



# BEYOND B2B: CONNECTING FOR GROWTH

April 4, 2018, Independence, OH co-sponsored by  
[www.aiaa.org/beyondb2b](http://www.aiaa.org/beyondb2b)



## What is Beyond B2B?

AIAA and OAI's Beyond B2B event is more than just the average business to business matchmaking/networking program. The goal is to connect entrepreneurs and small businesses from all industries, including those from outside of the aerospace industry, with medium and large aerospace and defense companies and government agencies. As many of these individuals/smaller businesses tend to be on the cutting edge of innovation, they make ideal subcontractors, partners, and collaborators.

## Why Participate?

- **Find what you are missing.**  
Your new subcontractors, vendors, collaborators, innovative technology, and/or acquisitions may be here waiting for you.
- **Avoid all the hassle.**  
This event is a "one-stop-shop" and the work of identifying, researching, and organizing a meeting with these small businesses and startups has been done for you.
- **Great ROI.**  
A single-day event could lead to opportunity and potential upside.

## Cost

- Registration
  - Presenting large and medium businesses/government agencies: No charge
  - All other attendees: \$50 AIAA or OAI members/\$95 non-members
- Exhibit Tabletop: \$100 AIAA or OAI corporate members/\$200 non-members
- Sponsorship opportunities are available for greater branding and marketing opportunities

**"Large corporate incumbents recognize that engaging with the startup community is necessary to stay on top of the disruptive innovation around their core business and stay ahead of the curve with emerging technologies and new business models."**

— Neal Hansch, *TechCrunch.com*, 11 October 2016

## One Day Commitment

- Morning:
  - 15 minute presentation
  - Matchmaking appointments
    - You will have the opportunity to screen available matches prior to appointments
- Afternoon:
  - Listen to small business/entrepreneur pitches; they will be presented in two concurrent sessions, so it is valuable to have a company/agency representative at each session
  - End-of-day networking reception and poster session

## Customize Your Experience and Maximize Your Return

- Presentation: Describe what you need, not what you do. Consider including:
  - Technology needs/focus areas
  - Future of your industry
  - Collaboration success story/case study
- By providing us with the above information in advance, you can tailor matchmaking and networking opportunities

Find technologies, researchers, collaborators, and more. Save time and money. Join us at Beyond B2B! Contact Tobey Jackson at [tobeyj@aiaa.org](mailto:tobeyj@aiaa.org) or 703.264.7570.





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### SPONSORSHIP OPPORTUNITIES

#### Presenting Sponsorship (One available) \$10,000

- Exclusive recognition as the Presenting Sponsor
- Logo and hyperlink on event website
- Logo on event printed materials
- Logo on event signs
- Recognition in all emails to prospects, attendees and speakers
- Recognition from the podium on-site at the event
- Opportunity to make remarks from the podium
- One seat at the luncheon head table
- 5 registrations
- Opportunity to distribute materials to attendees
- Access to attendee list after the event
- Sponsored email to attendees after the event

#### Gold Sponsorship (Two available) \$5,000

- Logo and hyperlink on event website
- Logo on event printed materials
- Logo on event signs
- Recognition in emails
- Recognition from the podium on-site at the event
- Opportunity to make welcome remarks
- One seat at the luncheon head table
- 3 registrations
- Opportunity to distribute materials to attendees
- Sponsored email to attendees after the event

#### Lunch Sponsorship (One available) \$5,000

- Gold Sponsorship benefits
- Opportunity to introduce lunch speaker

#### Silver Sponsorship (Four available) \$2,000

- Logo and hyperlink on event website
- Logo on event printed materials
- Logo on event signs
- Recognition in emails
- Recognition from the podium on-site at the event
- 1 registration

#### Tabletop Exhibits (Limited number available)

- \$100 AIAA and/or OAI corporate members
- \$200 non-members

**INCREASE YOUR VISIBILITY BY  
BECOMING A CORPORATE MEMBER,  
EVENT SPONSOR OR EXHIBITOR.**

AIAA: contact Tobey Jackson at  
[tobeyj@aiaa.org](mailto:tobeyj@aiaa.org) or 703.264.7570.

OAI: contact Howard Thompson at  
[HowardThompson@oai.org](mailto:HowardThompson@oai.org) or 440.962.3237.

