



# WIDE AREA SENSING and COMMUNICATIONS CONFERENCE

MARCH 6-8, 2012  
CHEYENNE MOUNTAIN RESORT  
COLORADO SPRINGS, CO  
WWW.RMTECH.ORG

EVENT SPONSORED BY:

LOCKHEED MARTIN



## 2012 EVENT INFORMATION PACKAGE

### WASC 2012

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HOSTED BY:



ROCKY MOUNTAIN TECHNOLOGY ALLIANCE

## WIDE AREA SENSING and COMMUNICATION CONFERENCE

The Rocky Mountain Technology Alliance (RMTA) is proud to announce the High Altitude and Near Space (HAaNS) Conference is now the Wide Area Sensing and Communication (WASC) Conference. The WASC will build upon the success of HAaNS and provide for a more in-depth exploration of various high altitude platforms and payloads, presentation of Near Space technology development, education, scientific and commercialization efforts. The goal of the conference is to assist Government, Commercial and Educational organizations to develop systems procedures and policies that will add to the Nation's economic growth, technological independence and physical security.

## CONFERENCE HISTORY

The WASC has evolved from the success of the 2009 and 2010 HAaNS conferences. When planning for the 2011 event, the RMTA Board of Directors sat down to see what improvements could be made to enhance the value for the customer and accommodate the growth of the industry. The decision was made to delay the conference until March, 2012 allowing time to plan the expansion of the conference.

As in years past, the conference will feature dynamic and engaging keynote speakers, panel members and technical discussions. The 2012 conference will be held over two and a half days in order to incorporate more discussions on payloads and platforms, scientific research and development, and to allow for participants to submit poster presentations for technical discussions.

This information packet contains more on the history of the conference and information how you and your organization may participate in the Wide Area Sensing and Communication Conference, to be held March 2012, in Colorado Springs, CO.



# ABOUT

## SPONSORS and SUPPORTERS in 2009 and 2010



## IN ATTENDANCE 2009 AND 2010

Aerotek  
Air Force Space Command  
BAE Systems  
Boeing  
Butterfield Fulcrum  
C2 Aerospace  
Camber  
Colorado Homeland Defense Alliance  
Colorado Springs Economic Development Corp  
Colorado Technical University  
ConcealFab  
Dancing Horse Technology  
DSR Technologies  
Eastcor Engineering  
Global Near Space Solutions  
Homeland Security Solutions  
ILC Dover  
Imprimis, Inc  
ISTAR  
L-3 Communications  
Lewis & Fowler  
Lockheed Martin Corporation  
Los Alamos National Laboratory  
Market Intel Group  
Metro Denver Economic Development Corp  
Modern Technology Solutions, Inc  
Modern Times Magazine  
NASA  
NC/SJFHQ  
New Mexico Development Office  
New Mexico Tech  
New Space Corporation  
NORAD/USNORTHCOM  
Office of Congressman Doug Lamborn  
Office of Congressman Mike Coffman  
Office of Senator Mark Udall  
Office of Senator Michael Bennet  
Overhead Communications, LLC  
Penny Whitney & Associates  
Raytheon  
RT Logic  
Sanswire  
SGIS  
Sierra Nevada Corporation  
Space Alliance Technology Outreach Program  
Taylor University  
The Home Front Cares, Inc.  
Tribalco, LLC  
U.S. Army Space and Missile Defense Command  
U.S. Customs and Border Protection  
U.S. Marine Corps  
U.S. Navy  
UC Boulder  
University of Colorado Colorado Springs  
University of Wyoming  
US Falcon  
USDA  
Virgin Galactic  
Webster University  
Wyoming Business Council

## KEYNOTE SPEAKERS 2009 AND 2010



**Lt Gov. Barbara O'Brien, Colorado**

Honorary Chair (2009 and 2010), Colorado Space Coalition



**Dr. Robert D. Braun**

Chief Technologist, NASA



**Captain David MacKay**

Chief Test Pilot for Virgin Galactic



**Brigadier General Robert Chekan, CF**

Deputy Director, Strategy, Policy & Plans  
Directorate, NORAD/NORTHCOM



**Fred Mondragon**

Chair, New Mexico Spaceport Authority



**Mr. Michael K. Clark**

CEO of Butterfield Fulcrum and Chairman  
of Sanswire Corporation



**General Victor E. Renuart, Jr.**

Immediate Past Commander,  
NORAD/NORTHCOM



**Mr. Douglas Comstock**

Director of Innovative Partnership  
Programs, NASA



**Brigadier General Kurt S. Story, USA**

United States Army Space and Missile  
Defense Command - Technology Center



**General John P. Jumper, USAF (Ret.)**



**Major General Lawrence Stutzriem, USAF**

Director, Strategy, Policy & Plans  
Directorate, NORAD/NORTHCOM



**Maj Gen Michael Kostelnik, USAF (Ret.)**

Assistant Commisioer, U.S. Customs  
and Border Protection, Office of Air and  
Marine

# PANEL TOPICS AND PANELISTS

## 2009

### Panel 1 - Strategic Importance of High Altitude and Near Space Operations

Maj Gen Mark Volcheff	Colorado Homeland Defense Alliance
LTC Dennis Brozek	US Army Chief, SMDC
Robert Marlin	HQ USAF/A2C
Dr. Tom Trout	USDA
David Lawrence	Systems Engineer Principal, Lockheed Martin
Maj Gen (Ret.) Mason Whitney	Homeland Security Director, Office of the Governor, State of Colorado - Disaster Response
Jay Jacobsmeyer, P.E.	Pericle Communications Company

### Panel 2 - Near Space Technology Discussions

Dr. Tom Bowles	Science Advisor to NM Governor Bill Richardson
Michael Lee	SMDC
Dr. Steve Suddarth	CEO, COSMIAC
Dr. Dave Finkleman	SkySentry
Dr. D. Larry Clark	Lockheed Martin
Phil Houser	Raytheon

### Panel 3 - The Road Ahead

Ron "Oly" Oholendt	President, Global Near Space Systems
Captain David MacKay	Virgin Galactic
David Carrithers	Deputy Director, US Army Space and Missile Defense Battle Lab
CAPT William Cain, USN (Ret.)	Colorado Technical University
Dr. Ed Tomme	CTO, at CyberSpace Operations Consulting

# PANEL TOPICS AND PANELISTS

## 2010

### Panel 1 - Defense and Security

LCDR Chris Bahner	Joint Maritime Operations Officer, U.S. Navy
Jeffrey A. Faunce	Deputy for Experiments, U.S. Army Space & Missile Defense Battle Lab
Lt Col Bryan E. Miller	Chief, Energy Urban Development & Aerospace Surveillance Capabilities Deconfliction Team, NORAD
Keith G. Monteith	Sr. Business Development Mgr, Boeing's Phantom Works' Advanced Unmanned Air Systems Division
Col Scott G. Patton	Chief, Operationally Responsive Space Division & Command Lead, Operationally Responsive Space Directorate of Requirements Headquarters, AFSPACE

### Panel 2 - Commercial Near Space Services

Dan Erdberg	Vice President Operations, Sanswire Corporation
Ed Herlik	Managing Partner, Market Intel Group
Jerry Knoblach	Founder, Chairman and CEO, Space Data Corporation
Ron "Oly" Oholendt	President, Global Near Space Services
Steven Peterzen	Owner and CEO, International Science Technology and Research
Dr. Henry D. Voss	Professor of Research, Physics & Engineering Dept. and Director of Science Research Training Program, Taylor University

### Panel 3 - Near Space Technology - Science and Research

Dr. Douglas Beason	Chief Scientist and Technology Advisor, AFSPACE
D. Larry Clark	Senior Manager, Spacecraft Technology Development Laboratory, Lockheed Martin Space Systems Company
Charles E. Lambert	President and CEO, Sky Sentry LLC
Michael M. Lee	Chief, High Altitude Technology Division, U.S. Army Space and Missile Defense Command Technology Center

### Special Session - Policy and Leadership

General Victor Renuart, USAF	Immediate Past Commander, NORAD/NORTHCOM
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BE A PART OF WASC 2012

## THE 2012 CONFERENCE

The Wide Area Sensing and Communication Conference will be held in Colorado Springs, Colorado, March 6-8, 2012.

## BENEFITS OF SPONSORSHIP AND EXHIBITING

Sponsoring and exhibiting at the WASC Conference is a great way to increase your name recognition and general awareness of your company.

Whether you are looking for an opportunity to meet and talk with prospects, or just want to establish your firm as a leader, there's an opportunity for you.

Our sponsorship and exhibit opportunities are designed to meet your marketing needs. We offer a wide range of sponsorship levels, which are guaranteed to provide maximum exposure for your company. Our exhibit hall will be host to breakfast, breaks, and an all attendee conference reception. This will increase the visibility of our exhibitors and ensure your company reaches the largest amount of attendees possible. Look over the many options and choose the one that's right for you.

If you find that our offerings do not provide a perfect match for your marketing needs, let us know and we will work to customize a sponsorship program for you.

## AGENDA AND PANEL TOPICS

### TUESDAY - March 6, 2012

Noon	Start of Conference	Registration
Lunch		Welcome and Kick Off Discussions
		Keynote Speaker
		Panel I - War on Terrorism
		Panel II - Organizational Issues
Evening		Network Reception

### WEDNESDAY - March 7, 2012

Morning		Continental Breakfast
		Keynote Speaker
		Panel III - Homeland Security Sensor Shortfalls
Lunch		Keynote Speaker
Afternoon		Keynote Speaker
		Panel IV - Scientific & Commercial Applications
		Poster Sessions - Technical Presentations
Dinner		Keynote Speaker

### THURSDAY - March 8, 2012

Morning		Continental Breakfast
		Keynote Speaker
		Panel V - Platform Capabilities
Lunch		Keynote Speaker
Afternoon		Panel VI - Broadened Horizons
		Keynote Speaker
		Conference Summary

*Schedule and topics are subject to change*

**EVENT SPONSOR: \$15,000**  
**(LIMIT: 1)**

## EVENT SPONSOR BENEFITS

- Event Sponsor level recognition on event website with company logo/link
- Event Sponsor level acknowledgement and premium logo display on stage banner, all common area conference signage and email/event marking and promotional materials
- Six (6) full conference registrations
- 20% discount on additional conference registrations
- Full-page company profile in event program
- Company logo on front cover and sponsor page of conference program
- Recognition from the podium throughout conference and opportunity for company representative to open morning session with welcoming remarks
- Double exhibit booth with prime location in Exhibitor Hall
- First right to be a sponsor at next year's event
- Attendee list with contact information from event

**DINNER SPONSOR: \$8,000**  
**(LIMIT: 1)**

### DINNER SPONSOR BENEFITS

- Recognition on event website with company logo/link
- Acknowledgement on all session signage and email/event marketing and promotional material
- Three (3) full conference registrations
- 20% discount on additional conference registrations
- Full-page company profile in event program
- Recognition from the podium throughout conference and opportunity for company representative to give short message during selected session
- 8'x10' exhibit booth in Exhibitor Hall
- Attendee list without contact information from event
- Distribute company materials at dinner

**RECEPTION SPONSOR: \$5,000**  
**(LIMIT: 2)**

**RECEPTION SPONSOR BENEFITS**

- Recognition on event website with company logo/link
- Acknowledgement on all session signage and email/event marketing and promotional material
- Two (2) full conference registrations
- 20% discount on additional conference registrations
- 2/3 page company profile in event program
- Recognition from the podium throughout conference and opportunity for company representative to give short message during selected session
- 8'x10' exhibit booth in Exhibitor Hall
- Attendee list without contact information from event
- Distribute company materials at reception

**KEYNOTE SPONSOR: \$4,000**  
**(LIMIT: 8)**

### KEYNOTE SPONSOR BENEFITS

- Recognition on event website with company logo/link
- Acknowledgement on all session signage and email/event marketing and promotional material
- Two (2) full conference registrations
- 20% discount on additional conference registrations
- 2/3 page company profile in event program
- Recognition from the podium throughout conference and opportunity for company representative to give short message during selected session
- 8'x10' exhibit booth in Exhibitor Hall
- Attendee list without contact information from event

**LUNCH SPONSOR: \$3,000**  
**(LIMIT: 3)**

### LUNCH SPONSOR BENEFITS

- Recognition on event website with company logo/link
- Acknowledgement on all session signage and email/event marketing and promotional material
- One (1) full conference registration
- 20% discount on additional conference registrations
- 1/3 page company profile in event program
- Recognition from the podium throughout conference and opportunity for company representative to give short message during selected session
- 50% discount on 8'x10' booth in exhibitor hall
- Attendee list without contact information from event

**PANEL SPONSOR: \$3,000**  
**(LIMIT: 6)**

### **PANEL SPONSOR BENEFITS**

- Recognition on event website with company logo/link
- Acknowledgement on all session signage and email/event marketing and promotional material
- One (1) full conference registration
- 20% discount on additional conference registrations
- 1/3 page company profile in event conference program
- Recognition from the podium throughout conference and opportunity for company representative to give short message during selected session
- 50% discount on 8'x10' booth in exhibitor hall
- Attendee list without contact information from event

**POSTER SPONSOR: \$3,000**  
**(LIMIT: 1)**

### **PANEL SPONSOR BENEFITS**

- Recognition on event website with company logo/link
- Acknowledgement on all session signage and email/event marketing and promotional material
- One (1) full conference registration
- 20% discount on additional conference registrations
- 1/3 page company profile in event conference program
- Recognition from the podium throughout conference and opportunity for company representative to give short message and introduce poster and technical presenters
- 50% discount on 8'x10' booth in exhibitor hall
- Attendee list without contact information from event

**BREAKFAST SPONSOR: \$2,500**  
**(LIMIT: 2)**

### BREAKFAST SPONSOR BENEFITS

- Breakfast Sponsor level recognition on event website with company logo/link
- Breakfast Sponsor level acknowledgement on respective breakfast signage and email/event marketing and promotional materials
- One (1) full conference registration
- 10% discount on additional conference registrations
- 1/3 page company profile in Event program
- Recognition from the podium throughout conference
- 25% discount on 8'x10' booth in exhibitor hall
- Attendee list without contact information from event

## AUDIO VISUAL SPONSOR: \$2,500 (LIMIT: 1)

### AUDIO VISUAL SPONSOR BENEFITS

- Recognition on event website with company logo and link to company website
- Acknowledgement on all session signage and email/event marketing and promotional material
- One (1) full conference registration
- 1/3 page company profile in event program
- Recognition from the podium throughout conference
- Logo displayed with “Special Thanks” at the closing of all event videos produced and posted on the event website
- Promotional material\* handed to attendees upon entrance to the conference
- Poster displayed during all sessions

*\* Please Note: The sponsoring company is responsible for creating, producing and delivering promotional material.*

**LANDYARD SPONSOR: \$2,000**  
**(LIMIT: 1)**

### LANDYARD SPONSOR BENEFITS

- Landyard Sponsor level recognition on event website with company logo/link
- 50% off one (1) full conference registration
- 10% discount on additional conference registrations
- 1/3 page company profile in event program
- 20% discount on 8'x10' booth in Exhibitor Hall
- Attendee list without contact information from event

PLEASE NOTE: The sponsoring company is responsible for creating, producing and delivering the lanyards. RMTA will provide assistance in locating a vendor if requested.

**BREAK SPONSOR: \$1,000**  
**(LIMIT: 3)**

### BREAK SPONSOR BENEFITS

- Break Sponsor level recognition on event website with company logo/link
- Break Sponsor level acknowledgement on respective break signage and email/event marketing and promotional materials
- 50% off one (1) full conference registration
- 10% discount on additional conference registrations
- 10% discount on 8'x10' booth in Exhibitor Hall
- 1/3 page company profile in event program
- Recognition from the podium throughout conference
- Attendee list without contact information from event
- Company signage on break serving tables

**EXHIBITOR: \$500**

## EXHIBITOR BENEFITS

- 8'x10' booth in exhibit hall
- Exhibit hall specific times throughout the conference
  - Breakfast, All Conference Reception and Breaks to be held in Exhibit Hall
- 20% discount on two (2) conference registrations
- Recognition on conference webpage
- Link to homepage from the conference website
- Logo and contact information printed in conference program

## ADDITIONAL ADVERTISING

### ADVERTISEMENT IN CONFERENCE PROGRAM

- 1/3 page: \$200
- 1/2 page: \$250
- Full page: \$300

### LITERATURE DISTRIBUTION

Have your promotional literature handed to attendees in registration materials received upon entry into the conference.

- One brochure/pamphlet: \$200
- Two brochures/pamphlets: \$250
- Three brochures/pamphlets: \$300

This option is on a first come - first served bases. Only 10 pieces will be distributed with registration packets. Standard brochure/pamphlet = 1 page, front/back; should not exceed 11"x14". Please contact us for details.

If you find that our offerings do not provide a perfect match for your marketing needs, let us know and we will work to customize a advertising opportunity for you.

CONTACT US

## ROCKY MOUNTAIN TECHNOLOGY ALLIANCE

5755 Mark Dabling Boulevard  
Suite 250  
Colorado Springs, CO 80919

Helen Rome, Program Director  
Email: [hmrome@rmtech.org](mailto:hmrome@rmtech.org)  
Phone: (719) 785.0399

RMTA Website: [www.rmtech.org](http://www.rmtech.org)

# WIDE AREA SENSING AND COMMUNICATION SPONSORSHIP/EXHIBITOR CONTRACT

**DATES:** March 6-8, 2012 **LOCATION:** Colorado Springs, Colorado

This application for sponsorship/exhibit space at the Wide Area Sensing and Communication Conference will become a binding contract with Rocky Mountain Technology Alliance (hereinafter referred to as RMTA) when a completed application is received by RMTA and regardless of when payment is received. This contract is based upon the terms set forth below and on the next page hereof and the rates and the rules and regulation as may be established from time to time and updated and amended all of which constitute a part of this contract.

**PAYMENT TERMS:** Balance Due upon contract signature

**PAYMENT:** Please make checks payable to: RMTA and overnight to: Helen Rome, 5755 Mark Dabling Boulevard, Suite 250, Colorado Springs, CO 80919 Please complete contract, sign and initial page two, and email to Helen Rome at [hmrome@rmtech.org](mailto:hmrome@rmtech.org)

## SPONSORSHIP/ EXHIBITOR LEVEL

Category		Amount	_____
Print Name	<input style="width: 90%;" type="text"/>	Title	<input style="width: 90%;" type="text"/>
Authorized Signature	<input style="width: 90%;" type="text"/>	Date	<input style="width: 90%;" type="text"/>
<small>Categories: Sponsorship Level/Exhibitor Program Advertisement Literature Distribution</small>			
<b>I HAVE READ AND UNDERSTAND THIS AGREEMENT (BALANCE DUE UPON CONTRACT SIGNATURE)</b>			

## SPONSOR/EXHIBITOR INFORMATION

Company Name	<input style="width: 90%;" type="text"/>	Dept	<input style="width: 90%;" type="text"/>
Address	<input style="width: 90%;" type="text"/>	Tel	<input style="width: 90%;" type="text"/>
City	<input style="width: 90%;" type="text"/>	Fax	<input style="width: 90%;" type="text"/>
State	<input style="width: 15%;" type="text"/>	Zip	<input style="width: 35%;" type="text"/>
		Email	<input style="width: 90%;" type="text"/>

*Please Note: The Company Information will appear in WASC promotional material the exact way it is listed on this contract.*

Confidential



## PAYMENT INFORMATION

Credit Card	<input type="checkbox"/> Visa	<input type="checkbox"/> MC	<input type="checkbox"/> Check		
Credit Card #				Exp Date	
Print Name					
Authorized Signature				Date	

## PERSON HANDLING ALL SPONSOR LOGISTICS

First		Last		Title	
Address				Tel	
				Fax	
City				Email	
State		Zip			

**CANCELLATION:** The full contract price is due and payable and non-refundable. The Sponsor/Exhibitor agrees that this is a binding contract for reserving a sponsorship/exhibit and that sums payable hereunder shall be retained or received by RMTA as liquidated damages ("Cancellation Fee") and not as penalty.

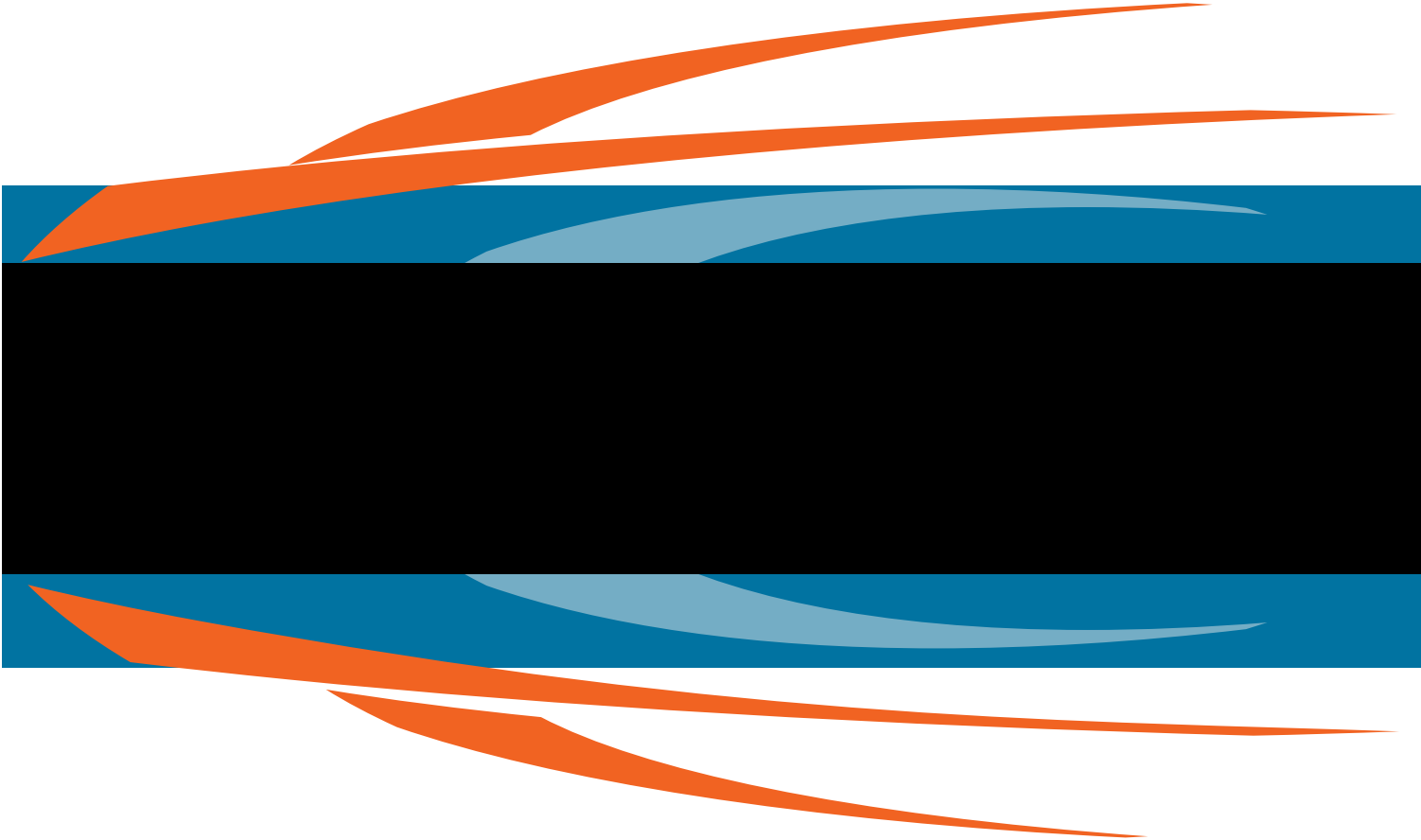
**LIABILITY:** RMTA shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots or acts of God. There is no other agreement or warranty between the Sponsor/Exhibitor and RMTA except as set forth in this document. The rights of RMTA under this contract shall not be deemed waived except as specifically stated in writing and designed by an authorized officer of RMTA. Any action that RMTA or Sponsor/Exhibitor may bring against the other based upon or in any way relating to this Sponsorship/Exhibitor Contract shall be brought in a federal or state court located within the Commonwealth of Colorado Springs and RMTA and Sponsor/Exhibitor do hereby waive all questions of personal jurisdiction or venue in order to give effect of this provision.

Authorized Initials

Date

## FOR INTERNAL USE ONLY

Accepted by		Date	
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PRESENTED BY:



ROCKY MOUNTAIN TECHNOLOGY ALLIANCE  
[WWW.RMTECH.ORG](http://WWW.RMTECH.ORG)