

The Mars Society

2022 Convention Sponsorship Kit

25th Annual International Convention
Arizona State University - Tempe, AZ
October 20-23, 2022

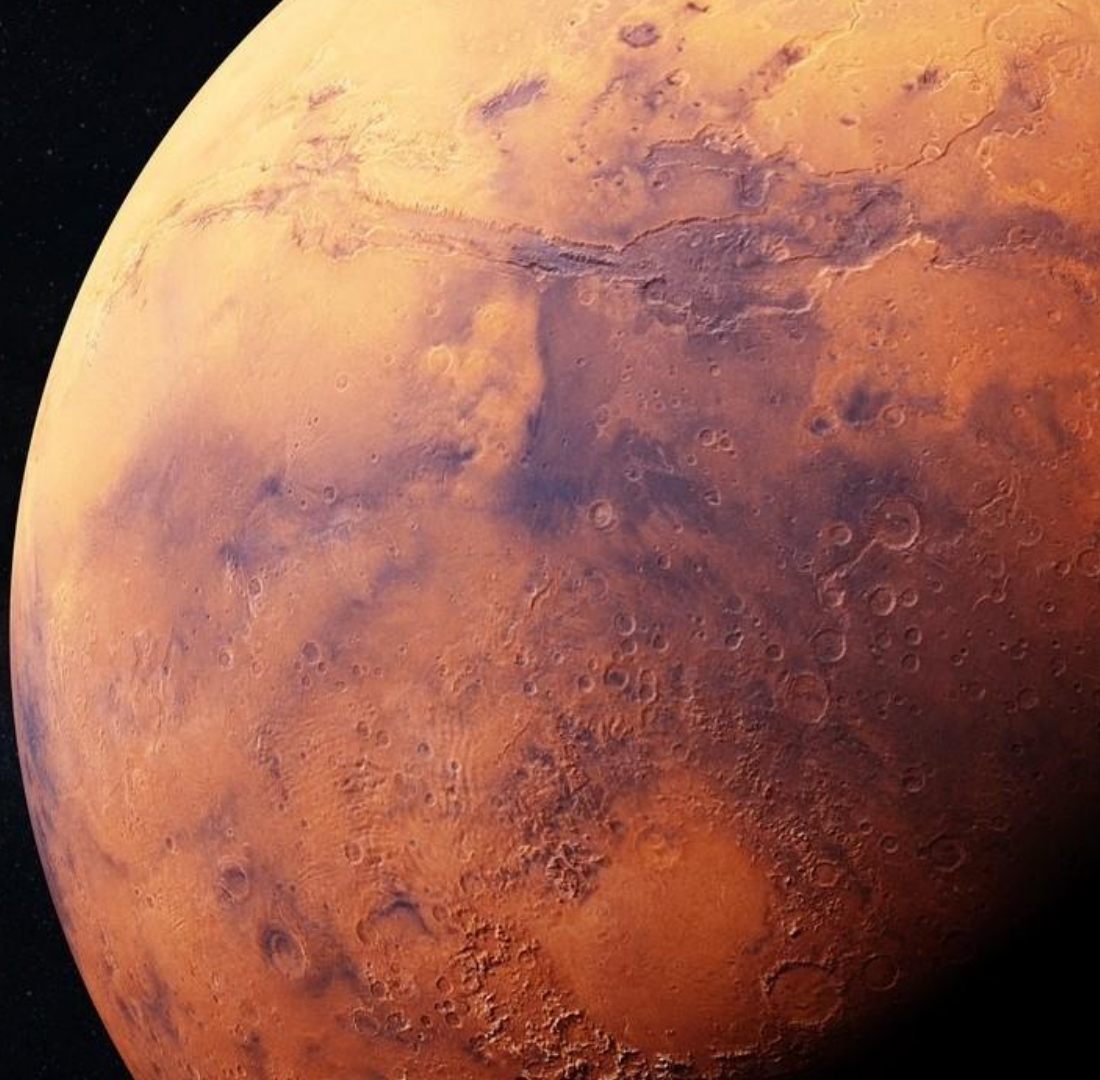


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About The Mars Society

The Mars Society is the world's largest and most influential space advocacy organization dedicated to the human exploration and settlement of the planet Mars. Established by Dr. Robert Zubrin and others in 1998, the group works to educate the public, the media and the government on the benefits of exploring Mars and creating a permanent human presence on the Red Planet. [Our Founding Declaration](#) describes our goals and our creed.

In order to accomplish our mission, the organization actively seeks to:

- 1. Organize public outreach with the aim of fostering a deep interest in Mars,**
- 2. Promote broad international support for government-funded Mars research and exploration, and**
- 3. Advocate the establishment of commercial space ventures that will help achieve Mars exploration and settlement.**

Mars Society Activities World-Wide

The Mars Society is truly a global movement, founded in 1998 and touching nearly all parts of the globe.

There are Mars Society chapters, which are run as semi-autonomous organizations, in most major cities and countries around the world.

Mars Society chapters conduct their own outreach activities, promoting space exploration among their local communities. Many also design and implement technical projects such as analog space suits, high-altitude balloon research and virtual reality demos.



About the Event

Mars Society's 25th Annual Convention in 2022



This year's convention is at **Arizona State University** in metropolitan Phoenix, Arizona from Thursday, October 20th until Sunday October 23rd, 2022.

The Mars Society has held an annual convention every year since 1998. This is our 25th annual event. The 4-day forum features a variety of prominent speakers in the fields of government, business, academia, philanthropy and military who present on all aspects of Mars and cutting-edge topics in space exploration, science and technology.



Confirmed Speakers - 25th Annual Convention in 2022



Dr. James Bell
Principal Investigator,
MastCam-Z on
Perseverance Rover



Lindy Elkins-Tanton
Principal Investigator,
NASA Psyche mission



Dr. Greg Autry
Professor of Space
Leadership, Business and
Policy, Thunderbird
School of Global
Management, ASU



Dr. Shannon Rupert
Director & Program Mgr,
The Mars Desert
Research Station

Recent Conferences

Mars Society 2019 Annual Convention

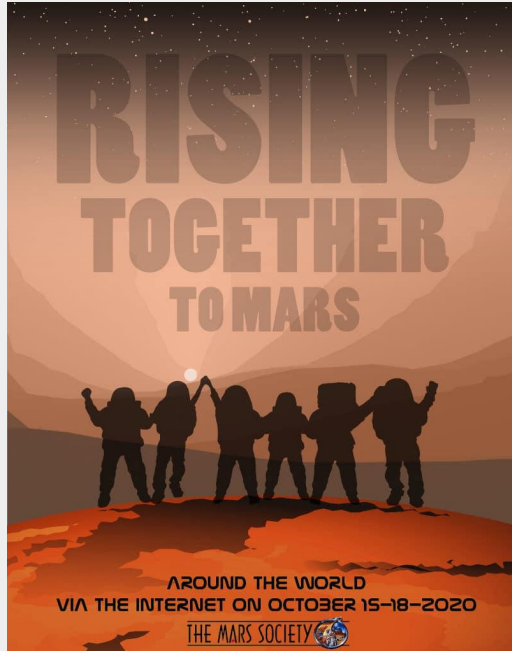


The Mars Society has held an annual convention every year since 1998.

Our conference was last held in-person in 2019 at University of Southern California.

We had approximately 400 people attend, and there were around 100 speakers over the four-day event.

Mars Society 2020 Virtual Convention



In 2020, facing the global pandemic, the Mars Society leadership decided to hold our convention online as a virtual event with a minimum of changes to the 4-day format, which enabled us to confirm many prominent speakers who normally would not be able to appear in person due to the travel and time commitment.

This included SpaceX CEO Elon Musk and NASA Administrator Jim Bridenstine. Speakers from around the world were able to appear via Zoom and take questions. Attendees were able to network with each other and the speakers using a variety of virtual tools including a conference session scheduling application, chat and collaboration tools, and virtual networking tools.



Elon Musk, CEO SpaceX & Tesla



James Bridenstine, NASA Administrator

2020 Virtual Convention Results & Metrics

- Record number of attendees.
- Over 1M live stream viewers.
- Live stream was carried by CNET and several SpaceX-focused Youtube channels.

150

Speakers

128

Sessions & Panels

10k

Attendees

5.5k

Connections



Worldwide Reach

1+ million

Viewership



Substantial
Donations



New Lifetime
Members



Press Coverage

SPACEX



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Mars Society 2021 Virtual Convention



In 2021, we repeated our virtual convention format and expanded to a full 4 days. We continued attracting many prominent speakers by virtue of the ease of participation via Zoom..

We had incoming deputy NASA administrator, the Mars Ingenuity Helicopter operations lead, the project manager of the UAE Hope mission, as well as many other speakers from around the world.

Attendees enjoyed the same variety of virtual conference experiences as 2020, including a new virtual conference center within the AltspaceVR community which had the capacity for VR-goers to ask questions live into the Zoom call.



Pam Melroy, NASA Deputy Administrator



Teddy Tzanetos, Ingenuity Mars Helicopter

2021 Virtual Convention Results & Metrics

Next-Level Networking



We created a **Virtual Conference Space** on the AltspaceVR platform where attendees could see and chat with each other in VR, watch the live stream, and even ask questions of the live presenters within the VR experience. Many 3-D models of Mars rovers and our station were also available to view within the experience.

190
Speakers

156
Sessions & Panels

5k
Attendees

3.7k
Connections


Donations


















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Sponsors & Partners

Sponsorship Opportunities

Our Sponsorship Levels

	Gold \$5000	Silver \$2500	Bronze \$1000
Top placement on our main conference experience.			
Top placement on the Sponsors and Expo areas.			
One or more conference sessions to promote your products/services.			
Sponsored Email to all conference attendees.			
Sponsored Posts in Convention Activity Feed in both web & mobile.			
Image Gallery that attendees can browse through in both web & mobile.			
Allow attendees to download PDF, DOC/DOCX, or PPT files from you.			
A profile page with your company details including contact info and links.			
Listed in our Sponsors directory in multiple areas across the event, including printed materials, website, and mobile app.			

Contact Us

Lead Convention Organizers:

James Burk

Executive Director

jburk@marssociety.org

Carie Fay

Director of Administration

cfay@marssociety.org

Michael Stoltz

Director of Media & Public Relations

mstoltz@marssociety.org



THE MARS SOCIETY