



## International Space Development Conference Sheraton National Hotel Arlington

Washington, DC  
May 19-22, 2005

### *Celebrating NSS's 30<sup>th</sup> Anniversary*

The National Space Society is America's most vocal grassroots advocate for space exploration and development. With roughly 20,000 member-subscribers, the organization has a proven record in promoting space with the general public, and communicating that support to top decisionmakers in government and industry.

2005 marks the 30<sup>th</sup> anniversary of the founding of the society. In this year, NSS is pleased to bring its annual conference to Washington, DC, for what promises to be a milestone event bringing the latest developments in space to the general public, Congress and national leaders.

The conference, entitled the International Space Development Conference, will be held May 19-22 at the Sheraton National Hotel in Arlington, Virginia.

### *Anniversary Gala at the Udvar Hazy Center, National Air and Space Museum*

The highlight of the conference will be the Anniversary Gala Dinner on the evening of Saturday, May 21, chaired by television host and author Hugh Downs and celebrating the diamond anniversary of the society. For this special occasion, the society has reserved the spectacular new National Air and Space Museum Udvar Hazy Center. The dinner will feature many prominent members of the society's Board of Governors, chaired by Mr. Downs, as well as presentation of the society's highest awards. A special VIP reception will welcome the evening's honorees as well as the society's Board of Governors.

### *Conference Sponsorship*

Current major sponsors of ISDC include NASA, Transformational Space Corporation, The Boeing Company, NASA Research Partnership Centers, and Space Age Publishing. We invite you to join these visionary organizations in demonstrating support and exposure for space exploration and its benefits in our nation's capital.

With coverage from national and local news media, including guaranteed advertisements in Space News, plus attendance of senior leaders from Congress and their staff, the event is an opportunity for significant exposure.

Certain sponsorship levels include tables at the Anniversary Gala, chaired by Hugh Downs and held at the National Air and Space Museum Udvar Hazy Center.

### *Selected Confirmed Speakers*

#### **Explorers**

Rear Adm. Craig E. Steidle, USN (Ret.)  
*Associate Administrator for Exploration Systems,  
National Aeronautics and Space Administration*

Dr. Steven Squyres  
*Principal Investigator, Mars Exploration Rovers*

Dr. Robert Mitchell  
*Program Manager, Cassini*

#### **Entrepreneurs**

Burt Rutan  
*President, Scaled Composites*

Dr. Peter Diamandis  
*Founder and Chairman, X PRIZE Foundation*  
Will Whitehorn  
*President, Virgin Galactic*

## Summary of Sponsorship Levels

- ❖ ~~Apollo Sponsor - \$15,000~~ SOLD  
*Presenting Sponsor of conference and gala*
- ❖ Gemini Sponsor - \$10,000  
*Lead sponsors of conference and gala*
- ❖ Mercury Sponsor - \$5,000  
*Sponsors of conference and gala*
- ❖ Platinum Sponsor - \$12,500  
*Sponsor of conference and 30<sup>th</sup> anniversary  
VIP Gala Reception*
- ❖ Gold Sponsor - \$5,000
  - ~~Thursday lunch~~ SOLD
  - Thursday dinner
  - Friday lunch
  - Friday dinner
  - Saturday lunch
- ❖ Silver Sponsor - \$3,000
  - ~~Thursday morning coffee~~ SOLD
  - Friday morning coffee
  - Saturday morning coffee
  - Sunday morning coffee
- ❖ Sponsored Merchandise
  - ~~Tote Bags - \$3,500~~ SOLD
  - Lanyards - \$3,000
  - Pens - \$2,800
  - Notepads - \$2,800
- ❖ Conference Supporter - \$1000

**Reservation form available  
at conclusion of package.**

*For more information,  
please contact the NSS Executive Director at  
(202) 429-1600, or via email at [george@nss.org](mailto:george@nss.org)*

## BOARD OF GOVERNORS NATIONAL SPACE SOCIETY 2005

*All Governors have been invited to attend  
the Gala Dinner, VIP Reception and conference.*

Hugh Downs, *Chairman*

Mark Albrecht  
Buzz Aldrin  
Robert Allnutt  
Norman R. Augustine  
Lance Bass  
Alan Binder  
Frank Borman  
Ben Bova  
Bruce Boxleitner  
Gerald P. Carr  
Sir Arthur C. Clarke  
Tom Cruise  
Michael DeBakey  
K. Eric Drexler  
Freeman Dyson  
Edward R. Finch  
Aaron Freeman  
Don Fuqua  
Newt Gingrich  
Peter Glaser  
John Glenn  
Tom Hanks  
Shelley A. Harrison  
Robert Jastrow  
John Johnson  
Arthur Kantrowitz  
Lon Levin  
John Lewis  
James Lovell  
Robert McCall  
Marvin Minsky  
Kenneth Money  
Nichelle Nichols  
Frederick I. Ordway III  
Bill Pogue  
Majel Barrett Roddenberry  
Harrison Schmitt  
Frederick Seitz  
Michael Simpson  
John B. Slaughter  
Anthony Tether  
James A. Van Allen  
Maria von Braun  
James B. Wyeth

## Apollo Sponsor

The ISDC Apollo Sponsor will be recognized as the Presenting Sponsor for the conference, as well as Presenting Sponsor for the NSS Gala Dinner.

Sponsor level: \$15,000

Sponsorships available: 4 SOLD

Benefits:

- ❖ Presenting Sponsor of conference and gala, with top recognition in all advertising and marketing materials
- ❖ Three tables at the NSS Gala Dinner (24 tickets total, with 2 VIP guests per table)
- ❖ 12 tickets to Gala VIP reception
- ❖ Five minute opportunity within Gala Dinner program for remarks from corporate leader
- ❖ The opportunity to dine with three special guests of the evening
- ❖ The opportunity to distribute gift item bearing organization name at the Gala Dinner
- ❖ Tent cards at table bearing organization name
- ❖ Acknowledgment by NSS's President during the Conference opening remarks
- ❖ Acknowledgement in the gala program book
- ❖ 24 complimentary registrations to the conference
- ❖ Leading 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 NSS website



# Platinum Sponsor

The ISDC Platinum Sponsor will be recognized as Platinum Sponsor of the conference, with lead sponsor recognition of the VIP Gala Reception preceding the anniversary Gala Dinner.

Sponsor level: \$12,500

Sponsorships available: 1

Benefits:

- ❖ Lead sponsor recognition of VIP Reception preceding the NSS Gala Dinner at the National Air and Space Museum Udvar Hazy Center, featuring members of the Society's Board of Governors and the evening's honorees, with recognition in all advertising and marketing materials
- ❖ Two tables at the NSS Gala Dinner (16 tickets total, with 2 VIP guests per table)
- ❖ 12 tickets to Gala VIP reception
- ❖ Five minute opportunity during VIP reception for remarks from corporate leader
  
- ❖ The opportunity to dine with two special guests of the evening
- ❖ The opportunity to distribute gift item bearing organization name at the VIP reception.
- ❖ Tent cards at table bearing organization name
- ❖ Acknowledgment by NSS's President during the Conference opening remarks
- ❖ Acknowledgement in the gala program book
  
- ❖ 16 complimentary registrations to the conference
  
- ❖ Leading listing in conference advertising, including Space News advertisements
- ❖ Acknowledgement throughout conference marketing materials
- ❖ Acknowledgement in the conference program book
- ❖ A 22x28 sign bearing organization name adjacent to the VIP reception
- ❖ Acknowledgement on the NSS website



# Gemini Sponsor

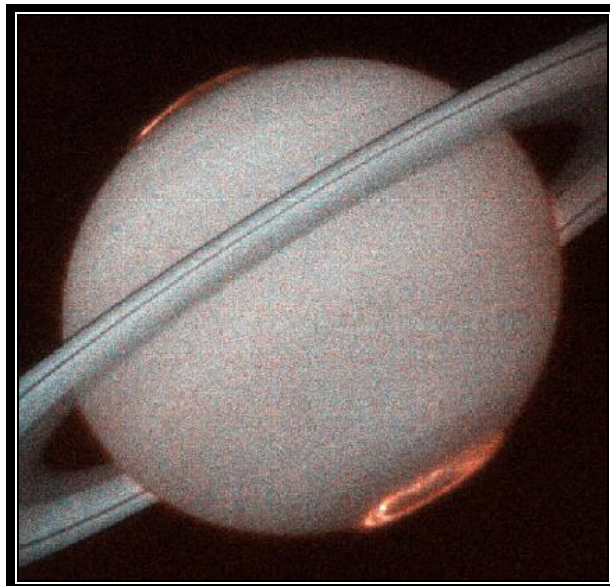
The Gemini Sponsors will be recognized as Lead Sponsors for the conference, as well as Lead Sponsors for the NSS Gala Dinner.

Sponsor level: \$10,000

Sponsorships available: 4

Benefits:

- ❖ Lead Sponsor of conference, with recognition in all advertising and marketing materials
- ❖ Two tables at the NSS Gala Dinner (16 tickets total, with 2 VIP guests per table)
- ❖ 8 tickets to Gala VIP reception
  
- ❖ The opportunity to dine with two special guests of the evening
- ❖ Tent cards on table bearing organization's name
- ❖ Acknowledgment by NSS's President during the Conference opening remarks
- ❖ Acknowledgement in the gala program book
  
- ❖ 16 complimentary registrations to the conference
  
- ❖ Listing in conference advertising, including Space News advertisements
- ❖ Acknowledgement throughout conference marketing materials
- ❖ Acknowledgement in the conference program book
- ❖ Acknowledgement on the NSS website



## Mercury Level

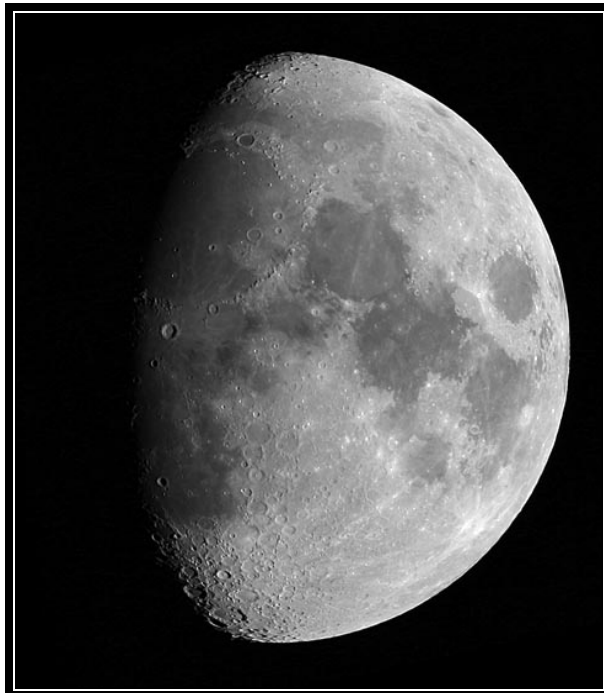
The Mercury Sponsors will be recognized as Sponsors for the conference, as well as Sponsors for the NSS Gala Dinner.

Sponsor level: \$5,000

Sponsorships available: 8

Benefits:

- ❖ Sponsor of conference, with recognition in all advertising and marketing materials
- ❖ One table at the NSS Gala Dinner (8 tickets total, with 2 VIP guests)
- ❖ 4 tickets to Gala VIP reception
  
- ❖ The opportunity to dine with one special guest of the evening
- ❖ Tent cards on table bearing organization's name
- ❖ Acknowledgment by NSS's President during the Conference opening remarks
- ❖ Acknowledgement in the gala program book
  
- ❖ 8 complimentary registrations to the conference
  
- ❖ Listing in conference advertising, including Space News advertisements
- ❖ Acknowledgement throughout conference marketing materials
- ❖ Acknowledgement in the conference program book
- ❖ Acknowledgement on the NSS website



## Gold Level

NSS Gold Sponsorships are available for support of one of the five meals of the conference, excluding the Gala Dinner. These include the Thursday evening dinner, Friday evening dinner, Thursday lunch, Friday lunch, or Saturday lunch.

Sponsor level: \$5,000

Sponsorships available: 5

Benefits:

- ❖ 8 tickets to the sponsored lunch or dinner
- ❖ 8 complimentary registration to the conference
  
- ❖ 4 tickets to the NSS Gala Dinner
- ❖ 2 tickets to Gala VIP reception
  
- ❖ 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 NSS website

## Silver Level

NSS Silver 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 Morning, Friday Morning, Saturday Morning, and Sunday Morning.

Sponsor level: \$3,000

Sponsorships available: 3

Benefits:

- ❖ Prominent signage adjacent to coffee break, including 22x28 sign bearing firm's name.
  
- ❖ 4 complimentary registration to the conference
  
- ❖ 3 tickets to the NSS Gala Dinner
- ❖ 2 tickets to Gala VIP reception
  
- ❖ 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 NSS website

## Sponsored Merchandise

NSS 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: Used to hold all conference materials. (~~\$3,500~~) SOLD

Lanyards: Used to hold the conference name badges, these will be seen on every attendee. (\$3,000)

Pens: Every attendee will receive a pen at registration. (\$2,800)

Notepads: Used for taking notes during the sessions, this item will not leave our attendees hands (\$2,800)

Merchandise sponsors will also receive:

- ❖ 3 complimentary registrations to the conference
- ❖ 2 tickets to the NSS Gala Dinner
- ❖ 1 tickets to Gala VIP reception
  
- ❖ 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 NSS website

## Supporter Level

Supporting sponsors demonstrate their commitment to a spacefaring society and the goals of NSS.

Sponsor level: \$1,000

Benefits:

- ❖ 2 complimentary registration to the conference
- ❖ 1 ticket to the NSS Gala Dinner
- ❖ 1 ticket to Gala VIP reception
  
- ❖ Acknowledgement in the conference program
- ❖ Acknowledgment by NSS's President during the Conference opening remarks
- ❖ Acknowledgement on the NSS website

## 2005 INTERNATIONAL SPACE DEVELOPMENT CONFERENCE SPONSORSHIP RESERVATON

Please indicate sponsorship reservation by checking the appropriate box below.

- |   |   |
|---|---|
| <input type="checkbox"/> Apollo Sponsor - \$15,000<br><i>Presenting Sponsor of conference and gala</i>  | <input type="checkbox"/> Platinum Sponsor - \$12,500<br><i>Sponsor of conference and VIP gala reception</i>   |
| <input type="checkbox"/> Gemini Sponsor - \$10,000<br><i>Lead sponsors of conference and gala</i>   | <input type="checkbox"/> Gold Sponsor - \$5,000 <ul style="list-style-type: none"><li>▪ Thursday lunch</li><li>▪ Thursday dinner</li><li>▪ Friday lunch</li><li>▪ Friday dinner</li><li>▪ Saturday lunch</li></ul>            |
| <input type="checkbox"/> Mercury Sponsor - \$5,000<br><i>Sponsors of conference and gala</i>  | <input type="checkbox"/> Silver Sponsor - \$3,000 <ul style="list-style-type: none"><li>▪ Thursday morning coffee</li><li>▪ Friday morning coffee</li><li>▪ Saturday morning coffee</li><li>▪ Sunday morning coffee</li></ul> |
| <input type="checkbox"/> Sponsored Merchandise <ul style="list-style-type: none"><li>▪ Tote Bags - \$3,500</li><li>▪ Lanyards - \$3,000</li><li>▪ Pens - \$2,800</li><li>▪ Notepads - \$2,800</li></ul> |   |
| <input type="checkbox"/> Conference Supporter - \$1000  |   |

Company Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Payment Information**       Check enclosed

Please charge credit card    \_\_\_ AmEx    \_\_\_ MasterCard    \_\_\_ Visa

Credit Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please return to: Executive Director, NSS, 1620 I Street, NW, Suite 615, Washington, DC 20006.**

**PHONE: 202/429-1600, FAX: 202/463-8498, Email: [george@nss.org](mailto:george@nss.org)**