



Connecting  
leaders in  
the field of  
positioning,  
navigation  
and timing  
with the  
organizations  
that provide  
solutions,  
resources and  
opportunities.



# ION PARTNER PROGRAM

As a non-profit institution with individual and corporate memberships, The Institute of Navigation (ION) offers a unique and highly targeted audience for organizations that provide products and services to professionals in the field of positioning, navigation and timing. The ION Partner Program is designed to connect leaders in the field with a network of solutions, resources and opportunities.

ION provides partnership opportunities through its individual programs, conferences and in its publications. Please refer to the individual programs, conference and publications to select the program and activity that best fits your needs.

In addition, if your total participation in any of the ION Partner Program activities falls within one of the following Partner Program levels, you will receive additional recognition throughout ION based on the following:

## *Partner Program levels:*

### **Benefactor**                      **\$12,000+**

- Logo recognition (rotating) as a Benefactor Partner on the ION Website Home Page
- Listing recognition as a Benefactor Partner on the Partner Program section in each issue of *NAVIGATION: Journal of The Institute of Navigation* (back cover)
- Listing recognition as a Benefactor Partner on the Partner Program section in each issue of the *ION Newsletter*

### **Patron**                              **\$8,000 - \$11,999**

- Logo recognition (rotating) as a Patron Partner on the ION Website Home Page
- Listing recognition as a Patron Partner on the Partner Program section in each issue of *NAVIGATION: Journal of The Institute of Navigation* (back cover)
- Listing recognition as a Patron Partner on the Partner Program section in each issue of the *ION Newsletter*

### **Contributor**                      **\$6,000 – \$7,999**

- Logo recognition (rotating) as a Contributor Partner on the ION Website Home Page
- Listing recognition as a Contributor Partner on the Partner Program section in each issue of *NAVIGATION: Journal of The Institute of Navigation* (back cover)
- Listing recognition as a Contributor Partner on the Partner Program section in each issue of the *ION Newsletter*

## **Program Guidelines**

- Participation in the ION Partner Program does not constitute endorsement by ION of any organization product or service.
- Existing participating partners are extended the right of first refusal for renewing their individual partnership opportunities for an additional year.
- All uses of the name and logo of the Institute of Navigation Partner Program must be approved by the Institute's Council or other designated liaison to the program.



**Dates & Location:** January 30 - February 1, 2012, Marriott Newport Beach Hotel & Spa, Newport Beach, California

**Description:** 3-day event is a follow up to the highly popular ION GNSS Conference and focuses on technical advances and updates and brings together an international audience of the world's technically elite in GNSS technology. In addition to more than 150 intriguing and informative technical papers, the International Technical Meeting (ITM) offers ample networking opportunities and hosts the Annual ION Awards and Fellows Presentations.

**Audience:** More than 400 elite technical professionals in positioning, navigation and timing.

### OPPORTUNITIES

**Sustaining Partner** **\$7,501+**

- Recognition in onsite *Conference Program*
- Recognition as a Sustaining Partner on corporate signage throughout the Conference

**Convention Partner** **\$3,001-\$7,500**

- Recognition in onsite *Conference Program*
- Recognition as a Convention Partner on corporate signage throughout the Conference

**Convention Friend** **Less than \$3,000**

- Recognition in onsite *Conference Program*
- Recognition as a Convention Friend on corporate signage throughout the Conference

|                           |   |
|---------------------------|---|
| Hotel Room Key Card       | \$(Contact ION for details)               |
| Mobile Web Application    | \$2,500                                   |
| Conference Onsite Program | \$2,500 (1 opportunity)                   |
| Coffee Breaks             | \$1,000 ea. (1 opportunity at each break) |
| Annual ION Awards Dinner  | \$5,000                                   |
| Speaker Breakfast         | \$1,000 ea. (3 breakfasts)                |
| Lanyards                  | \$1,500                                   |
| Session Screen Promotion  | \$800                                     |

*ION will consider other opportunities that are in keeping with our overall mission for partner support.*

*Please contact ION about tailoring a plan to fit your organization's needs and budget.*





**Dates & Location:** April 23-26, 2012, Myrtle Beach Marriott Resort & Spa, Myrtle Beach, South Carolina

**Description:** The Position Location and Navigation Symposium (PLANS) 2012 is the fourth biennial conference co-sponsored by the IEEE and the ION. This conference features researchers and engineers from around the globe who present their latest work in positioning and navigation technologies. Presentations range from fundamental research, to applications, to field test results with a particular emphasis on inertial navigation. Technical sessions cover a range of subjects for beginners and seasoned professionals from core navigation fundamentals to in-depth classes about the latest technologies.

**Audience:** More than 500 elite technical professionals in positioning, navigation and timing.

**OPPORTUNITIES**

**Sustaining Partner** **\$7,501+**

- Quarter-page advertisement in onsite *Conference Program*
- Recognition as a Sustaining Partner on corporate signage throughout the Conference

**Convention Partner** **\$3,001-\$7,500**

- Recognition in onsite *Conference Program*
- Recognition as a Convention Partner on corporate signage throughout the Conference

**Convention Friend** **Less than \$3,000**

- Recognition in onsite *Conference Program*
- Recognition as a Convention Friend on corporate signage throughout the Conference

|                           |   |
|---------------------------|---|
| Hotel Room Key Card       | \$(Contact ION for details)               |
| Conference Onsite Program | \$2,500 (1 opportunity)                   |
| Mobile Web Application    | \$2,500                                   |
| Coffee Breaks             | \$1,000 ea. (1 opportunity at each break) |
| Speaker Breakfast         | \$1,000 ea. (3 breakfasts)                |
| Lanyards                  | \$1,500                                   |
| Session Screen Promotion  | \$800                                     |

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**Dates & Location:** June 12-15, 2012

**Tutorials and FOUO Sessions (Classified Session):** Crowne Plaza Hotel, Colorado Springs, Colorado

**Description:** The largest U.S. military navigation conference of the year with joint service and government participation. The event features more than 150 technical presentations that focus on advances in Guidance, Navigation, and Control (GN&C) with emphasis on joint development, test and support of affordable GN&C systems, logistics, and integration. This conference is officially endorsed by the DOD as the premier navigation conference for the government professional.

**Audience:** More than 400 DOD and DHS representatives and contractors in guidance, navigation and control.

## OPPORTUNITIES

### Sustaining Partner

**\$7,501+**

- Recognition in onsite *Conference Program*
- Recognition as a Sustaining Partner on corporate signage throughout the Conference

### Convention Partner

**\$3,001-\$7,500**

- Recognition in onsite *Conference Program*
- Recognition as a Convention Partner on corporate signage throughout the Conference

### Convention Friend

**Less than \$3,000**

- Recognition in onsite *Conference Program*
- Recognition as a Convention Friend on corporate signage throughout the Conference

|  |   |
|--|---|
| Hotel Room Key Card                              | \$(Contact ION for details)               |
| Mobile Web Application                           | \$3,500                                   |
| Conference Onsite Program                        | \$2,500 (1 opportunity)                   |
| Business Center                                  | \$2,500 (1 opportunity)                   |
| Coffee Breaks                                    | \$1,000 ea. (1 opportunity at each break) |
| Speaker Breakfast                                | \$1,000 ea. (3 breakfasts)                |
| Lanyards   | \$1,500                                   |
| Session Screen Promotion                         | \$800                                     |
| Classified Session Operator Panel & Coffee Break | \$5,000                                   |

*ION will consider other opportunities that are in keeping with our overall mission for partner support. Please contact ION about tailoring a plan to fit your organization's needs and budget.*



**Dates & Location:** September 17-21, 2012, Nashville Convention Center, Nashville, Tennessee

**Description:** ION's annual ION GNSS Conference, Satellite Division Technical Meeting, the world's largest technical meeting and showcase of GNSS technology, products, services and more. ION GNSS features more than 250 technical presentations, a dynamic panel policy track, pre-conference tutorials, commercial exhibit hall and social activities.

**Audience:** More than 1,300 international professional leaders in global navigation satellite systems and related technologies from industry, academia, government and the military.

## OPPORTUNITIES

### Sustaining Partner

**\$7,501+**

- Recognition in conference issue of *Show Daily*
- Recognition on corporate signage throughout the Conference

### Convention Partner

**\$3,001-\$7,500**

- Recognition in onsite *Conference Program*
- Recognition in conference issue of *Show Daily*
- Recognition on corporate signage throughout the Conference

### Convention Friend

**Less than \$3,000**

- Recognition in onsite *Conference Program*
- Recognition in conference issue of *Show Daily*
- Recognition on corporate signage throughout the Conference

|   |   |
|---|---|
| Hotel Room Key Card                               | \$(Contact ION for details)               |
| Conference Onsite Program (includes full-page ad) | \$8,000 (1 opportunity)                   |
| Mobile Web Application                            | \$6,400 (1 opportunity)                   |
| Internet Center/Kiosk                             | \$2,500 (multiple opportunities)          |
| Business Center                                   | \$2,500 (1 opportunity)                   |
| Coffee Breaks                                     | \$2,500 ea. (1 opportunity at each break) |
| Show Daily Newsletter                             | \$6,800 (per issue, 3 issues)             |
| Awards Luncheon                                   | \$10,000                                  |
| Speaker Breakfast                                 | \$2,500 ea. (3 breakfasts)                |
| President's Pre-plenary Reception                 | \$5,000                                   |
| Lanyards  | \$5,000                                   |
| Session Screen Promotion                          | \$2,000                                   |

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**National Competition:** May 26, 2012, at the Smithsonian's Lemelson Center for the Study of Invention and Innovation at the National Museum of American History

**Description:** The ION Mini-Urban Challenge is an annual high school robotics competition sponsored by the Institute of Navigation (ION) and the Air Force Research Laboratory (AFRL) created to challenge high school students to design and operate a robotic unmanned car built from a LEGO® MINDSTORMS® kit that can accurately navigate through a model city. High school teams compete on a regional level. Winners of the regional competitions are invited to compete in the National Competition. There is no cost to the schools or the students to participate in the competition.

The ION Mini-Urban Challenge is underwritten by the generous contributions of the competition's partners. Each high school team is provided a LEGO® MINDSTORMS® kit, software and a site license. Partnering companies position themselves as leaders in the navigation and engineering community and are recognized as supporting the competition and helping find and attract the next generation of talent.

Partners are recognized throughout the competition program on marketing materials, the ION Mini-Urban Challenge Website, in the LEGO® City and on signage during the competition.

## OPPORTUNITIES

- |                          |  |
|--------------------------|--|
| <b>\$10,000+ Partner</b> | <ul style="list-style-type: none"> <li>• Provide one Judge for the competition</li> <li>• Company booth during the national competition</li> <li>• Logo on ION Mini-Urban Challenge Website with link to your homepage</li> <li>• Company building and logo displayed at all competitions in model city</li> </ul> |
| <b>\$5,000 Partner</b>   | <ul style="list-style-type: none"> <li>• Company booth during the national competition</li> <li>• Logo on ION Mini-Urban Challenge Website with link to your homepage</li> <li>• Company building and logo displayed at all competitions in model city</li> </ul>  |
| <b>\$2,000</b>           | <ul style="list-style-type: none"> <li>• Logo on ION Mini-Urban Challenge Website with link to your homepage</li> <li>• Company building and logo displayed at all competitions in model city</li> </ul>   |
| <b>\$1,000</b>           | <ul style="list-style-type: none"> <li>• Company building and logo displayed at all competitions in model city</li> </ul>  |





**ION Newsletter**

The *ION Newsletter* is published quarterly and contains news other information of interest to ION Members and the navigation community.

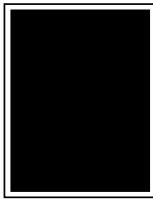


**Circulation:** 4,000 copies per issue.

**Publishing Schedule:**

| ISSUE  | ADVERTISING DEADLINE | PUBLICATION DATE |
|--------|----------------------|------------------|
| Winter | February             | February         |
| Spring | April                | May              |
| Summer | August               | September        |
| Fall   | October              | November         |

**Ad Rates and Production**

**Requirements/specs:**

|  |  |  |
|--|--|--|
| <p><b>Full Page</b><br/><b>\$1,500</b></p>  <p>Full Page<br/>Trim Size: 8.5" x 11"<br/>Bleed Size: 8.75" x 11.25"</p> | <p><b>Half Page Horizontal</b><br/><b>\$900</b></p>  <p>Half Page Horizontal<br/>Trim Size: 8.5" x 5.5"<br/>Bleed Size: 8.75" x 5.75"</p> | <p><b>Half Page Vertical</b><br/><b>\$900</b></p>  <p>Half Page Vertical<br/>Trim Size: 4.25" x 11"<br/>Bleed Size: 4.5" x 11.25"</p> |
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Full page and half page 4 color ads available. All advertising material is subject to approval by the publisher. The publisher and printer will make every effort to correct inaccurate film, artwork, or electronic files. The publisher is not liable for quality of ads printed from faulty ad materials. While every effort is made for timely shipping and receipt of the ION Newsletter, time-sensitive material is not appropriate for this publication.

- Advertising Material Electronic Files: Prepare files in Quark Xpress, InDesign, Acrobat PDF, Adobe Photoshop, Adobe Illustrator.
- PDF files must be distilled using the "prepare for print" settings. PDF files must have all fonts embedded and have all fonts subset below 100%. All images within the PDF must be high resolution (no less than 300dpi). Include 1/8" bleeds when sending your PDF file. Bleeds must first be created in the original application file.
- Photos: Save as EPS or TIFF (no less than 300dpi). Color images must be in CMYK mode. No RGB, GIF, or JPEG files please.
- Fonts: Include all fonts in file (page layout document and illustrations).

