

CASE STUDY

SXSW 2022





Huntsville/Madison Chamber of Commerce is a non-profit business organization serving companies through advocacy, networking, recruitment/retention, and communications services. Most recently the community has developed a high interest in the commercial space market, most notably the commercial use of microgravity or low-Earth orbit (LEO).

THE TARGET

To increase awareness of Huntsville as a place to further the conversation around the commercialization of space.

THE APPROACH

Huntsville/Madison Chamber of Commerce partnered with Sierra Space, Rhodium Scientific and SustainSpace to present a panel discussion on the benefits of the microgravity environment. Following the captivating discussion, Huntsville/Madison hosted a Microgravity Happy Hour attracting a wide range of attendees, from microgravity-biotech industry professionals, to amateur enthusiasts interested in the cosmos.

THE IMPACT

Huntsville/Madison Chamber of Commerce was able to reach their niche target market. More than 50 professionals attended their session, and many more participated in their networking activities during the coffee break and happy hour hosted before and after the Session. Their team was also invited to a dinner with other Technology Track speakers in attendance and made lasting connections to further their initiatives.

AT A GLANCE

- Location: Headquartered in Huntsville, AL
- Employees: 58 employees
- Industry: Non-profit
- SXSW Product Featured:
 - Happy Hour activation in the Hilton.