



4th Annual INCOSE Great Lakes Regional Conference

Systems Engineering: Managing Today's Complexity

Learn Why Systems Engineering Is The Best Job In America

October 1-3, 2010 – Grand Rapids Michigan

Sponsorship Invitation

Systems Engineering is currently rated as the “Best Job in America” by CNN Money magazine...join us and see why. We will explore new and exciting techniques in systems engineering at the 4th Annual INCOSE Great Lakes Regional Conference. Two tracks of case studies and papers showcasing the application of SE techniques to real-world problems in sectors such as medical, automotive, defense, aerospace, energy, and other industries will be presented. One track will be dedicated to the applications of Model-Based Systems Engineering (MBSE) tools and techniques. A study area with coaches will be available for those who wish to prepare for the CSEP examination.

The conference will begin with a welcome reception on Friday night; Saturday will be a full day of sessions; Sunday will be a half-day session with a concluding lunch.

We invite you to become a sponsor of this regional event, which will be held at the Prince Conference Center in Grand Rapids, Michigan. Attendance at past regional events has ranged from 35-50 individuals; these attendees are key decision makers and systems engineers who represent the target market for your products and services. The 2008 conference website is located at <http://www.meetingsupnorth.com/incose/> and the 2009 Cleveland website is located at <http://www.incose.org/cleveland/RS09/RS09main.htm>.

We have added a limited number of deeply-discounted (\$50) student registrations to enable undergraduate and graduate students to attend; this number may be increased depending upon the overall sponsorship levels achieved.

Presenting (Executive) Sponsor (Investment: \$3,500) (1 available)

- Logo on INCOSE Conference website page with link to your website
- Membership in Michigan Chapter Corporate Advisory Board for one year (includes 50% discount for employees attending Michigan Chapter events)
- Logo on promotional materials with verbiage “4th Annual INCOSE Great Lakes Regional Conference – brought to you by XYZ Company”
- Logo on conference registration desk signage
- Opportunity to address the group at lunch – 15 minutes
- Attendee contact list after conference
- One booth space included in sponsorship
- Three representatives may attend conference complimentary
- Company logo and link on all conference promotional e-mail blasts (500+ INCOSE members and several thousand members of the affiliated societies of the Engineering Society of Detroit)
- Link on INCOSE Michigan Chapter website for September and October
- Opportunity to do grand prize giveaway at conference
- Opportunity to place your brochures/materials in conference tote bags



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Gold Sponsor (Investment: \$2,500) (1 available)

- Logo on INCOSE Conference website page with link to your website
- Logo on conference registration desk signage
- Opportunity to address the attendees at lunch – 5 minutes
- Attendee contact list after conference
- One booth space included in sponsorship (plus 1 hour in demonstration area)
- Two representatives may attend conference complimentary
- Opportunity to place your brochures/materials in conference tote bags

Silver Sponsor (Investment: \$1,500) (2 available)

- Logo on INCOSE Conference website page with link to your website
- Logo on lunch signage at conference
- Attendee contact list after conference
- One booth space included in sponsorship (plus 1 hour in demonstration area)
- Two representatives may attend conference complimentary
- Opportunity to place your brochures/materials in conference tote bags

Bronze Sponsor (Investment: \$1,000) (3 available)

- Logo on INCOSE Conference website page with link to your website
- Logo on lunch break signage at conference
- Attendee contact list after conference
- One booth space included in sponsorship
- One representative may attend conference complimentary
- Opportunity to place your brochures/materials in conference tote bags

Exhibit Booth + 1 Hour Demonstration Area (Investment: \$750) (6 available)

- One 8 foot exhibit table to display your organization's materials
- One hour of demonstration time in Prince Conference Center Board Room (includes A/V)
- Attendee contact list after conference
- Three representatives may attend conference complimentary

Exhibit Booth (Investment: \$500, \$250 for educational institutions and professional societies)

- One 8 foot exhibit table to display your organization's materials
- Attendee contact list after conference
- Two representatives may attend conference complimentary



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Donor (Investment: \$250)

- Logo on sponsor signage board at conference
- Thank you and mention from podium at the conference
- Place your brochures at the Sponsor table near registration desk

Register for all sponsor, vendor, and donor levels at <http://2010incoseregional.eventbrite.com>.