

CONTINUING THE JOURNEY

The Moon, then Mars ISDC® 2020

International Space Development Conference®

May 28-31, 2020

Embassy Suites by Hilton Dallas-Frisco Hotel & Convention Center



National Space Society

ISDC2020.nss.org



For more information or to explore opportunities for ISDC® sponsorship, please call Aggie Kobrin at 949-552-7557 or email to aggie.kobrin@nss.org.



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NASA has a plan—establish a permanent human presence on the Moon within the next decade and then continue the journey on to Mars. The 2020 International Space Development Conference® (ISDC®) will focus on the groundbreaking science, technological innovations, and necessary partnerships to see this plan to fruition. Through its theme, Continuing the Journey, ISDC® 2020 will highlight the public and private efforts to push the boundaries of space exploration back to the Moon, then Mars.

The National Space Society (NSS) will feature scientists, engineers, entrepreneurs, students, artists, and space enthusiasts at ISDC® in Dallas, Texas from May 28-31 to join in discussions, presentations, tours, demonstrations, and social events that all focus on how best to settle the Moon, get to Mars, and benefit all humanity.

The conference program features highly engaging, world-class keynote speakers who will share past, current, and upcoming innovations and exciting plans for the future. Thought leaders will provide sessions on the settlement and utilization of the Moon and Mars, updates on new launch systems, the design and development of space infrastructure, the creation of space solar power systems, the expansion of space-based business, bio-sustainability, space elevators, and more. Other activities include informative poster sessions that feature the latest thinking in space exploration and development, the NSS Space Settlement Contest, exclusive book signings, the imaginative creations of renowned artists, and much more.



Jeff Bezos at ISDC 2018
Los Angeles, California

The International Space Development Conference®, now in its 39th year, is the premiere event of the National Space Society. Through the education and development of future generations, the primary goal of ISDC® is to enable the expansion of humanity into the solar system and promote the utilization of the vast resources in space to dramatically improve life on Earth.

ISDC® 2020 Conference Program includes four morning plenary sessions, four lunches and four dinners featuring keynote speakers, an Exhibit Hall, poster sessions, NSS Space Settlement Contest, book signing and much more for executives, managers, industry professionals, entrepreneurs, young professionals and students, and space leaders and space enthusiasts. Thought leaders in the space industry will share about past, current and upcoming innovations.

Previous Featured Speakers

Jim Bridenstine, NASA Administrator (ISDC 2019)
Tory Bruno, United Launch Alliance (ISDC 2019)
Scott Pace, National Space Council (ISDC 2019)
Thomas Zurbuchen, Associate Administrator, NASA (ISDC 2019)
Jeff Bezos, Amazon, Blue Origin (ISDC 2018)
Freeman Dyson (ISDC 2018)
Thomas Muller, Propulsion CTO, SpaceX (ISDC 2018)
Johann-Dietrich Wörner, Director General, ESA (ISDC 2017)
William Gerstenmaier, Associate Administrator, NASA (ISDC 2017)
Thomas P. Stafford, Gemini & Apollo Astronaut (ISDC 2017)

Alan Stern, Principal Investigator, New Horizons (ISDC 2016)
Ellen Ochoa, Director NASA's Johnson Space Center (ISDC 2016)
Lindley Johnson, Planetary Defense Officer, NASA (ISDC 2016)
Buzz Aldrin, Apollo 11 Astronaut (ISDC 2015)
Lori Garver, former NASA Deputy Administrator (ISDC 2015)
Kip Thorne, *Interstellar*, Caltech (ISDC 2015)
Anousheh Ansari, X Prize, private Space Traveler (ISDC 2015)
Elon Musk, SpaceX (ISDC 2014)
A.P.J. Abdul Kalam, former President of India (ISDC 2013)
Mae Jemison, NASA Shuttle Astronaut (ISDC 2013)

Special Topic Sessions

Interstellar
Living in Space
LaunchPad Talks
Mars

Many Roads to Space
Moon
NextGen
New Launcher

Seasteading
Space Business
Space Elevators
Space Health

Space Policy
Space Settlement
Space Solar Power
Space Transportation



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ISDC® 2020 Fact Sheet

Official Title: National Space Society's 39th annual International Space Development Conference® (ISDC® 2020)



What: The annual International Space Development Conference® (ISDC®) is the keynote event of the National Space Society (NSS), bringing together leading managers, engineers, scientists, educators, and business people from civilian, military, commercial, entrepreneurial, and grassroots advocacy space sectors, to work toward the common goal of developing a spacefaring civilization. ISDC® has attracted over 1200 attendees from over 20 countries, and has featured renowned speakers. ISDC® has been held in various locations throughout North America, with the 39th annual conference taking place in Frisco, Texas.

When: Thursday, May 28 through Sunday, May 31, 2020

Where: Embassy Suites by Hilton Dallas-Frisco Hotel & Convention Center, 7600 John Q Hammons Drive, Frisco, TX 75034

ISDC® Attendance: On average, 800-1000 people attend an ISDC® annually. They include:

- Executives, managers, consultants, business owners and entrepreneurs
- Leaders and decision-makers from space agencies
- Public and private policy makers and influencers in space aerospace
- Scientists, engineers, and researchers from industry and academia
- Representatives of aerospace companies
- NSS Governors, Directors, Chapter Leaders, and Members
- Representatives of other space organizations including Space Tourism Society, AIAA, Mars Society, Planetary Society, Aero Space & Defense Forum, Space Frontier Foundation, SEDS, Explore Mars, Moon Society, Yuri's Night, Secure World Foundation, Satellite Industries Association, and Commercial Spaceflight Federation.
- NSS Space Settlement Student Contests participants and winners including attendees from 20+ countries including India, Bulgaria, Canada, China, Japan, Romania, Turkey, Mexico, United Kingdom, United States and Uruguay.



Kip Thorne at ISDC 2015
Toronto, Canada

Sponsorships

ISDC® 2020 provides an excellent marketing opportunity for your company or organization through our sponsorship program. We have general conference sponsorships and specific sponsorships available. Whether you just want an ad in the program book or if you want all of the perks that come with being the official presenting sponsor for either the ISDC® 2020 Conference, or a dinner sponsor, or conference bag sponsor there is something for every budget.

For more information or to explore opportunities for ISDC® 2020 sponsorship, please call Aggie Kobrin at 949-836-8464.



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ISDC® 2020 Fact Sheet

About the National Space Society (NSS)



Buzz Aldrin at ISDC 2015
Toronto, Canada

NSS is an independent, educational, membership, nonprofit organization dedicated to the creation of spacefaring civilization. NSS is widely acknowledged as the preeminent citizen's voice on Space, with over 30,000 members and supporters, and over 50 chapters in the United States and around the world. The Society publishes the *Ad Astra* magazine, an award-winning periodical chronicling the most important developments in space.

NSS also actively recruits the next generation of young people to encourage their interest in STEM, developing math and science skills and foster their interest in becoming a part of the next generation of scientists, astronauts, and explorers. Your financial and sponsorship support can further assist us with this worthwhile goal. To learn more, visit space.nss.org.

Demographic Data

- NSS members receive the Society's quarterly print magazine, *Ad Astra* and an additional distribution of 12,000 magazines are distributed annually.
- NSS has significant online exposure with over 129,000 Facebook followers and 18,000 Twitter followers.
- Half of all members have college or graduate degrees.
- Most have higher than average discretionary incomes (top 20%).
- Approximately 40-50 percent are between 30 and 60 years of age.
- Another 10-20 percent are under 30 years of age.
- NSS actively engages and recruits college-age students.



Elon Musk at ISDC 2014
Los Angeles, California

Previous Conferences

2019 Arlington, VA
2018 Los Angeles, CA
2017 St. Louis, MO

2016 San Juan, Puerto Rico
2015 Toronto, Canada
2014 Los Angeles, CA

2013 San Diego, CA
2012 Washington, D.C.
2011 Huntsville, AL



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Previous Sponsors, Co-Sponsors, Affiliates and Supporters of the National Space Society and ISDC®



HEINLEIN
PRIZE TRUST



United Societies in Space



Space Studies Institute



International Space
Elevator Consortium



Yuri's Night



ISDC® 2020 Conference Sponsorship Opportunities

Partner with the National Space Society

Please consider a sponsorship opportunity. Promote name and brand recognition of your organization throughout the conference. Showcase your support of the Space Movement. Sponsorships are on a first-come, first-served basis; limitations do apply. General descriptions are provided below, details per opportunity are available.

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(ISDC® 2020)**

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7600 John Q Hammonds Drive
Frisco, TX 75034

BENEFITS	☐ GALAXY \$20,000	☐ STELLAR \$10,000	☐ GOLD \$5,000	☐ SILVER \$2,500	☐ BRONZE \$1,000
MARKETING					
Year Round Recognition in NSS Marketing Materials	★				
Recognition in Conference Program, Registration Area and at Conference Site	★	★	★	★	★
Advertisement in ISDC 2020 Program	Full Page Premier Placement	Full Page Premier Placement	Full Page	Half Page	
Distribution of Organization Literature in Conference Bag	★	★	★	★	★
Organization Logo and Link on ISDC 2020 website	★	★	★	★	★
EVENT PARTICIPATION					
Special Recognition at Gala	★	★			
Booth in Exhibit Hall	Premium	Premium	General	General	General
Tickets for Gala Dinner	8	6	4	2	
Complimentary Annual NSS Memberships	8	6	4	2	
Full Conference Registration Passes (includes all meals)	4	3	2	1	

Sponsorships listed below do not include the Benefits listed above

EVENT SPONSORSHIPS:

- ☐ Gala Sponsor (1)\$20,000
- ☐ Dinner Sponsor (3)\$10,000
- ☐ Lunch Sponsor (4)\$5,000
- ☐ Session Tracks\$2,500
- ☐ Receptions (4)\$2,500

ATTENDEE AMENITIES SPONSORSHIPS:

- ☐ Hotel Key Card\$5,000
- ☐ Lanyards\$5,000
- ☐ Conference Bags\$5,000

ADVERTISING SPONSORSHIPS:

- ☐ Program Back Cover\$2,500
- ☐ Program Inside Front Cover\$2,300
- ☐ Program Inside Back Cover\$2,200
- ☐ Full Page Program Ad\$1,800
- ☐ Half Page Program Ad\$1,200
- ☐ Quarter Page Program Ad.....\$600
- ☐ Conference Bag Insert\$300

☆ SIGN ME UP TODAY FOR THE MARKED SPONSORSHIP & BILL ME ☆

- ☐ *Count me in! Please send me an invoice for the noted sponsorship.*
- ☐ *Please contact me regarding sponsorship of the event.*

**EMAIL COMPLETED AND SIGNED
FORM TO:
ISDC.SPONSORS@NSS.org**

Name _____
 Company _____
 Address _____
 Phone _____
 Email _____

For more information or to explore opportunities for ISDC sponsorship, please call Aggie Kobrin at 949-836-8464 or email to aggie.kobrin@nss.org.