

 ForumEurope

THE EUROPEAN SPACE FORUM 2022

Embracing a new era of space in Europe

25 & 26 OCTOBER 2022

BRUSSELS & ONLINE



Sponsorship Brochure

Contact: Geraldine Evans

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www.euspaceforum.com

[#EUSpaceForum](https://twitter.com/EUSpaceForum)

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Event Overview

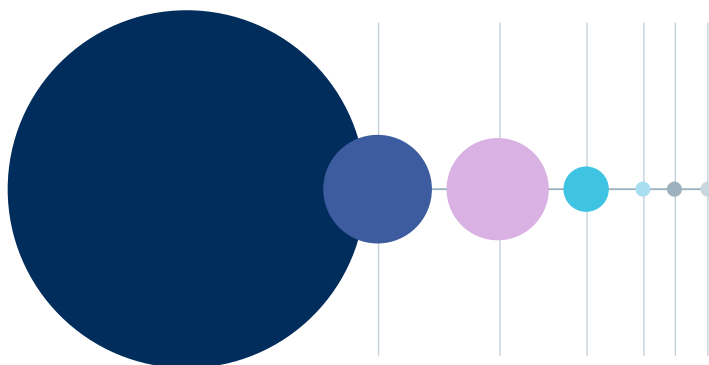
The space sector in Europe today is facing an unprecedented level of challenges and opportunities. A rapidly evolving ecosystem; soaring global competition from within and outside the industry; major technological shifts; and now rising tensions caused by the situation in Ukraine. New commercial and geopolitical realities are challenging policymakers and industry to adapt their approach to space in order to protect European values and maintain its position as a global space leader. At this critical time, the European Space Forum 2022 will provide an opportunity for a deep dive into these key themes and more. It will examine the innovative programmes, initiatives and policies that are being put forward, and the extent to which these are sufficient to enable Europe to embrace the new era of space that is emerging.

The inaugural edition of the European Space Forum in 2021 was held virtually, and brought together more than 700 key stakeholders and thought leaders from across the space and satellite sectors. This year, the event is switching to a hybrid format, and we are looking forward to welcoming speakers and delegates to Brussels for 2 full days of face-to-face debate. The ethos of the event in this in-person format remains unchanged. All sessions are designed to be discussion-based and highly interactive. By encouraging speakers and audience members to speak freely, challenge each other and pool ideas, our aim is to make a real and tangible contribution to policy thinking in this area as we move towards the common goal of securing Europe's position as a major player in this exciting new era of space innovation.



Audience Breakdown: Attendance from the previous edition

The last edition of our European Space Forum took place in 2021 online, and saw over 630 delegates in attendance with the following audience breakdown:



- **56%** Corporate Organisations;
- **17%** European Commission / Parliament / Council;
- **16%** National Government / Regulator;
- **6%** NGO / Not for Profit;
- **2%** Journalist / Press;
- **2%** Diplomatic Mission to the EU & EU Permanent Representations;
- **2%** Academic / Student

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Key Speakers

Key Speakers from the previous edition of European Space Forum Conference



Thierry Breton
Commissioner,
Internal Market,
European Commission



Josef Aschbacher
Director General,
European Space Agency



Rodrigo da Costa
Executive Director,
EUSPA



Matthias Petschke
Director of Space,
DG DEFIS,
European Commission



André-Hubert Roussel
President,
Eurosace



Stephen Spengler
Chairman,
ESOA



Sorin Ducaru
Director,
SatCen



Géraldine Naja
Director of Industrial
Policy, Commercialisation,
Procurement,
European Space Agency



Aarti Holla-Maini
Secretary General,
ESOA



Olivier Lemaître
Secretary General,
Eurosace



Evi Papantoniou
Head of Unit, Space Policy,
DG DEFIS,
European Commission



Elodie Viau
Director of
Telecommunications and
Integrated Applications,
European Space Agency



Simonetta Cheli
Head of Strategy,
Programme and
Coordination Office,
European Space Agency



Marc Serres
CEO,
Luxembourg Space
Agency



Marnix Dekker
Cybersecurity Expert,
ENISA



**Massimo Claudio
Comparini**
CEO,
Thales Alenia Space Italia



Jacob Geer
Head of Space Surveillance
and Tracking,
UK Space Agency



Guillaume de la Brosse
Head of Unit, Innovation,
Start-ups & Economics,
DG DEFIS,
European Commission

*Positions and organisations at time of contribution

Previous Sponsors Include:

AIRBUS

arianespace
arianesgroup

ASD-EUROSPACE
The Space group in ASD

ESOA
EMEA SATELLITE OPERATORS ASSOCIATION

eutelsat

gmv
INNOVATING SOLUTIONS

hispasat

**Hewlett Packard
Enterprise**

inmarsat

MethaneSAT

OneWeb

RAND EUROPE

RHEA
GROUP

serco

SES

space-tec
PARTNERS

**ThalesAlenia
Space**
a Thales/Lockheed company

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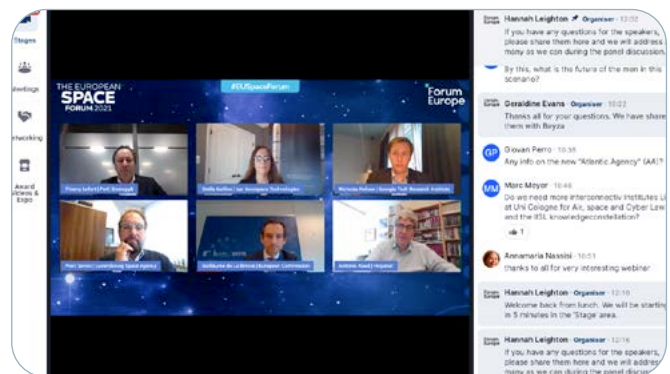
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Sponsorship of a Hybrid Event

As the world slowly begins to emerge from the pandemic, we are cautiously optimistic about returning to some element of in-person participation at our events in 2022. However, all events for the foreseeable future will also retain a virtual/online element in order to ensure that those individuals who are unable or do not wish to travel are not excluded.



Given this transition to a 'hybrid' format, we are delighted to put forward a revised package of sponsorship and visibility opportunities, with options for organisations to get involved in the event either in-person or virtually.

Our packages have been designed to enable sponsors to take advantage of the enhanced face-to-face networking benefits that are made possible by a physical meeting environment, whilst also benefiting from the additional exposure and outreach that virtual events offer in terms of larger audience numbers.

Most importantly, by offering flexibility in this way, our aim is to provide sponsors and partners with the opportunity to select the level and method of involvement that best fits their needs. As ever, the packages that are proposed are only meant as a guide to the benefits that are available, and we are always able to work with any organisation to tailor a bespoke package of benefits that best fit their needs and enable them to ensure that their key aims and objectives from involvement at an event are achieved.

There are various sponsorship packages available for the event, to offer optimum exposure for all budgets available. These range from higher-end sponsorship packages giving an exclusive speaking position and priority branding, down to lower cost branding that still provides high visibility and a great value opportunity to raise your profile among the leading decision makers in this sector.



Sponsorship Packages Platinum in-Person

Platinum Package with in-person participation

€14,000

- Speaking position for a company representative to participate in-person during one of the main plenary sessions;
- 3 guaranteed and complementary delegate places for company representatives or guests to attend the main conference (please note: in cases restrictions remain in place on the number of attendees who can attend events, you will be in the priority group to receive delegate places, alongside speakers, policymakers / regulators and other sponsor organisations);
- Inclusion of your organisation logo as a 'platinum sponsor' across all pre-event and event day materials (both on the virtual platform and the physical venue), including:
 - Conference website (with link to your website)
 - All marketing emails
 - Event day banners and stage backdrop at the conference venue
 - On the virtual event platform - in the 'reception' area / home page; and in the 'stage' area
 - On all post event materials, including recorded version of all sessions that are uploaded post-event on social media
- Inclusion of company materials in delegate e-packs, which are distributed to all delegates participating in-person and virtually on arrival;
- Opportunity to take both a physical and a virtual exhibition stand, with the chance to link these by broadcasting live or hosting Q&A sessions from your physical stand onto the virtual platform;
- Opportunity to provide a short (2 minute) promotional video to be shown on the main stage (conference room & virtual stage) during breaks and immediately before the start of the main session. This will be in rotation with other sponsor videos;
- Advance access (1 week before the event) to the list of attendees who will be participating both in-person and virtually;
- 2 places at the pre-conference VIP and speaker networking dinner (including speaker).



Sponsorship Packages Platinum Virtual

Platinum Package with virtual participation

€12,000

- Speaking position for a company representative to participate remotely / virtually during one of the main plenary sessions;
- Inclusion of your organisation logo as a 'platinum sponsor' across all pre-event and event day materials (both on the virtual platform and the physical venue), including:
 - Conference website (with link to your website)
 - All marketing emails
 - Event day banners and stage backdrop at the conference venue
 - On the virtual event platform - in the 'reception' area / home page; and in the 'stage' area
 - On all post event materials, including recorded version of all sessions that are uploaded post-event on social media
- A private virtual meeting room set up on your behalf on the event platform for you to use to hold either private one-to-one or group video meetings. An attendee list will be sent to you in advance of the event to enable you to select those people who you would like to set up meetings with and to start pre-arranging those. Personal invitations will be sent on your behalf by the Forum Europe team to up to 10 attendees to assist with this and to help with setting up meetings;
- Advance access (1 week before the event) to the list of attendees who will be participating both in-person and virtually;
- Inclusion of company materials in delegate e-packs, which are distributed to all delegates participating in-person and virtually on arrival;
- Opportunity to take a 'virtual' exhibition booth, where you can display video content or a live video chat with team members (and can switch between the 2 during the event), link to promotional materials, websites and social media pages, and include company descriptions and information;
- Opportunity to provide a short (2 minute) promotional video to be shown on the main stage (conference room & virtual stage) during breaks and immediately before the start of the main session. This will be in rotation with other sponsor videos.



Sponsorship Packages

Event Partner

Event Partner Package (exhibition booth only)

€6,000

- Inclusion of your organisation logo as a 'event partner' across all pre-event and event day materials (both on the virtual platform and the physical venue), including:
 - Conference website (with link to your website)
 - All marketing emails
 - Event day banners and stage backdrop at the conference venue
 - On the virtual event platform - in the 'reception' area / home page; and in the 'stage' area
 - On all post event materials, including recorded version of all sessions that are uploaded post-event on social media
- Inclusion of company materials in delegate e-packs, which are distributed to all delegates participating in-person and virtually on arrival;
- Opportunity to take a physical exhibition stand, with the chance to link these by broadcasting live or hosting Q&A sessions from your physical stand onto the virtual platform;
- 2 guaranteed and complementary delegate places for company representatives or guests to attend the main conference (please note: in cases restrictions remain in place on the number of attendees who can attend events, you will be in the priority group to receive delegate places, alongside speakers, policymakers / regulators and other sponsor organisations);



Catering Packages

Exclusive Sponsorship of VIP & Speaker dinner

€9,000

We are pleased to offer the opportunity for an organisation to sponsor and host a pre-conference networking dinner. All speakers, high-level guests and senior policymakers who are participating at the event in-person meet for a 3-course sit-down dinner, which will include time for informal networking and a room-wide discussion on issues relating to the conference topics.

- Your organisation seen as the exclusive 'host' for the dinner;
- Three-course dinner for conference speakers and invited guests;
- The opportunity for a representative from your organisation to introduce the dinner and lead the discussion;
- Opportunity to provide input in the guest-list and dinner seating plan;
- Exclusive branding at the dinner venue on banners and menu cards;
- 3 places at the dinner reserved for your representatives or guests;
- 1 guaranteed and complementary delegate place for an organisation representative to attend the main conference.

Sponsorship of Cocktail Reception

€6,500

The Networking Reception will (as long as the Covid protocol at the venue allows it) be opened to all in-person attendees to join. The setting will be informal and relaxed, providing the opportunity to network and meet over drinks and canapés.

- Your organisation seen as the exclusive 'host' of the cocktail reception;
- Exclusive branding at the reception venue on a banner;
- The opportunity for a representative from your organisation to give welcome address;
- 3 places at the reception reserved for your representatives and guests;
- 1 guaranteed and complementary delegate place for an organisation representative to attend the main conference.

Exclusive Sponsorship of conference refreshments

€5,000

- Corporate identity displayed in the refreshments area during coffee break;
- Opportunity to include branded items such as napkins, chocolates, or biscuits for instance (to be provided by sponsor and subject to venue terms and conditions);
- 1 complementary delegate place.

In addition to the above benefits, all catering sponsors will also be included in the sponsor section of the event program.

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Product Sponsorship

As well as the main Sponsorship Packages, there are also a range of product based branding opportunities available with Forum Europe. These have been chosen specifically for their ease of production and value beyond the event itself. The list below is by no means exhaustive and our marketing team will be happy to work with you to create innovative sponsorship packages tailored to the needs of you and your company.



Hand Sanitizer Sponsorship €1800

- Company logo in full colour printed on individual hand sanitizer bottles distributed to all attendees on their arrival at the venue. **Cost of production is included.**
- Recognition on exclusive "Thank you for helping to keep us safe" signage at event.



Face Mask Sponsorship €2450

- Company logo in one colour printed on face masks distributed to all attendees on their arrival at the venue. **Cost of production is included.**
- Recognition on exclusive "Thank you for helping to keep us safe" signage at event.

Please note: joint sponsorship of both hand sanitizer and face masks is available at the discounted rate of €4,000.



Sponsorship of lanyards €2000 + cost of production

- Company logo printed in full colour on all lanyards.
- Option of having the lanyard production organised by Forum Europe (production costs to be covered by your organisation) or to provide the lanyards yourself.
- Lanyards are distributed to all in-person delegates on arrival at the conference and worn at all times, ensuring high visibility of your brand throughout the event.



Sponsorship of conference badges €1,500

- Company logo printed in full colour on all delegate badges.
- Badges are distributed to all in-person delegates on arrival at the conference and worn at all times, ensuring high visibility of your brand throughout the event.

Please note: joint sponsorship of both lanyards and badges is available at the discounted rate of €3,000.