34th Annual INCOSE international symposium

hybrid event

Dublin, Ireland

Sponsorship Opportunites

The Venue

The Convention Centre Dublin
Spencer Dock
North Wall Quay
Dublin 1 D01 T1W6
Ireland

Dates

Tuesday 2
Saturday 6 July, 2024

International Council on Systems Engineering
A better world through a systems approach/ www.incose.org

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What is the 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 2024 will be held as a **hybrid event** allowing for **in person attendance and virtual participation.**

INCOSE offers a variety of options for sponsoring and exhibiting at IS 2024. 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
Develop sustainable business connections innovation

INCOSE's Impact

21000+ Members
65+ Chapters
80+ Countries
130+ Corporate Advisory Board Members

Participants by country (IS2023)

Australia	**4,25%**	Luxembourg	**0,10%**
Austria	**0,69%**	Netherlands	**1,19%**
Belgium	**0,10%**	Norway	**0,69%**
Brazil	**0,59%**	Republic of Korea	**1,09%**
Canada	**1,78%**	Romania	**0,20%**
China	**0,40%**	Singapore	**0,49%**
Denmark	**0,30%**	South Africa	**0,49%**
France	**1,78%**	Spain	**0,20%**
Germany	**3,56%**	Sweden	**0,89%**
Hungary	**0,20%**	Switzerland	**0,10%**
India	**0,69%**	Taiwan	**0,10%**
Israel	**0,49%**	Thailand	**0,10%**
Italy	**0,69%**	Turkey	**1,48%**
Japan	**3,76%**	United Arab Emirates	**0,10%**
Lithuania	**0,40%**	USA	**70,62%**

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

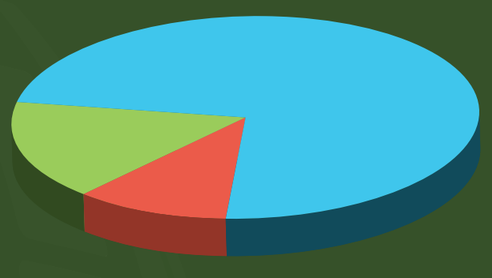
2021, Virtual event
787 participants

2022, Detroit, MI (USA), Hybrid event
968 participants

2023, Honolulu, HI (USA), Hybrid
1,021 participants

Attendee main industries

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



Participants by Sector

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

Your visibility on our media support

- Newsletter (quarter) = **over 15,000 recipients**
- E-Note (mailing monthly) = **over 14,600 recipients**

Social media

2,100 members	3,800 members	600 members	24,500 members	3,800 members

Sponsorship **OPPORTUNITIES?**

Benefits	Platinum	Gold	Silver	Bronze	Academic	Exhibit only (on site booth)
INTERNATIONAL SYMPOSIUM	**$ 30,000**	**$ 20,000**	**$ 10,000**	**$ 2,500**	**$ 1,250**	
Company logo w/ hotlink on IS website	✓	✓	✓	✓	✓	✓
Recognition in the IW2024 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) ***Number of slots limited***	2	1	1	1	$ 500	
Sponsored items (#4)	Up to (2)	One	One	-	-	-
Booth in exhibit hall – (on site only) 3 days (Tuesday to Thursday)	double	single	10% discount	10% discount	10% discount	Single (corporate): $3,950 Double (corporate): $7,100 Single (academic): $1,600
Sponsors showcase (#3) - 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

All rates are listed in US$.
VAT/Sales tax will be applied as deemed necessary by the Irish tax code.

#1 If the sponsorship agreement is signed before December 31, 2023, the sponsorship will be reflected in the INCOSE 2024 International Workshop Program

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

#3 Showcase will be available on the virtual platform and the app (both tools available to in-person and virtual attendees 2 weeks before the start of the event)

#4 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 *(reserved)* 1
First Time Attendees Reception – includes option to distribute a gift or flyer to each attendee. 1
Event APP *(reserved)* 1
Conference Signage *(reserved)*.....1
Coffee Breaks 4
Lunches.....4
Charging stations 1
(*) Conference bags *(reserved)*.....1
(*) Badge Landyards *(reserved)*.....1
(*) Pens for registration materials 1
(*) Notepads 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

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-refereed presentation to symposium attendees. The presentations have to be delivered in person and will be broadcasted on the platform for the benefit of virtual 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

Lead capture app is available at an extra cost
App includes:

- Scan of the QR code
- Export of contacts in csv file
- Contact qualification
- Basic questionnaire creation

Opportunities to connect with participants

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

Coffee breaks & lunches: all coffee breaks and lunches 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 virtual participants. It will be advertised in the symposium program, on the event web site and on the virtual platform.

Ice-Breaker Reception: the Ice-Breaker Reception will be held in the exhibit hall.

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

What is **included?**

Platinum sponsorship **$30,000**

- Company logo w/ hotlink on IS website
- Recognition in the IW2024 Program if the sponsorship agreement is signed before December 31, 2023
- 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)
- 2 (two) sponsor tracks - 20 minute session (on site and broadcast live) - Number of slots limited
- 1 (one) double booth in exhibit hall – (on site only) – see page 12
- Up to 2 (two) sponsored items:
  - Ice Breaker Reception – includes option to distribute a gift or flyer to each attendee 1
  - First Time Attendees Reception – includes option to distribute a gift or flyer to each attendee 1
  - Event App 1
  - Conference signage 1
  - Coffee breaks 4
  - Lunches 4
  - (*) Conference bags 1
  - (*) Badge Lanyards 1
  - (*) Pens for registration materials 1
  - (*) Notepads 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

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
Your logo on the reception signage board.
Includes option to distribute a gift or flyer to each attendee

First Time Attendees Reception
Your logo on the reception signage board.
Includes option to distribute a gift or flyer to each attendee

Event App
Your logo on the landing page of the event app.

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

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

Lunches
Sponsor's name and logo on lunch buffets.
One day to be selected.

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.

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

Attendee gift (conference bag) – limited to 1 per sponsor
Your branded goodie inserted in each attendee's conference bag.

What is **included?**

Gold sponsorship **$20,000**

- Company logo w/ hotlink on IS website
- Recognition in the IW2024 Program if the sponsorship agreement is signed before December 31, 2023
- 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)
- 1 (one) sponsor track - 20 minute session (on site and broadcast live) - Number of slots limited
- 1 (one) single booth in exhibit hall – (on site only) – see page 12
- 1 (one) sponsored item:
  - Ice Breaker Reception – includes option to distribute a gift or flyer to each attendee 1
  - First Time Attendees Reception – includes option to distribute a gift or flyer to each attendee 1
  - Event App 1
  - Conference signage 1
  - Coffee breaks 4
  - Lunches 4
  - (*) Conference bags 1
  - (*) Badge Lanyards 1
  - (*) Pens for registration materials 1
  - (*) Notepads 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

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 6)

What is **included?**

Silver sponsorship **$10,000**

- Company logo w/ hotlink on IS website
- Recognition in the IW2024 Program if the sponsorship agreement is signed before December 31, 2023
- 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 minute session (on site and broadcast live) - Number of slots limited
- 1 (one) sponsored item:
  - Ice Breaker Reception – includes option to distribute a gift or flyer to each attendee 1
  - First Time Attendees Reception – includes option to distribute a gift or flyer to each attendee 1
  - Event App 1
  - Conference signage 1
  - Coffee breaks 4
  - Lunches 4
  - (*) Conference bags 1
  - (*) Badge Lanyards 1
  - (*) Pens for registration materials 1
  - (*) Notepads 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

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 12):
10% discount on standard booth:

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

SPONSORED ITEM DETAILS

Sponsored item details (see page 6)

What is **included?**

Bronze partners **$2,500**

- Company logo w/ hotlink on IS website
- Recognition in the IW2024 Program if the sponsorship agreement is signed before December 31, 2023
- Recognition on social media
- Electronic delegates list to be used only once before and once after the event
- 1 (one) sponsor track - 20 minute session (on site and broadcast live) - Number of slots limited

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 12):
10% discount on standard booth:

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

What is **included?**

Academic partners **$1,250**

- Company logo w/ hotlink on IS website
- Recognition in the IW2024 Program if the sponsorship agreement is signed before December 31, 2023
- 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 12):
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 IW2024 Program if the sponsorship agreement is signed before December 31, 2023
- Recognition on social media
- Electronic delegates list to be used only once before and once after the event

Booth in exhibit hall (see page 12):

- 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**

Exhibit hall: Tuesday 2 July to Thursday 4 July

- A single (3m x 3m) Corporate booth with 4 exhibition-only badges for 3 days: **$3 950**
- A double (3m x 6m) Corporate booth with 8 exhibition-only badges for 3 days: **$7 100**
- Academic booth (3m x 3m) 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 Tuesday through Thursday; does not include entrance into the Symposium Technical sessions)

Also includes:

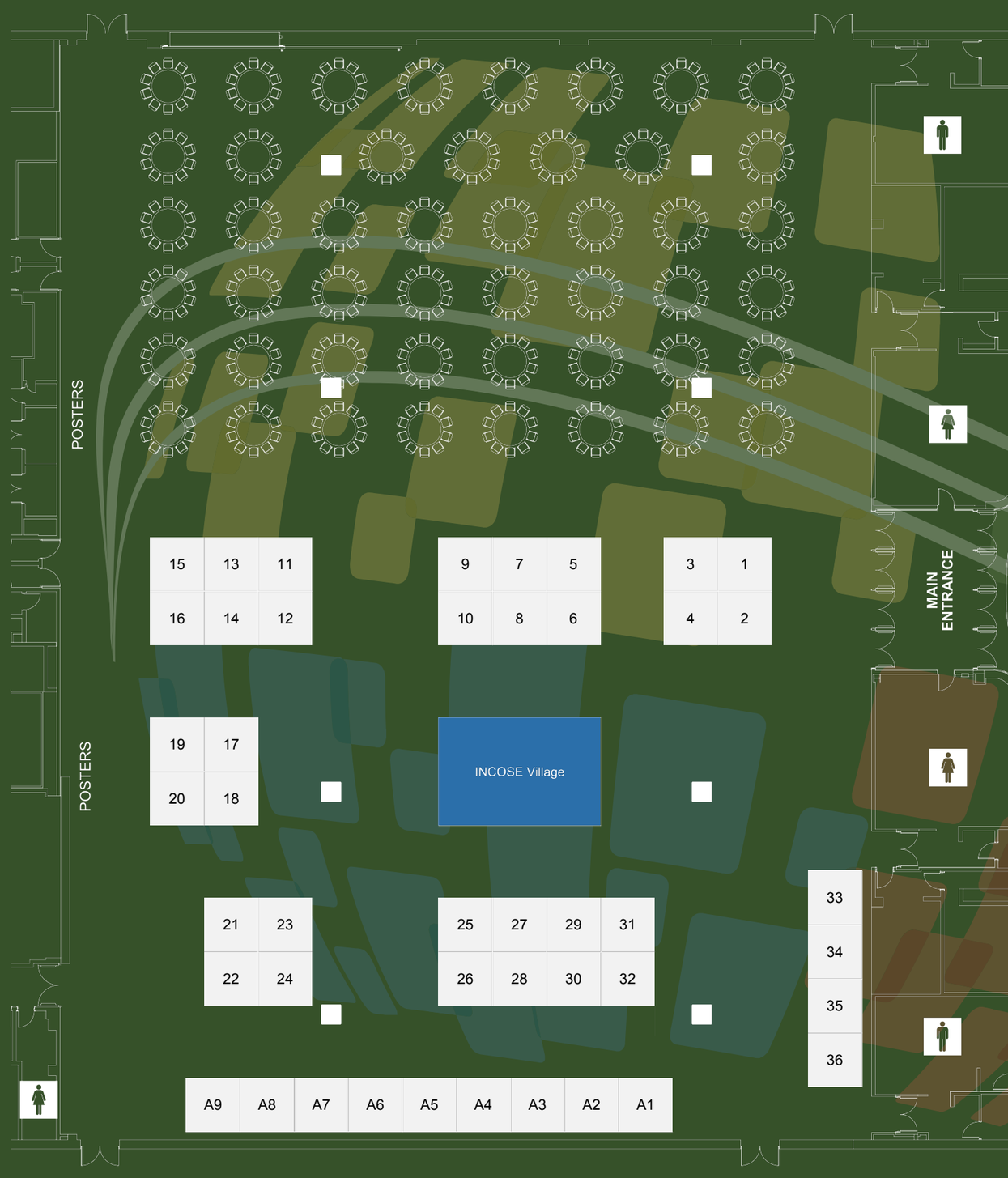
- Benefits per category (see summary table)
- Complimentary WIFI access in the exhibit hall
- All meals, daily breaks.
  (Special Events are hosted in the Exhibition Hall to draw delegates into the Exhibits area)
- Daily aisle maintenance
- Exhibits Area security guard service

Booth configuration

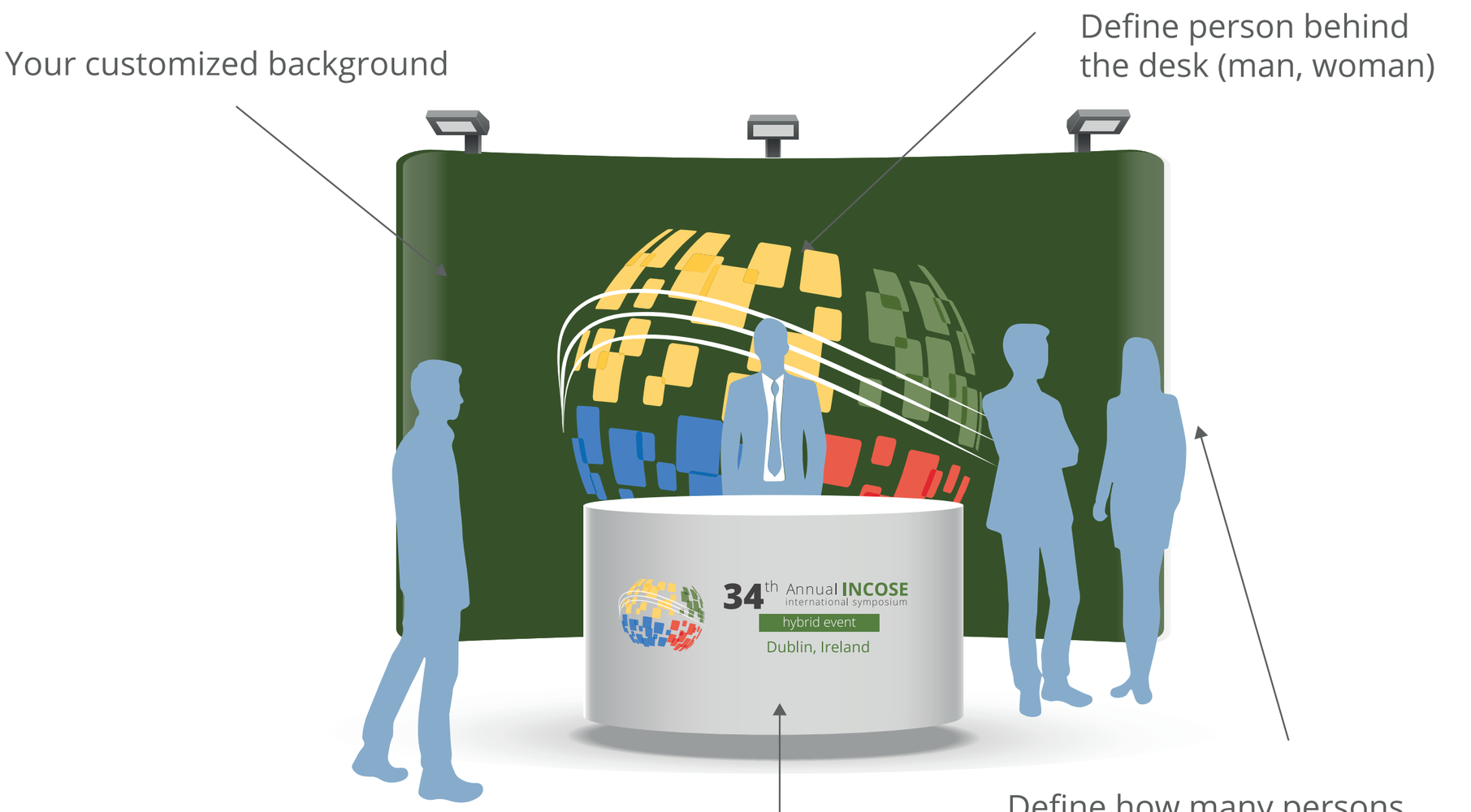
- (1) ID sign (1' x 10' header) single line
- (3) arm lights
- Power connection
- (1) 6' skirted table – (2) chairs – (1) waste basket

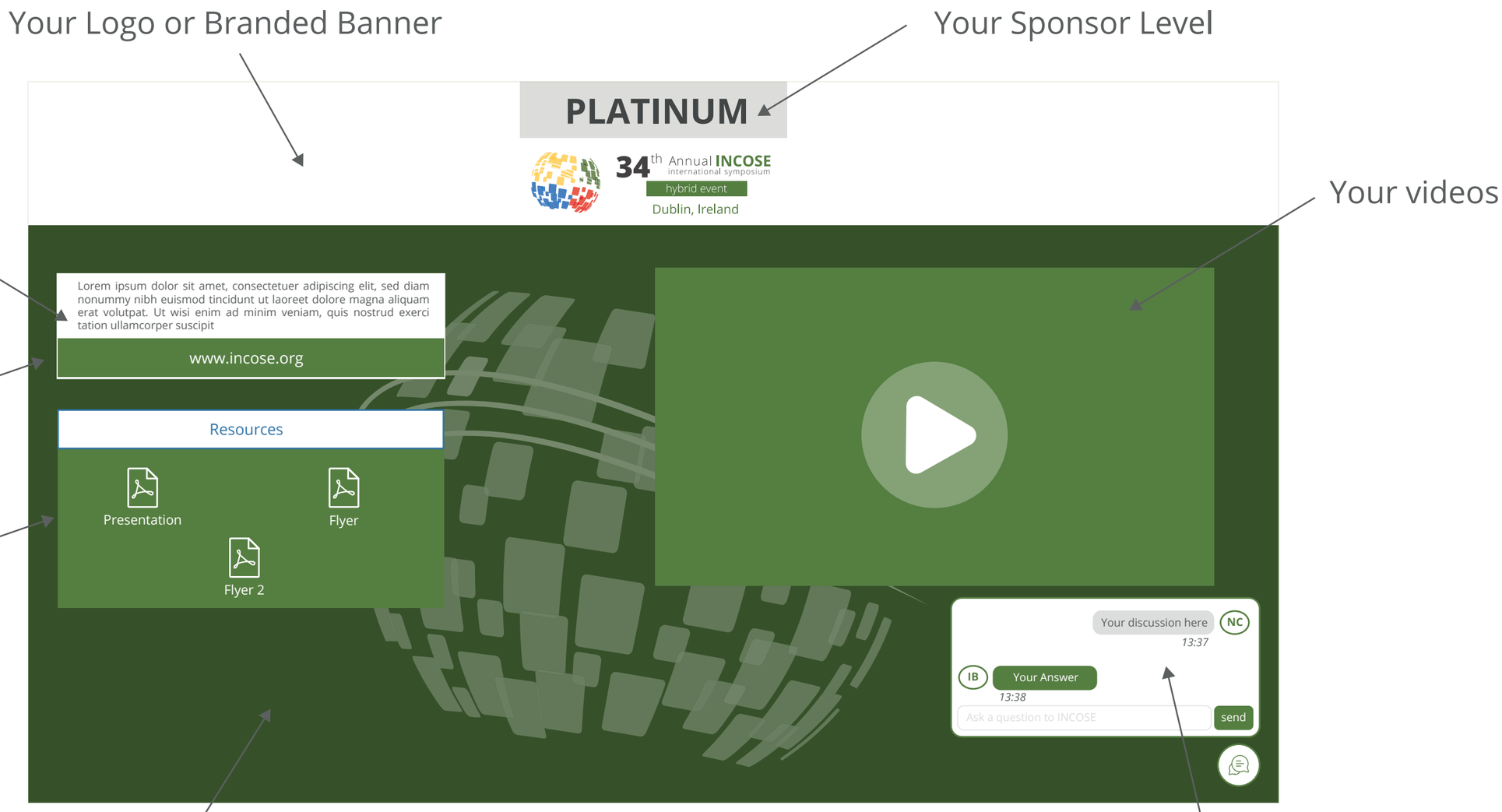
SCHEDULE

Set Up	
Monday, July 1	09:00 – 18:00
Show Hours	
Tuesday, July 2	08:00 – 17:00
Wednesday, July 3	08:00 – 17:00
Thursday, July 4	08:00 – 15:30
Tear Down	
Thursday, July 4	15:30 – 20:00



What is **the virtual sponsor showcase?**





Join the conversation

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Contact us

eventsponsors@incose.net

https://www.incose.org/symp2024