

## What is the HUB?

A new multi-use, traffic generating area built into the heart of AIAA exhibitions!

The HUB will feature many exhibitor and attendee favorites, PLUS new and innovative opportunities for learning and networking. We've listened to past exhibitor feedback, and know the value of more traffic in the hall and the benefits of attendees staying in and returning to the hall. We want to boost your Return on Investment (ROI).

So far, the HUB is planned for AIAA SciTech Forum, AIAA AVIATION Forum, AIAA Propulsion and Energy Forum, and AIAA SPACE Forum.

## The HUB Details

Located in the exhibit hall, **this new destination for traffic** gives dozens of exhibitors the chance to be on the perimeter of an area that will **draw and hold Forum attendees**. Currently, there is no premium location fee added to our normal space rates if you choose to locate your booth immediately adjacent to the HUB.

## Additional Marketing

Leading up to 2018 AIAA Forums, AIAA will launch a marketing campaign to promote the HUB. Before and during the Forums, attendees will frequently be reminded about the HUB.

Look for our new logo (above) marking the spot as the HUB of activity. **Join us!**

## The New Features

Here's a sampling of the programs that may be included in the HUB (based on Forum).

- The AIAA Pavilion and bookstore
- Presentation area featuring encore technical session presentations, new product demonstrations, and business development sessions
- A comfy networking area
- Device charging stations
- Contests and raffles
- Specialty food and bar stations during receptions
- Daily coffee breaks
- Food concessions
- Daily happy hour cash bar
- Twitter feed display
- Specific activities unique to each Forum such as award presentations, toasts and announcements
- Student and Young Professional focused programs
- Recruiting and career area
- Media area
- And much more

## Want to Sponsor the HUB?

The HUB offers many opportunities for sponsors to reach AIAA Forum attendees. Get your company's brand front-and-center by sponsoring one or more of the programs to the left. Maximize your exposure by becoming the featured sponsor for the HUB. Your logo will be included on signage, in the HUB promotions, on the Forum website, and through communication about the HUB onsite.

## Contact Information

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