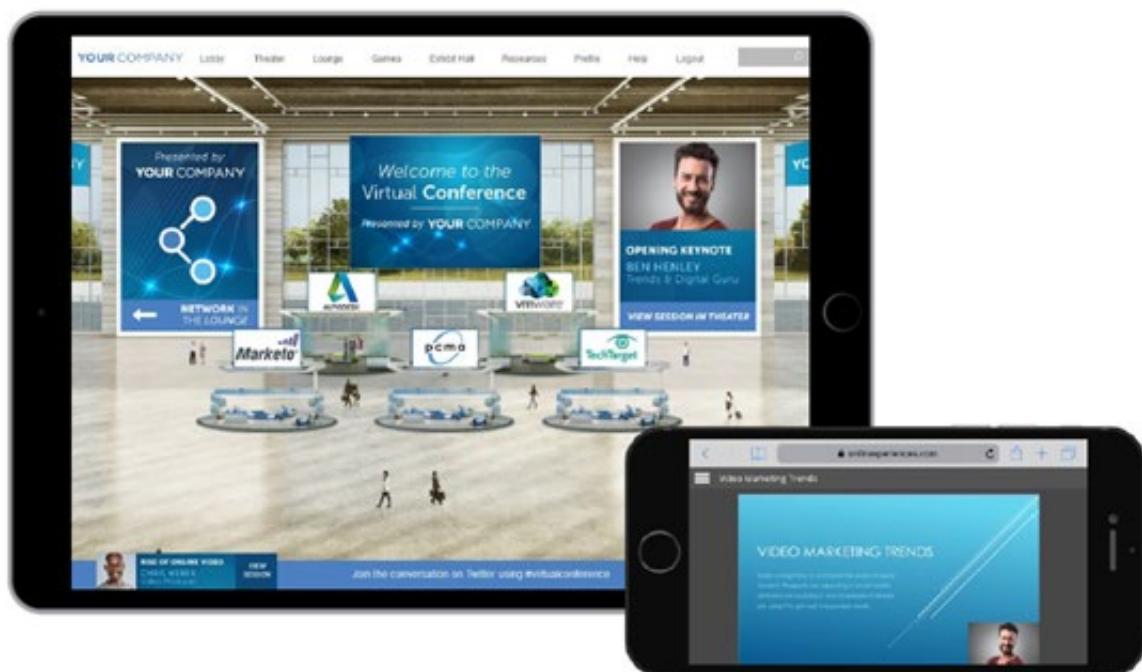
- Invitation to nominate an individual to participate in a Leadership Dialogue that will feature global thought leaders and high achievers debating some of the world's most pressing challenges relating to space
- Opportunity to host two x 45 minute sessions or workshops during the Assembly
- Full list of all participants that attend your session, all survey and polling responses and record of all text chats, Q&A, metrics and reporting

Registration Entitlements

- Ten complimentary full attendee registrations for the Assembly
- Two Access passes to Assembly Virtual VIP Lounge (VIP's need to be Assembly delegates)

Exhibition Entitlements

- Graphically dominant position in the exhibition gallery
- One advertisement rotating in the virtual foyer
- One advertisement rotating on the main page of exhibition platform
- Logo on display above your booth in your virtual hall
- Customise branding of booth
- Five minute maximum welcome video
- Eight product and sales materials to share with attendees visiting your booth
- 1:1 Live video chat capabilities to encourage engagement (24/7) for six days
- Opportunity to include a survey to share with attendees visiting your booth
- Opportunity to hold a Message Board on your booth
- Opportunity to include your organisations social media handles on your booth
- Opportunity for a job posting list on your booth
- Four External Web Page Links to your booth
- Real time full data analytics



Silver Sponsorship

\$30,000 AUD + GST

Prominent branding and visibility

- Logo on the Assembly Platform and website sponsors page, listing status as Silver Sponsor
- 100-word corporate description on the Assembly Platform
- Acknowledgement by the Chair/MC during the Opening and Closing Sessions
- Publicity via the Assembly social media channels (Twitter, LinkedIn, Facebook)
- Delegate List pre and post Assembly (subject to privacy status selected by delegates)
- One advertisement rotating on the main page of the exhibition

Presentation Opportunities

- Opportunity to host one x 45 minute session or workshop during the Assembly
- Full list of all participants that attend your session, all survey and polling responses and record of all chats, Q&A, metrics and reporting

Registration Entitlements

- Five complimentary full attendee registrations for the Assembly
- One Access pass to Assembly Virtual VIP Lounge (VIP's need to be Assembly delegates)

Exhibition Entitlements

- Prime position in the exhibition gallery
- One advertisement rotating in main page of exhibition platform
- Logo on display above your booth in your virtual gallery
- Customise branding of booth
- Five minute maximum welcome video
- Six product and sales materials to share with attendees visiting your booth
- 1:1 live video chat capabilities to encourage engagement (24/7) for six days
- Opportunity to hold a Message Board on your booth
- Opportunity to include your organisations social media handles on your booth
- Opportunity for a job posting list on your booth
- Three External Web Page Links to your booth
- Real time full data analytics



Bronze Sponsorship

\$15,000 AUD + GST

Prominent branding and visibility

- Logo on the Assembly Platform and website sponsors page, listing status as Bronze Sponsor
- 75-word corporate description on the Assembly Platform
- Acknowledgement by the Chair/MC during the Opening and Closing Sessions
- Publicity via the Assembly social media channels (Twitter, LinkedIn, Facebook)
- Delegate List pre and post Assembly (subject to privacy status selected by delegates)

Registration Entitlements

- Two complimentary full attendee registrations for the Assembly

Exhibition Entitlements

- Logo on display above your booth in your virtual gallery
- Customise branding of booth
- Four product and sales materials to share with attendees visiting your booth
- 1:1 live video chat capabilities to encourage engagement (24/7) for six days
- Opportunity to hold a Message Board on your booth
- Opportunity to include your organisations social media handles on your booth
- Opportunity for a job posting list on your booth
- Two External Web Page Links on your booth
- Real time full data analytics

Virtual Exhibition Booth

\$8,000 AUD + GST

- Logo on display above your booth in your virtual gallery
- Customise branding of booth
- Two product and sales materials to share with attendees visiting your booth
- 1:1 live video chat capabilities to encourage engagement (24/7) for six days
- Opportunity to include your organisations social media handles on your booth
- One External Web Page Links on your booth
- Real time full data analytics
- Two complimentary full attendee registrations for the Assembly

Marketplace Exhibitor

\$3,000 AUD + GST

Available for Institutions or Not-for-profit organisations

- Logo on display above your booth in your virtual gallery
- One product and sales material to share with attendees visiting your booth
- 1:1 live video chat capabilities to encourage engagement (24/7) for six days
- Real time full data analytics
- One complimentary full attendee registration for the assembly

Virtual Satchel Insert

\$1,000 AUD + GST

- One product and sales material to share with attendees
- Company contact details listed



COSPAR-2021-Hybrid Partnership Summary

As an Assembly Partner you provide vital support for the successful staging of COSPAR-2021-Hybrid.

Benefits	Gold \$50,000 AUD + GST	Silver \$30,000 AUD + GST	Bronze 15,000 AUD + GST
Recognition as a premium sponsor of the Assembly, with second highest priority branding among sponsor levels, after Anchor as Platinum Sponsor	✓		
Complimentary Registrations	10	5	2
Invitation to nominate an individual to participate in a Leadership Dialogue that will feature global thought leaders and high achievers debating some of the world's pressing challenges relating to space.	✓		
Access passes to the Assembly VIP Virtual Lounge (VIP's need to be Assembly delegates)	2	1	0
Opportunity to host a Lunchtime Symposium or Workshop during the Assembly	Yes, two	Yes, one	
Logo included in all event collateral including COSPAR 2021 website	✓	✓	✓
Pre-Assembly opportunities to promote Symposium via the COSPAR 2021 database	✓	✓	✓
Logo included in all event collateral including Assembly signage, in virtual platform and slide loop at Assembly Opening and Closing sessions	✓	✓	✓
Official recognition from Assembly Chair	✓	✓	✓
Promotion and inclusion in media campaign (COSPAR 2021 Appointed Media Manager) to direct messaging to media and press outlets as a major supporter of the Assembly	✓	✓	

Exhibition Benefits

Entitlement	Gold	Silver	Bronze	Exhibitor
One advertisement rotating in the virtual foyer	✓			
One advertisement rotating on the main page of Exhibition	✓	✓		
Logo on display above your booth in your Virtual hall	✓	✓	✓	✓
Customise branding of booth	✓	✓	✓	✓
Five minute maximum welcome video	✓	✓		
Add product and sales materials to share with attendees visiting your booth	8	6	4	2
1:1 live video chat capabilities to encourage engagement	✓	✓	✓	✓
Opportunity to include a survey to share with attendees visiting your booth	✓			
Opportunity to hold a Message Board on your booth	✓	✓	✓	
Opportunity to include your organisations social media handles on your booth	✓	✓	✓	✓
Opportunity for a job posting list on your booth	✓	✓	✓	
Add External Web Page Links on your booth	4	3	2	1
Real time full data analytics	✓	✓	✓	✓

Contact

For further information or to discuss how you could become involved as a sponsor or exhibitor, contact COSPAR-2021-Hybrid Event Director

Emma Bowyer ICMS Australasia | emmab@icmsaust.com.au

VIRTUAL PLATFORM PARTNERSHIP FORM



43rd COSPAR Scientific Assembly

28 January – 4 February 2021
International Convention Centre
Sydney Australia

Connecting space research
for global impact

www.cospar2021.org

PERSONAL DETAILS

Please note all correspondence including invoices will be sent to the contacts supplied below.

Organisation name (for invoicing purposes) _____

Contact Person (for invoicing purposes) _____

Email _____

Organisation name (for marketing purposes) _____

Contact Person (for organising purposes) _____

Position _____

Email _____

Telephone _____ Fax _____

Address _____

State _____ Postcode _____ Country _____

Website _____

SPONSORSHIP OPPORTUNITIES

Please tick appropriate box. All sponsorship prices are in AUD and exclusive of 10% GST (Goods and Services Tax).

Support Opportunities

- | | |
|---|----------|
| <input type="checkbox"/> Gold Sponsorship | \$50,000 |
| <input type="checkbox"/> Silver Sponsorship | \$30,000 |
| <input type="checkbox"/> Bronze Sponsorship | \$15,000 |
| <input type="checkbox"/> Virtual Exhibition Booth | \$8,000 |
| <input type="checkbox"/> Marketplace Exhibitor | \$3,000 |
| <input type="checkbox"/> Virtual Satchel Insert | \$1,000 |

TOTAL \$ AUD

+ 10% GST

Declaration: I have read and accept the terms & conditions with this form and wish to become a sponsor at COSPAR-2021-Hybrid.

I agree to sponsor for a total of **\$ AUD** _____
excluding GST for the items selective above.

Signature _____

Date ____ / ____ / ____

Application forms may be emailed to the contact listed to the right.
A tax invoice will be sent upon receipt of your application form.

CONDITIONS OF PAYMENT

- A 50% deposit is required upon confirmation of your Conference sponsorship item and / or booth.
- Payment must be made for all Conference sponsorship and exhibition monies prior to close of business on **18 December 2020**. Failure to do so may result in your Conference sponsorship item or exhibition stand being released again for sale.

PRIVACY STATEMENT

- ☐ YES, I consent to my details being shared with suppliers and contractors of the Conference to assist with my participation and planning. Also for the information distribution in respect of other relevant events that may be of interest to me that are organised by the Conference Manager.
- ☐ NO, I do not consent.

METHOD OF PAYMENT

Tick appropriate box

- ☐ I wish to pay by bank transfer. Bank details will be supplied on your tax invoice issued with confirmation.
- ☐ I wish to pay by credit card. A link will be sent to you via email to complete your payment securely online.

Please note: All credit card payments will appear as "ICMS Australasia Pty Ltd" on your statement and incur a 3% surcharge.

Forward completed application forms to:

Andrea O'Sullivan

COSPAR-2021-Hybrid Event Director

Email: andrea@icmsaust.com.au

Tel: +61 7 3255 1002

CONTRACTING TERMS AND CONDITIONS - VIRTUAL

The Contract

1. The term "Organiser" refers to ICMS Australasia Pty Ltd and includes associations, corporate and government bodies who have engaged ICMS Australasia Pty Ltd as their representative.
2. The term "Exhibitor" or "Sponsor" includes any person, firm, company or corporation and its employees and agents identifies in the Application Form or other written request for exhibition space.
3. A "contract" is formed between the Organiser and Sponsor/Exhibitor when the Organiser accepts the signed Application Form and/or receives initial payment.
4. The Organiser may cancel the contract at their discretion if the agreed deposit is not received within 14 days of lodging the Application Form. Additionally the Organiser reserves the right to cancel the contract by returning the deposit within 14 days of receipt.

The Application

5. An official Exhibition Application Form or written confirmation must be received to reserve the space or sponsorship item.
6. The Organiser reserved the right to refuse application or prohibit any Sponsor or Exhibitor from participation without assigning a reason for such refusal or prohibition.

Obligations and Rights of the Organiser

7. The decision of the Organiser is final and decisive on any question not covered in this contract.
8. The Organiser agrees to hold the virtual event/exhibition however, reserves the right to postpone the virtual event from the set dates to hold the exhibition on other dates as near the original dates as possible, utilising the right only when circumstances necessitate such action and without any liability to the Organiser.
9. The Organiser will take all diligent care to fulfil the sponsorship and exhibition commitments as outlined in the Sponsorship & Exhibition Prospectus.
10. The Organiser agrees to promote the event/exhibition to maximise participation as outlined in the prospectus
11. The Organiser agrees to allocate the Exhibitor a virtual exhibition space as close as possible to their desired location.
12. The Organiser reserves the right in unforeseen circumstances to amend or alter the exact site of the location of the virtual stand and the Exhibitor undertakes to agree to any alteration to the site or the space re-allocated by the Organiser.
13. The Organiser reserves the right to alter any aspect of the Program without notice.
14. The Organiser reserves the right to change or add to the virtual exhibition floor layout if necessary.

15. The Organiser is responsible for the control of the virtual exhibition area only.
16. The Organiser may shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition platform is open.
17. The Organiser agrees to provide the Exhibitor with an Exhibition Manual prior to the exhibition for the purpose of communicating required actions on the part of the Exhibitor.
18. The Organiser may refuse without limitation to permit activity within the virtual exhibition or may require cessation of particular activities at their discretion.
19. The Organiser reserves the right to disapprove the content and presentation of the Exhibitor virtual catalogues, acknowledgements and downloads with respect to the exhibition.
20. If an organisation is found to not align their values with that of the Host Organisations, this may result in cancellation of your Sponsorship/Exhibition Package.
21. The Organiser will not be liable and makes no guarantee of the number of visitors to the platform /exhibition. Equally the Organiser will not be accountable for the level of commercial activity generated.

Obligations and Rights of the Virtual Sponsor/Exhibitor

22. The Sponsor/Exhibitor must ensure that all accounts are finalised and paid prior to the commencement of the virtual event.
23. The Exhibitor must make every effort to maximise promotion and commercial benefits of participating in the virtual exhibition.
24. Exhibitors and Sponsors are responsible for providing the information and/or artwork required by the Organisers by the due dates requested by the Organiser.
25. All exhibition space holders must register officially and attendance in the virtual platform will not occur unless the attendee is registered.
26. The Exhibitor must comply with all directions/requests issues by the Organiser including those outlined in the Exhibition Manual.
27. All promotion must be conducted from your Virtual Exhibition space or the virtual networking areas.
28. All organisations are expected to conduct their business in a professional, ethical manner and any breach will result in immediate cancellation of the Sponsorship/Exhibition package.
29. No exhibitor shall sublet, share, assign or apportion part of all of their booked virtual space expect upon written consent from the Organising Committee.

Payment & Cancellation

30. The Sponsor/Exhibitor has seven (7) days in which to make their final payment when it falls due. After this time the space or package will be available for sale to another company. All deposits paid will automatically be forfeited and NO refund will be made. NO exhibitor shall occupy allocated exhibition space until all monies owing to the Organiser by the Exhibitor are paid in full.
31. Withdrawal – if the Sponsor/Exhibitor withdraws their commitment they will be liable for the following payments in accordance with the below:
 - a. 12 months or more to the first day of the exhibition – 75% refund on sponsorship and exhibition amount
 - b. 6-12 months prior to the first day of the exhibition – 50% refund on sponsorship and exhibition amount
 - c. Less than 6 months prior to the first day of the exhibition – No refund on sponsorship and exhibition amount
 - d. If notice of cancellation is received and full payment for funds owing has not been received, the Exhibitor will be invoiced for the difference to satisfy the above and below cancellation and refund policy. Payments must be made within 7 days of receipt of invoice.
32. Cancellation – if the event is cancelled due to unforeseen circumstances, the Organiser will not be liable to the Exhibitor for any loss incurred by the Sponsor or Exhibitor as a result of the cancellation, however all monies paid for any sponsorship and exhibition will be refunded.
33. Rescheduling – if the event is rescheduled for any reason and the Sponsor or Exhibitor does not wish to participate in the virtual exhibition at the rescheduled dates, the Organiser will not be liable to the Exhibitor for any loss incurred by the Exhibitor as a result of the rescheduling, and the Exhibitor will only be liable for 25% of the total sponsorship and exhibition cost with the remaining funds being refunded.
34. Virtual booth availability may be limited or restricted and allocations and available quantities will be advised upon processing your application.

*Terms & Conditions of Contract
Reviewed September 2020*