



5th Annual INCOSE Great Lakes Regional Conference

Systems Engineering: Leveraging Adaptability to Tame Uncertainty
Industry | Medical | Government | Education
November 4-6, 2011 – Dearborn, Michigan

Sponsorship Invitation

The 5th Annual INCOSE Great Lakes Regional Conference will be held in Dearborn, Michigan from November 4-6. 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. Significant content will be dedicated to the applications of Model-Based Systems Engineering (MBSE) tools and techniques.

As part of this event, the Conference is hosting a recognition banquet for all individuals who hold INCOSE certifications. This banquet, to be held Friday, November 4, will be complimentary for all ASEPs, CSEPs, and ESEPs (each will be encouraged to bring one guest, whose dinner will also be complimentary). We are seeking sponsors to help underwrite the cost of the banquet; any organization which makes a minimum donation of \$100 will be listed as a sponsor of the SEP recognition banquet.

We invite you to become a sponsor of this regional event, which will be held at the Dearborn Inn in Dearborn, 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. Previous conference websites are located at <http://www.meetingsupnorth.com/incose/>, <http://www.incose.org/cleveland/RS09/RS09main.htm>, and <http://2010incoseregional.eventbrite.com>.

Note: We anticipate greater attendance at the 2011 regional due to its proximity to the metropolitan Detroit area.

Sponsor (Investment: \$1,000)

- Logo on conference website and signage
- Attendee contact list after conference
- One 8 foot exhibit table to display your organization's materials
- Three conference registrations
- Opportunity to address the group at lunch – 15 minutes
- Opportunity to place your brochures/materials in conference tote bags

Exhibitor/Partner (Investment: \$500)

- Logo on conference website and signage
- Attendee contact list after conference
- One 8 foot exhibit table to display your organization's materials
- One conference registration
- Opportunity to place your brochures/materials in conference tote bags

Educational Institution / Technical Society Exhibitor/Partner (Investment: \$250)

- Logo on conference website and signage
- One 8 foot exhibit table to display your organization's materials
- One exhibit booth included in sponsorship
- One conference registration

ASEP/CSEP/ESEP Recognition Dinner Sponsor (Investment: \$100+)

- Logo on conference website and signage

Register for all sponsor levels at <http://2011incoseregional.eventbrite.com>.