



33rd Annual **INCOSE**
international symposium

hybrid event

Honolulu HI USA

Sponsorship Opportunities



The Venue
Hawaii Convention Center
1801 Kalākaua Ave
Honolulu, HI 96815 - USA

Dates
Saturday 15 July, 2023
Thursday 20 July, 2023

What is INCOSE?

The International Council on Systems Engineering (INCOSE) is a **not-for-profit membership organization founded to develop and disseminate the transdisciplinary principles and practices that enable the realization of successful systems**. INCOSE is designed to connect systems engineering professionals with educational, networking, and career-advancement opportunities in the interest of developing the global community of systems engineers and systems approaches to problems. We are also focused on producing state-of-the-art work products that support and enhance this discipline's visibility in the world.

INCOSE has grown significantly since its formation in 1990 with a membership that represents a broad spectrum—from student to senior practitioner, from technical engineer to program and corporate management, from science and engineering to business development. Members work together to advance their technical knowledge, exchange ideas with colleagues, and collaborate to advance systems engineering.

INCOSE acts as a focal point for communicating in the development of massive and complex engineered systems that are benefiting humans in not only physical but psychological, economic and cultural ways. Using Systems Engineering principles and concepts from scientific, technological, and management methods, INCOSE is helping solve today's ever-changing challenges.

What is the International Symposium?

The INCOSE symposium has a rich history that dates back to 1991, and has continued uninterrupted every year to the present.

INCOSE's Annual International Symposium is the largest worldwide annual gathering of people who do systems engineering for four days of presentations, case studies, workshops, tutorials and panel discussions. The program attracts an international mix of professionals at all levels, and includes practitioners in government and industry, as well as educators and researchers. The benefits of attending the Symposium include the opportunity to share ideas, network, build competency, pursue certification, contribute to the advancement of the profession through collaboration on tools, processes and methodologies, learn about new offerings in training and education, and forge new partnerships.

The International Symposium 2023 will be held as a **hybrid event** allowing for **in person attendance and remote participation**.

INCOSE offers a variety of options for sponsoring and exhibiting at IS2023. Your presence as a sponsor for this event will identify your organisation as a supporter of and leader in the profession of systems engineering.



Why become a sponsor?

VISIBILITY

Unique brand of recognition and visibility for your organization

PRACTICE

Access to the latest thinking relevant to the practice of Systems Engineering

SPOTLIGHT

Put a spotlight on your organization's competency in Systems Engineering

ASSOCIATION

Be associated with the highest culture of professionalism and innovation

SUPPORT

Demonstrate organizational support to INCOSE's mission

CONNECTIONS

Put a spotlight on your organization's competency in Systems Engineering

INCOSE's Impact

- 18000+** Members
- 65+** Chapters
- 77+** Countries
- 120+** Corporate Advisory Board Members

Participants by country (IS2022)

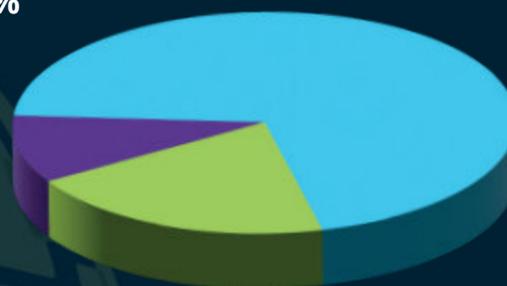
Australia	2.50%	Luxembourg	0.11%
Austria	0.43%	Netherlands	0.98%
Belgium	0.54%	New Zealand	0.33%
Brazil	0.54%	Norway	0.98%
Canada	1.30%	Rep. of Korea	0.54%
Chile	0.22%	Romania	0.11%
China	0.54%	Saudi Arabia	0.11%
Denmark	0.43%	Singapore	0.22%
Eswatini	0.11%	South Africa	0.87%
France	3.80%	Spain	1.30%
Germany	3.04%	Sweden	1.95%
Hungary	0.22%	Switzerland	2.86%
India	0.87%	Thailand	0.11%
Israel	0.65%	Turkey	1.63%
Italy	0.33%	United Kingdom	3.37%
Japan	2.82%	USA	68.30%
Lithuani	0.65%		

The International Symposium by numbers

- 2017, Adelaide (Australia)
616 participants
- 2018, Washington, DC (USA)
929 participants
- 2019, Orlando, FL (USA)
878 participants
- 2020, Virtual event
540 participants
- 2021, Virtual event
787 participants
- 2022, Detroit, MI (USA), Hybrid event
968 participants

Participants by Sector

- Sector 1** - Americas Sector
- Sector 2** - EMEA Sector
- Sector 3** - Asia-Oceania



Attendee main industries

- Academia
- Aerospace
- Automotive
- Communications
- Cyber Security
- Defense
- Energy Systems
- Environmental Infrastructure
- Intelligence
- Medical Systems
- Tool Vendor
- Transportation
-

Your visibility on our media support

- Newsletter (quarter) = **over 12,000 recipients**
- E-Note (mailing monthly) = **over 13,000 recipients**

Social media



1,950 members



3,750 members



470 members



21,500 members



3,220 members

Opportunities to connect with participants

The International symposium offers a lot of opportunities for sponsors to interact with participants:

Coffee breaks: all coffee breaks are organized in the exhibit hall

Sponsor track: sign up for a 20 minute time slot in our Sponsors Track and take advantage of this unique opportunity to deliver a non-hosted presentation to symposium attendees. The presentations have to be delivered in person and will be broadcast on the platform for the benefit of remote participants. It will be advertised in the symposium program, on the event web site and on the virtual platform.

Reception: one reception will be held in the exhibit hall.

Chat: connect to all participants through a private chat available on the dedicated virtual platform



Sponsorship OPPORTUNITIES?

INTERNATIONAL SYMPOSIUM	Platinum	Gold	Silver	Bronze	Academic	Exhibit only (on site booth)
Benefits	\$ 30,000	\$ 20,000	\$ 10,000	\$ 2,500	\$ 1,250	
Company logo w/ hotlink on IS website	✓	✓	✓	✓	✓	✓
Recognition in the IW2023 Program (#1)	✓	✓	✓	✓	✓	✓
Recognition on social media	✓	✓	✓	✓	✓	✓
Electronic delegates list (#2)	✓	✓	✓	✓	✓	✓
Complimentary Registration - In person	3	2	1			
Complimentary Student Registration - Broadcasted content only					1	
Sponsor track - 20 minutes session (on site and broadcast live)	3	2	1	1	\$ 500	-
Sponsored items (#3)	Up to 2	One	One	-	-	-
Booth in exhibit hall – (on site only)	double	single	10% discount	10% discount	10% discount	Single (corporate): \$3,950 Double (corporate): \$7,100 Single (academic): \$1,600

Sponsors showcase - virtual platform (OPTIONAL):

Company description	✓	✓	✓	✓	✓	✓
Customization (logo, banner, background)	✓	✓	✓	✓	✓	✓
Promotional video	Up to 4	Up to 3	Up to 2	1	1	1
Promotional flyer (PDF only)	Up to 4	Up to 3	Up to 2	1	1	1

#1 If the sponsorship agreement is signed before December 31, 2022, the sponsorship will be reflected in the INCOSE 2023 International Workshop Program

#2 Electronic delegates list can be used only once before and once after the event

#3 Items to sponsor

Sponsored items are assigned on a first-come, first-served basis.

Ice Breaker Reception – includes option to distribute a gift or flyer to each attendee	1
Conference signage	1
Digital Conference Proceedings	1
Coffee Breaks	4
Lunches	4
Charging stations	1
(*) Conference bags	1
(*) Badge Lanyards	1
(*) Pens for registration materials	1
(*) Notepad with logo	1
(*) Attendee gift (delegate pack) – limited to 1 per sponsor	5

All sponsored items marked (*) must be approved by INCOSE and supplied by Sponsor

Sponsorship OPPORTUNITIES?

Sponsor track

Sign up for a 20 minutes time slot in our Sponsors Track and take advantage of this unique opportunity to deliver a non-hosted presentation to symposium attendees. The presentations have to be delivered in person and will be broadcasted on the platform for the benefit of remote participants. It will be advertised in the symposium program and on the event web site. Tracks are assigned on a first-come, first-served basis.

Participants' data

In compliance with GDPR rules, INCOSE will share only data pertaining to participants who have explicitly agreed for their contact information to be shared with sponsors and exhibitors. Delegates list will be shared once before the event, the final delegates list will be shared within a week after the event has concluded.

Lead capture

A QR Code(*) will be printed on all participant name badge. QR Code includes name, job title, company, state and country and the email address. Participants may use the QR Code to quickly and easily share their contact information with fellow delegates and exhibitors, but, at no time, are they obliged to do so.

(*) A QR Code (quick response code) - a 2D barcode used to provide easy access to information through a smartphone or tablet



What is included?

Platinum sponsorship \$30,000

Company logo w/ hotlink on IS website

Recognition in the IW2023 Program if the sponsorship agreement is signed before December 31, 2022

Recognition on social media

Electronic delegates list to be used only once before and once after the event

3 (three) complimentary registrations (in person registrations)

3 (three) sponsor tracks - 20 minutes session (on site and broadcast live)

1 (one) double booth in exhibit hall – (on site only) – see page 13

Up to 2 (two) sponsored items:

• Ice Breaker Reception – includes option to distribute a gift or flyer to each attendee	1
• Conference signage	1
• Digital Conference Proceedings	1
• Coffee Breaks	4
• Lunches	4
• Charging stations	1
• (*) Conference bags	1
• (*) Badge Lanyards	1
• (*) Pens for registration materials	1
• (*) Notepad with logo	1
• (*) Attendee gift (delegate pack) – limited to 1 per sponsor	5

OPTIONAL

1 Sponsor showcase including:

- Company description
- Customization (logo, banner, background)
- Up to 4 Promotional videos (recorded)
- Up to 4 Promotional flyers (PDF only)

SPONSORED ITEM DETAILS

Ice Breaker Reception

includes option to distribute a gift or flyer to each attendee

Conference signage

Great visibility for this sponsored item. Your logo on each boards displayed in front of each meeting room.

Digital Conference Proceedings

Coffee Breaks

There will be coffee breaks twice a day during the conference. Sponsor's name and logo on coffee breaks buffets. One half day coffee break to be selected.

Lunches

There will be coffee breaks twice a day during the conference. Sponsor's name and logo on coffee breaks buffets. One lunch to be selected.

Charging stations

Conference bags

A bag with all necessary conference material will be distributed to each participant. The bag will feature the sponsor company's name and logo as well as the event title and logo.

Badge Lanyards

This will be a great sponsorship opportunity, since all delegates will receive a badge holder. Sponsor's name and logo on each lanyard.

Pens for registration materials

Your pens will be distributed and placed directly in the conference bags.

Pens must be approved by INCOSE and supplied by Sponsor prior to the event.

Notepad with logo

Your note pads will be distributed and placed directly in the conference bags.

Note pads must be approved by INCOSE and supplied by Sponsor prior to the event.

Attendee gift (delegate pack) – limited to 1 per sponsor

What is included?

Gold sponsorship \$20,000

Company logo w/ hotlink on IS website
Recognition in the IW2023 Program if the sponsorship agreement is signed before December 31, 2022
Recognition on social media

Electronic delegates list to be used only once before and once after the event

2 (two) complimentary registrations (in person registrations)

2 (two) sponsor tracks - 20 minutes session (on site and broadcast live)

1 (one) single booth in exhibit hall – (on site only) – see page 13

1 (one) sponsored item:

• Ice Breaker Reception – includes option to distribute a gift or flyer to each attendee	1
• Conference signage	1
• Digital Conference Proceedings	1
• Coffee Breaks	4
• Lunches.....	4
• Charging stations.....	1
• (*) Conference bags.....	1
• (*) Badge Lanyards	1
• (*) Pens for registration materials	1
• (*) Notepad with logo	1
• (*) Attendee gift (delegate pack) – limited to 1 per sponsor	5

OPTIONAL

1 (one) Sponsor showcase including

- Company description
- Customization (logo, banner, background)
- Up to 3 Promotional videos (recorded)
- Up to 3 Promotional flyers (PDF only)

SPONSORED ITEM DETAILS

Sponsored item details (see page 5)



What is included?

Silver sponsorship \$10,000

Company logo w/ hotlink on IS website

Recognition in the IW2023 Program if the sponsorship agreement is signed before December 31, 2022

Recognition on social media

Electronic delegates list to be used only once before and once after the event

1 (one) complimentary registration (in person registration)

1 (one) sponsor track - 20 minutes session (on site and broadcast live)

1 (one) sponsored item:

• Ice Breaker Reception – includes option to distribute a gift or flyer to each attendee	1
• Conference signage	1
• Digital Conference Proceedings	1
• Coffee Breaks	4
• Lunches.....	4
• Charging stations.....	1
• (*) Conference bags.....	1
• (*) Badge Lanyards	1
• (*) Pens for registration materials	1
• (*) Notepad with logo	1
• (*) Attendee gift (delegate pack) – limited to 1 per sponsor	5

OPTIONAL

1 (one) Sponsor showcase including

- Company description
- Customization (logo, banner, background)
- Up to 2 Promotional videos (recorded)
- Up to 2 Promotional flyers (PDF only)

ADDITIONAL

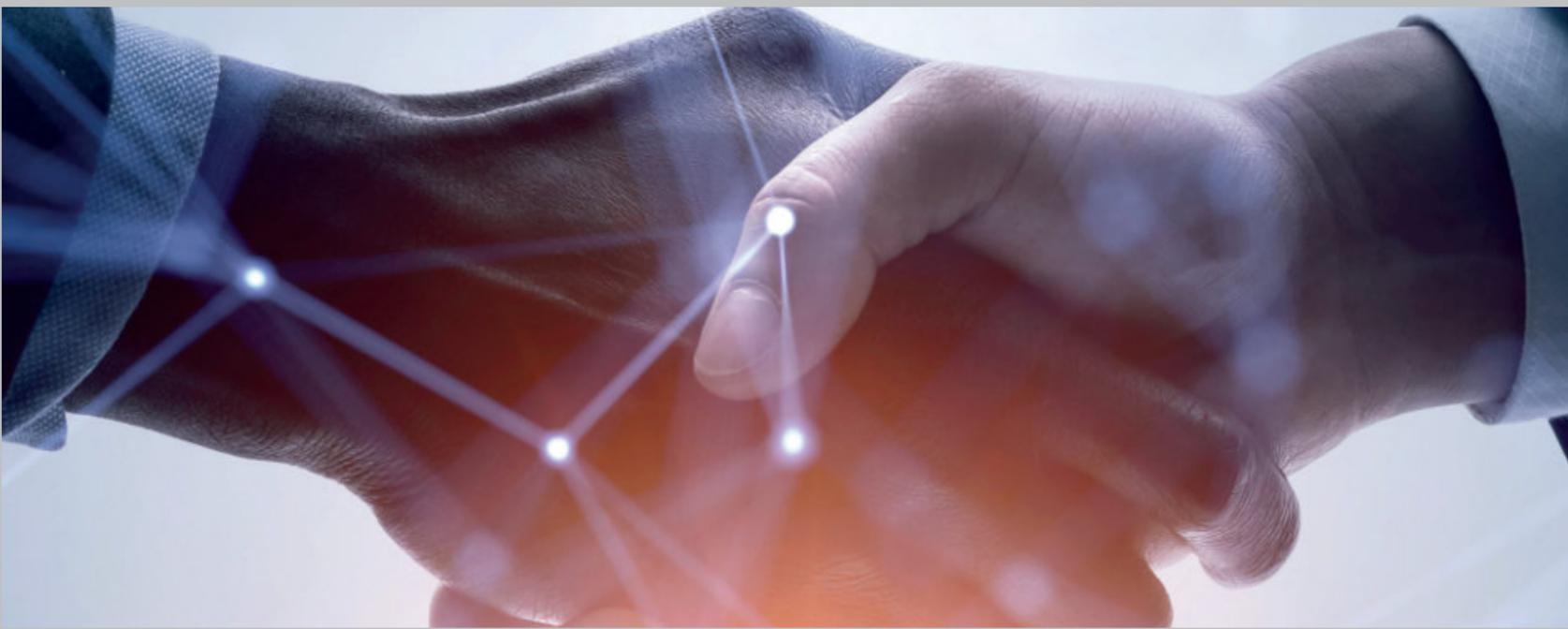
Booth in exhibit hall (see page 13):

10% discount on standard booth:

- Single (corporate): \$3,950
- Double (corporate): \$7,100

SPONSORED ITEM DETAILS

Sponsored item details (see page 5)



What is included?

Bronze Sponsorship \$2,500

- Company logo w/ hotlink on IS website
- Recognition in the IW2023 Program if the sponsorship agreement is signed before December 31, 2022
- Recognition on social media
- Electronic delegates list to be used only once before and once after the event

OPTIONAL

- 1 Sponsor showcase including
- Company description
 - Customization (logo, banner, background)
 - Up to 1 Promotional video (recorded)
 - Up to 1 Promotional flyer (PDF only)

ADDITIONAL

Booth in exhibit hall (see page 13):

10% discount on standard booth:

- Single (corporate): \$3,950
- Double (corporate): \$7,100

SPONSOR TRACK

20 minute session (on site and broadcast live)



What is **included?**

Academic Sponsorship **\$1,250**

- Company logo w/ hotlink on IS website
- Recognition in the IW2023 Program if the sponsorship agreement is signed before December 31, 2022
- Recognition on social media
- Electronic delegates list to be used only once before and once after the event
- 1 (one) complimentary virtual student registration (broadcasted content only)

OPTIONAL

1 (one) Sponsor showcase including

- Company description
- Customization (logo, banner, background)
- 1 (one) Promotional video (recorded)
- 1 (one) Promotional flyer (PDF only)

ADDITIONAL

Booth in exhibit hall (see page 13):

10% discount on standard booth:

- Single (academic): \$1,600

SPONSOR TRACK

20 minute session (on site and broadcast live) @\$500



What is included?

Exhibit only

- Company logo w/ hotlink on IS website
- Recognition in the IW2023 Program if the sponsorship agreement is signed before December 31, 2022
- Recognition on social media
- Electronic delegates list to be used only once before and once after the event

Booth in exhibit hall (see page 13):

- Single (corporate): \$3,950
- Double (corporate): \$7,100
- Single (academic) : \$1,600

OPTIONAL

- 1 Sponsor showcase including
 - Company description
 - Customization (logo, banner, background)
 - 1 (one) Promotional video (recorded)
 - 1 (one) Promotional flyer (PDF only)



Booth PACKAGES

- A single (10' x 10') Corporate booth with 4 exhibition-only badges for 3 days: **\$3,950**
- A double (10' x 20') Corporate booth with 8 exhibition-only badges for 3 days: **\$7,100**
- Academic booth (10' x 10') booth with 2 exhibition-only badges for 3 days: **\$1,600**
- Additional exhibition-only badges: **\$95 (per day)**

Academic booths: Reserved for Universities and other Academic bodies.

Complimentary Exhibit Booth Staff Registration(s) as indicated in the price list - i.e., exhibition only badges (allows entrance to the Exhibits Hall and lunches/refreshments Monday through Thursday; does not include entrance into the Symposium Technical sessions)

Also includes:

- Benefits per category (see summary table)
- Complimentary WIFI access in the exhibit hall
- All meals, daily breaks.
(Special Events are hosted in the Exhibition Hall to draw delegates into the Exhibits area)
- Daily aisle maintenance
- Exhibits Area security guard service

Booth configuration

- (1) ID sign (1' x 10' header) single line
- (3) arm lights
- Power connection
- (1) 6' skirted table – (2) chairs – (1) waste basket

SCHEDULE

Set Up

Sunday, July 16 09:00 – 18:00

Show Hours

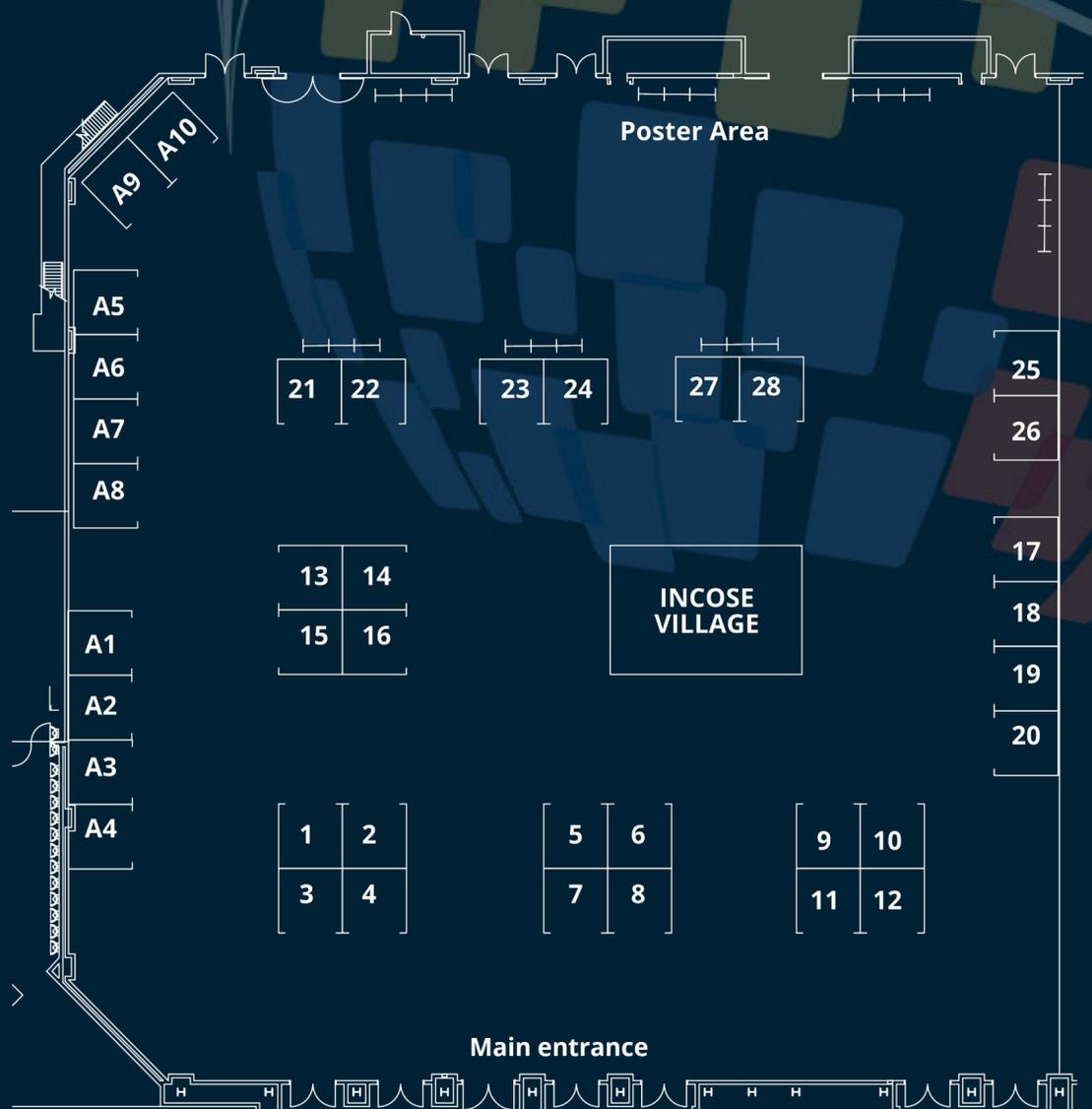
Monday, July 17 09:30 – 19:30

Tuesday, July 18 09:30 – 18:00

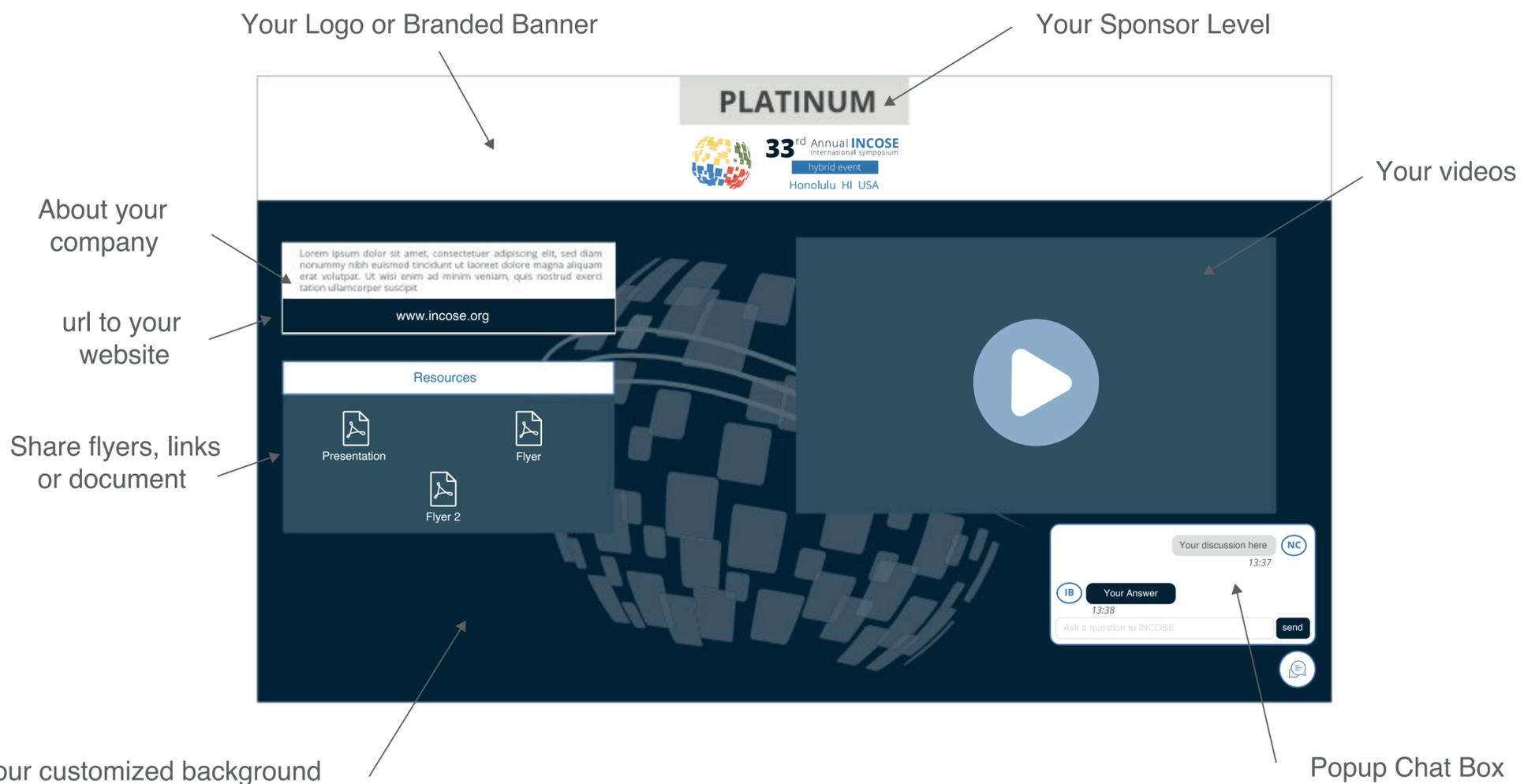
Wednesday, July 19 09:30 – 17:00

Tear Down

Wednesday, July 19 17:30 – 20:00



What is the virtual sponsor showcase?





Contact us

eventsponsors@incose.net

<https://www.incose.org/symp2023>