



35th Annual INCOSE
international symposium

hybrid event

Ottawa, Canada
26 - 31 July 2025

Sponsorship Opportunities



The Venue

Rogers Centre Ottawa

55 Colonel By Drive
Ottawa, Ontario, Canada

Dates

Saturday 26 –
Thursday 31 July, 2025



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

Join the conversation #INCOSEIS

About 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 2025 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 2025. 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

25,000 +

Members

68 +

Chapters

76 +

Countries

140 +

Corporate Advisory Board Members

Attendee Breakdown



Participants by Year

2023, Honolulu, HI, USA
1,021 participants

2024 Dublin, Ireland
988 participants

Participants by Sector



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

Participants By industry:

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

INCOSE
Newsletter
15,000 recipients

INCOSE
eNote
14,600 recipients



2,200 Members



4,000 Members



720 Members



34,000 Members



4,600 Members

Opportunities

SPONSORSHIP

Benefits

	Platinum	Gold	Silver	Bronze	Academic	Exhibit only
INTERNATIONAL SYMPOSIUM	\$30,000	\$ 20,000	\$ 10,000	\$ 2,500	\$ 1,250	
Company logo w/ hotlink on IS website	✓	✓	✓	✓	✓	✓
Recognition on social media	✓	✓	✓	✓	✓	✓
Electronic delegates list *	✓	✓	✓	✓	✓	✓
Complimentary Registration - In person	3	2	1			
Complimentary Student Registration - Broadcasted content only					1	
Sponsor track ** - 20 minutes session	2	1	1	1	\$ 500	
Sponsored items ***	Up to (2)	One	One	-	-	-
Booth in exhibit hall – (on site only) 3 days	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

All rates are listed in USD. VAT/Sales tax will be applied as deemed necessary by the Canadian tax code.

* 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. Electronic delegates list can only be used once before and once after the event. The list will be shared pre and post conference.

**20 minutes time slot in the dedicated Sponsors Track for a non-refereed in-person presentation to symposium attendees. Presentation will be in the symposium program and on the event web site. Track slots are assigned on a first-come, first-served basis.

*** Sponsored Items, see next page for options

**** 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)

Options for sponsored items:

Sponsored Items	Quantity Available
Ice Breaker Reception - <i>includes option to distribute a gift or flyer to each attendee</i>	1
First Time Attendees Reception - <i>includes option to distribute a gift or flyer to each attendee</i>	1
Event APP	1
Signage	1
Coffee Breaks	4
Lunches	4
Charging stations	1
Co-branded Conference bags +	1
Co-branded Badge Lanyards +	1
Co-branded Pens for registration materials +	1
Co-branded Notepad with logo +	1
Attendee gift in conference bag – limited to 1 per sponsor +	5

+ must be approved by INCOSE and supplied by Sponsor

Items are assigned on a first-come, first-served basis. Quantities are LIMITED!

Exhibitor add-on: Lead capture

A Lead capture app is available at an extra cost

App includes:

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

A QR Code will be printed on all participant name badges. Exhibitor will obtain participant name, job title, company, location and email address.

SPONSORED ITEM DETAILS

Ice Breaker Reception - Sponsor's logo on signage. Includes option to distribute a gift or flyer to each attendee

First Time Attendees Reception - Sponsor's logo on signage. Includes option to distribute a gift or flyer to each attendee

Event App - Sponsor's logo on the landing page of the event app.

Signage - Sponsor's logo displayed throughout venue

Coffee Breaks - Sponsor recognition at coffee station

Lunches - Sponsor recognition at lunch buffets.

Charging station - Sponsor recognition at station

Conference bags - co-branded with the sponsor and event. Bags will be distributed at registration.

Badge Lanyards - co-branded with sponsor and event.

Pens - provided by sponsor and placed in conference bags.

Notepads - provided by sponsor and placed in conference bags.

Attendee gift – provided by sponsor and placed in conference bags.. limited to 1 item per sponsor.

Opportunities to connect

The International Symposium offers a variety of opportunities for sponsors to interact with participants:

- All **coffee breaks & lunches** are held in the exhibit hall.
- Participation in the **sponsor track** allowing for direct interaction with attendees.
- **Ice-Breaker Reception** held in the exhibit hall.
- connect privately through 1:1 chat in **virtual platform**.



What is **included?**

Platinum sponsorship

\$30,000

- Company logo w/ hotlink on IS website
- Recognition on social media
- Electronic delegates list to be used once pre and post event
- 3 complimentary - in person registrations
- 2 - 20 minute sessions within sponsor track - Number of slots limited
- 1 double booth in exhibit hall
- Select up to 2 sponsored items based on availability

Sponsored Items	Quantity Available
Ice Breaker Reception - <i>includes option to distribute a gift or flyer to each attendee</i>	1
First Time Attendees Reception - <i>includes option to distribute a gift or flyer to each attendee</i>	1
Event APP	1
Signage	1
Coffee Breaks	4
Lunches	4
Charging stations	1
Co-branded Conference bags +	1
Co-branded Badge Lanyards +	1
Co-branded Pens for registration materials +	1
Co-branded Notepad with logo +	1
Attendee gift in conference bag - limited to 1 per sponsor +	5

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

OPTIONAL

Sponsor booth in virtual showcase

- Company description
- Booth Customization (logo, banner, background)
- Up to 4 promotional recorded videos
- Up to 4 promotional PDF

SPONSORED ITEM DETAILS

Ice Breaker Reception - Sponsor's logo on signage. Includes option to distribute a gift or flyer to each attendee

First Time Attendees Reception - Sponsor's logo on signage. Includes option to distribute a gift or flyer to each attendee

Event App - Sponsor's logo on the landing page of the event app.

Signage - Sponsor's logo displayed throughout venue

Coffee Breaks - Sponsor recognition at coffee station

Lunches - Sponsor recognition at lunch buffets.

Charging station - Sponsor recognition at station

Conference bags - co-branded with the sponsor and event. Bags will be distributed at registration.

Badge Lanyards - co-branded with sponsor and event.

Pens - provided by sponsor and placed in conference bags.

Notepads - provided by sponsor and placed in conference bags.

Attendee gift - provided by sponsor and placed in conference bags.. limited to 1 item per sponsor.

What is included?

Gold sponsorship \$20,000

- **Company logo w/ hotlink on IS website**
- **Recognition on social media**
- **Electronic delegates list to be used once pre and post event**
- **2 complimentary - in person registrations**
- **1 - 20 minute sessions within sponsor track - Number of slots limited**
- **1 single booth in exhibit hall**
- **1 sponsored items:**

Sponsored Items	Quantity Available
Ice Breaker Reception - <i>includes option to distribute a gift or flyer to each attendee</i>	1
First Time Attendees Reception - <i>includes option to distribute a gift or flyer to each attendee</i>	1
Event APP	1
Signage	1
Coffee Breaks	4
Lunches	4
Charging stations	1
Co-branded Conference bags +	1
Co-branded Badge Lanyards +	1
Co-branded Pens for registration materials +	1
Co-branded Notepad with logo +	1
Attendee gift in conference bag – 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**
- **Booth Customization (logo, banner, background)**
- **Up to 3 Promotional recorded videos**
- **Up to 3 Promotional PDF's**

SPONSORED ITEM DETAILS

Ice Breaker Reception - Sponsor's logo on signage. Includes option to distribute a gift or flyer to each attendee

First Time Attendees Reception - Sponsor's logo on signage. Includes option to distribute a gift or flyer to each attendee

Event App - Sponsor's logo on the landing page of the event app.

Signage - Sponsor's logo displayed throughout venue

Coffee Breaks - Sponsor recognition at coffee station

Lunches - Sponsor recognition at lunch buffets.

Charging station - Sponsor recognition at station

Conference bags - co-branded with the sponsor and event. Bags will be distributed at registration.

Badge Lanyards - co-branded with sponsor and event.

Pens - provided by sponsor and placed in conference bags.

Notepads - provided by sponsor and placed in conference bags.

Attendee gift – provided by sponsor and placed in conference bags.. limited to 1 item per sponsor.

What is included?

Silver sponsorship \$10,000

- Company logo w/ hotlink on IS website
- Recognition on social media
- Electronic delegates list to be used once pre and post event
- 1 complimentary - in person registrations
- 1 20 minute sessions within sponsor track - Number of slots limited
- 1 single booth in exhibit hall – (on site only)
- 1 sponsored items:

Sponsored Items	Quantity Available
Ice Breaker Reception - <i>includes option to distribute a gift or flyer to each attendee</i>	1
First Time Attendees Reception - <i>includes option to distribute a gift or flyer to each attendee</i>	1
Event APP	1
Signage	1
Coffee Breaks	4
Lunches	4
Charging stations	1
Co-branded Conference bags +	1
Co-branded Badge Lanyards +	1
Co-branded Pens for registration materials +	1
Co-branded Notepad with logo +	1
Attendee gift in conference bag – 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
- Booth Customization (logo, banner, background)
- Up to 2 Promotional recorded videos
- Up to 2 Promotional PDF's

SPONSORED ITEM DETAILS

Ice Breaker Reception - Sponsor's logo on signage. Includes option to distribute a gift or flyer to each attendee

First Time Attendees Reception - Sponsor's logo on signage. Includes option to distribute a gift or flyer to each attendee

Event App - Sponsor's logo on the landing page of the event app.

Signage - Sponsor's logo displayed throughout venue

Coffee Breaks - Sponsor recognition at coffee station

Lunches - Sponsor recognition at lunch buffets.

ADDITIONAL

Booth in exhibit hall:

10% discount on standard booth:

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

Charging station - Sponsor recognition at station

Conference bags - co-branded with the sponsor and event. Bags will be distributed at registration.

Badge Lanyards - co-branded with sponsor and event.

Pens - provided by sponsor and placed in conference bags.

Notepads - provided by sponsor and placed in conference bags.

Attendee gift – provided by sponsor and placed in conference bags.. limited to 1 item per sponsor.

What is included?

Bronze partners \$2,500

- Company logo w/ hotlink on IS website
- Recognition on social media
- Electronic delegates list to be used once pre and post event
- 1 - 20 minute sessions within sponsor track - Number of slots limited

OPTIONAL

1 Sponsor showcase including

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

ADDITIONAL

Booth in exhibit hall:

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 on social media
- Electronic delegates list to be used once pre and post event
- 1 (one) complimentary virtual student registration (broadcasted content only)

OPTIONAL

1 (one) Sponsor showcase including

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

ADDITIONAL

Booth in exhibit hall:

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 on social media
- Electronic delegates list to be used once pre and post event

Booth in exhibit hall:

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

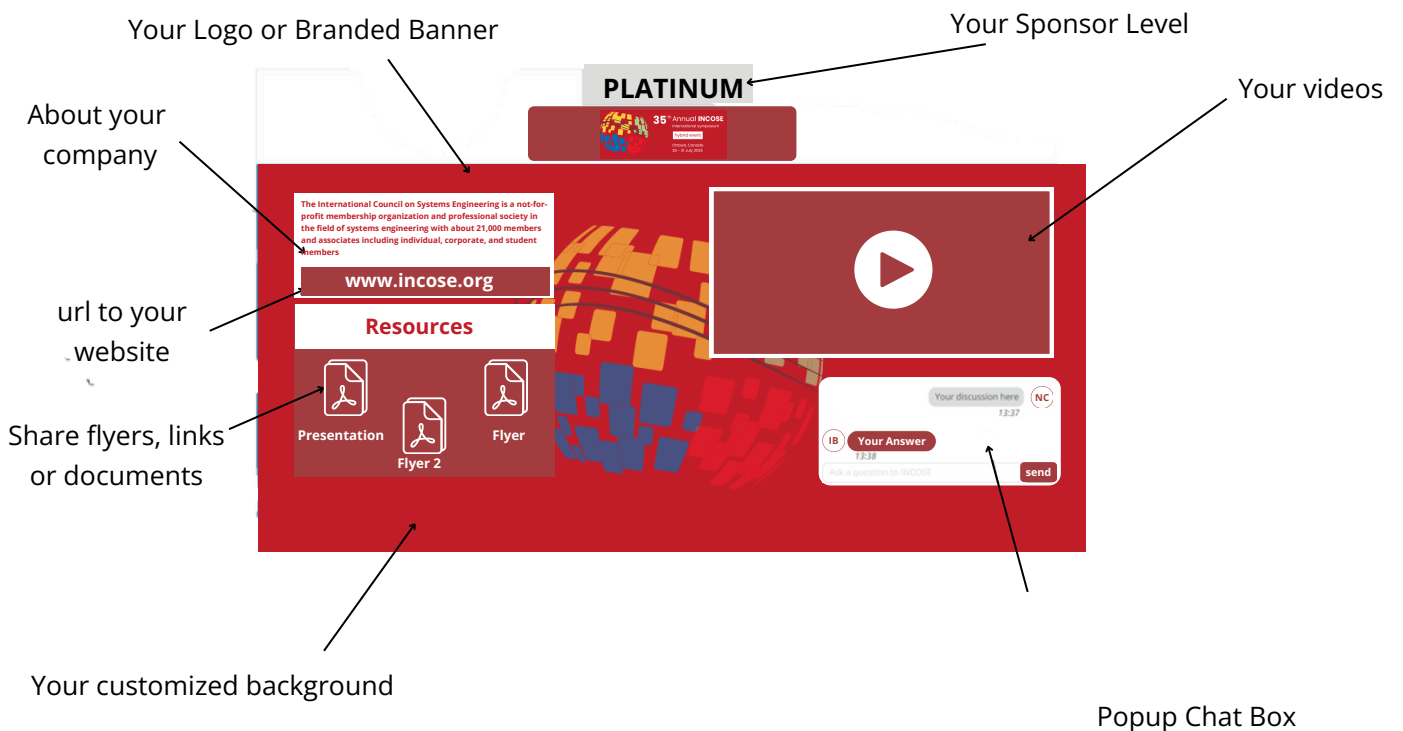
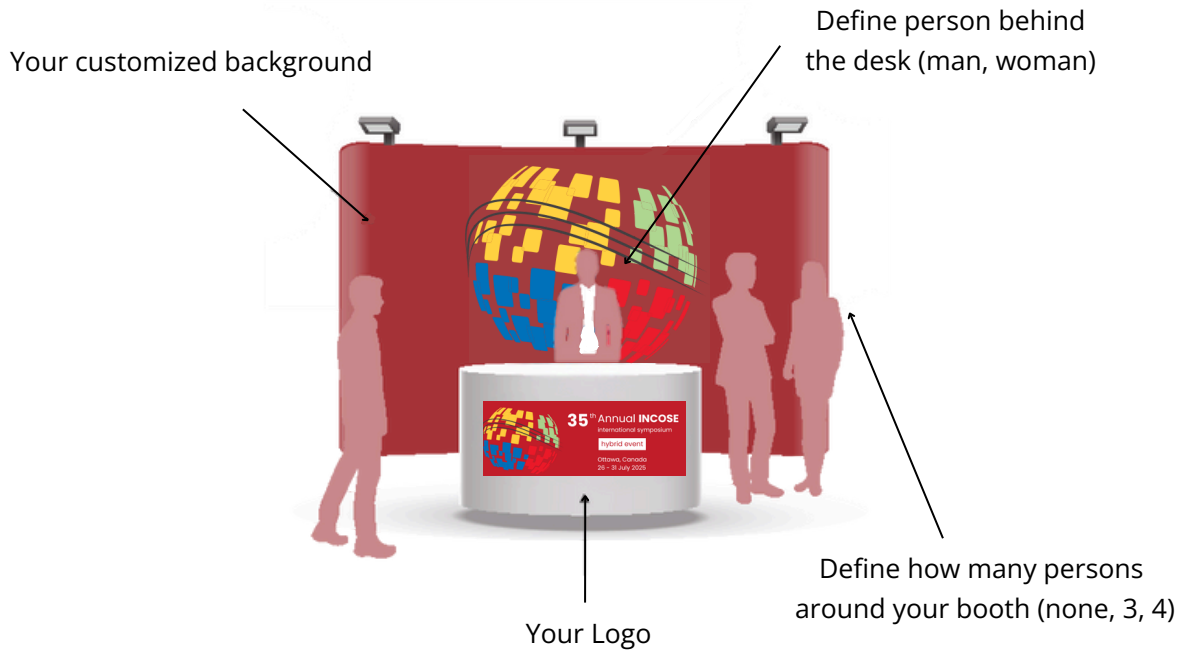
OPTIONAL

1 Sponsor showcase including

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



What is the virtual sponsor showcase?



Join the conversation
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Contact us

sponsors@incose.net

<https://www.incose.org/symp2025>



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