

14th Annual INCOSE International Symposium

SPONSORSHIP FOLDER



**PIERRE BAUDIS CONGRESS CENTER
TOULOUSE - FRANCE**



September 2003

Dear Valued Sponsor:

For more than a decade the International Council on Systems Engineering (INCOSE) continues to lead the dissemination of Systems Engineering research and practices. In the summer of 2004 we will host our 14th Annual International Symposium in Toulouse, France. We have chosen the theme of Managing Complexity and Change to mirror the current world environment for Systems Engineers. This event gathers the world's experts in SE related topics to participate in three days of panels, workshops and experience reports. Prior feedback from participants reinforces the continuing need for this annual event.

One of the notable features of this symposium is the reasonable cost to each delegate. As a not-for-profit organization, support from sponsors helps us meet this goal and contributes to the success of this event. Sponsorship allows us to keep the conference affordable while adding speakers and options that increase the quality of participation. We have developed a sponsorship program that is designed to facilitate contributions as well as recognize those who provide support.

Sponsors of the INCOSE International Symposium show their commitment to quality and the ongoing professional development of SE professionals on all continents. Sponsors are recognized and acknowledged both before and during the event. Sponsor companies are listed and linked to the conference web site. Because INCOSE maintains a constant presence, your sponsorship will become part of our permanent record. Please visit www.incose.org/symp2004 for more information.

The sponsorship options are flexible to provide opportunities for small and large organizations. We invite you to review the attached information, and to choose the level at which you wish to participate. Please call, e-mail or use the attached form, and we will be delighted to acknowledge your support immediately.

Should you have any questions about sponsorship, please do not hesitate to contact us at the address or contact numbers provided on the enclosed literature. We look forward to hearing from you.

Sincerely,

Cecilia Haskins
Sponsorship and Exhibitions Chair
14th Annual INCOSE International Symposium, 2004
sponsorship@is2004.com



14TH INCOSE ANNUAL INTERNATIONAL SYMPOSIUM, 2004 SPONSORSHIP PROGRAM

PLATINUM LEVEL

40 000 + Euros (subject to 19.6% VAT)

SPONSOR BENEFITS:

- Two complimentary exhibitor booths
- One-half page advert in *INSIGHT*
- Logo on the program brochure
- An insert in the registration packet
- Electronic copy of the delegates lit
- Four full registrations incl. Banquet
- Four additional tickets for the sponsor and CAB recognition dinner
- Twelve complimentary exhibits passes

Select one of the following items to sponsor

- Conference bag
- CD ROM with proceedings
- Hardcopy bound INCOSE SE Handbook
- Durable badge holder

GOLD LEVEL

25 000 + Euros (subject to 19.6% VAT)

SPONSOR BENEFITS:

- One complimentary exhibitor booth
- One-half page advert in *INSIGHT*
- An insert in the registration packet
- Electronic copy of the delegates lit
- Four full registrations incl. Banquet
- Four additional tickets for the sponsor and CAB recognition dinner
- Ten complimentary exhibits passes

Select one of the following items to sponsor

- Spiral conference handbook
- Symposium banquet
- Symposium banquet entertainment
- Icebreaker reception
- Tutorial handouts
- Robotics competition

SILVER LEVEL

10 000 + Euros (subject to 19.6% VAT)

SPONSOR BENEFITS:

- One-third page advert in *INSIGHT*
- Two full registrations incl. Banquet
- Two additional tickets for the sponsor and CAB recognition dinner
- Eight complimentary exhibits passes

Select one of the following items to sponsor

- Academic Forum
- Internet Café
- AV projection services
- Tutorial lunches
- Symposium lunches (3x)
- Coffee breaks (4x)

BRONZE LEVEL

5 000 + Euros (subject to 19.6% VAT)

SPONSOR BENEFITS:

- One-sixth page advert in *INSIGHT*
- One full registrations incl. Banquet
- One additional tickets for the sponsor and CAB recognition dinner
- Discounted exhibitor booth
- Six complimentary exhibits passes

Select one of the following items to sponsor

- Volunteers T-shirts
- Speakers' breakfast (x3)

ALL SPONSORS ALSO RECEIVE

- Recognition in *INSIGHT* before and after the symposium
- Hot link from the symposium web site to the sponsor's home page
- Acknowledgement in the Symposium brochure and plenary sessions
- Sponsors name and logo in item
- Advertising signage in Foyer
- Executive invitation to the President's reception and dinner
- Reserved seating at the Symposium Banquet

All amounts are subject to 19.6% VAT

Cash contributions below 5,000 Euros are also welcomed.

A 2,500 Euro Cash contribution will include a one-sixth page advert in INSIGHT.

Non-cash contributions will be converted into an equivalent cash value and the associated benefits.

For more information regarding sponsorship and related exhibitor options, please contact:

Sponsorship Chair: Cecilia Haskins (sponsorship@is2004.com)

In France, please contact : Jean-Claude Roussel (exhibition_France@is2004.com)

In the UK, please contact: Bob Briggs (exhibition_UK@is2004.com)

In the US, please contact Carol Gutierrez (exhibition_US@is2004.com)

14TH INCOSE ANNUAL INTERNATIONAL SYMPOSIUM, 2004
SPONSORSHIP REGISTRATION FORM

Please return the completed form to the following address:

Postal Details:

INCOSE 2004 Symposium - Sponsorship
c/o CTA
21 avenue de Fondreyre
31200 Toulouse - France
Attn: Karin Moens

Contact Details:

Direct: (33) 5 3440 5764
Fax : (33) 5 3440 6615
E-mail: is2004_sponsor@cta-congres.com

ORGANIZATION DETAILS:

Organization's Full Name: _____

Organization's Abbreviated Name: _____

Postal Address: _____

State/Province: _____ Post Code: _____ Country: _____

Primary Industry: _____ Web Site Address: _____

Telephone number: _____ Fax Number: _____

Authorized Point of Contact for contract (name, email): _____

Point of contact for artwork (name, email): _____

Agreement:

A 10% deposit is required with this registration – see second page for bank transfer details. Should sponsorship be withdrawn before 15th December 2003, all deposits will be refunded. Withdrawal after that date entitles the INCOSE to reduce the deposit by any incurred expenses.

INCOSE's performance under this agreement is subject to acts of god, war, acts of terrorism or similar acts, government regulation, disaster, strikes, civil disorder, curtailment of transportation facilities, threats to the public health, or other cause beyond the control of INCOSE, making it inadvisable, illegal or impossible to hold the symposium or any part thereof. This agreement may be terminated for any one or more of such reasons. Monies refundable to the Sponsor, at the sole discretion of INCOSE, shall constitute a proportionate share of the balance of the aggregate sponsorship fees received which remains after deductions for expenses incurred by INCOSE. In no case shall the amount of the refund to the Sponsor exceed the amount of sponsorship paid. This contract shall be governed by and construed according to French law.

The undersigned agree to abide by the terms and conditions of this contract related to payments and by any further INCOSE rules and regulations. This contract and its attachments are the sole definition of the benefits of the sponsorship program. The undersigned give INCOSE permission to use the Organizational name and logo for the purpose of sponsorship recognition and displayed on the applicable sponsored items. Certain recognition opportunities have specific deadlines and failure to provide timely application/logo/artwork/etc, may result in loss of benefits. Failure to provide final payment by the deadline will result in forfeiture of all deposits and removal from the sponsorship program. The undersigned certify that s/he is authorized to commit the Organization to this agreement.

Printed Name: _____ Designation: _____

Signed: _____ Date: _____

Telephone Number: _____ E-mail Address: _____

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SPONSORSHIP REGISTRATION FORM – PAGE 2

Please choose your sponsorship level:

PLATINUM LEVEL **40 000 + Euros (subject to 19.6% VAT)**

Select one of the following items to sponsor

- | | |
|--|--|
| <input type="checkbox"/> Conference bag | <input type="checkbox"/> Hardcopy bound INCOSE SE Handbook |
| <input type="checkbox"/> CD ROM with proceedings | <input type="checkbox"/> Durable badge holder |

GOLD LEVEL **25 000 + Euros (subject to 19.6% VAT)**

Select one of the following items to sponsor

- | | |
|--|---|
| <input type="checkbox"/> Spiral conference handbook | <input type="checkbox"/> Icebreaker reception |
| <input type="checkbox"/> Symposium banquet | <input type="checkbox"/> Tutorial handouts |
| <input type="checkbox"/> Symposium banquet entertainment | <input type="checkbox"/> Robotics competition |

SILVER LEVEL **10 000 + Euros (subject to 19.6% VAT)**

Select one of the following items to sponsor

- | | |
|---|--|
| <input type="checkbox"/> Academic Forum | <input type="checkbox"/> Tutorial lunches |
| <input type="checkbox"/> Internet Café | <input type="checkbox"/> Symposium lunches |
| <input type="checkbox"/> AV projection services | <input type="checkbox"/> Coffee breaks |

BRONZE LEVEL **5 000 + Euros (subject to 19.6% VAT)**

Select one of the following items to sponsor

- | | |
|--|--|
| <input type="checkbox"/> Volunteers T-shirts | <input type="checkbox"/> Speakers' breakfast |
|--|--|

PAYMENT DETAILS

Payment of 10% of total sponsorship must be made with signed registration.
Final payment is due on or before 15 March 2004*
**dependent on event or item being sponsored*

- **Sponsorship benefits guidance and confirmation will be provided upon receipt of this form**
- **Payment is to be made in Euros (EUR)**

Payment by bank transfer is made to the order of CTA (ref. IS2004 Sponsor) for the amount of

_____ Euros + 19.6% VAT = _____ Euros

Bank transfer information is:

Banque Credit Agricole
6-7 place Jeanne d'Arc - BP 325 - 31005 Toulouse - France
Account number: 13106-00310-12100764151-30
IBAN: FR76 1310-6003-1012-1007-6415-130
Swift: AGRIFRPP831
Account holder: Capitole Tourisme Affaires
Account designation: CTA



What is INCOSE?

INCOSE is the International Council on Systems Engineering formed in 1991. The mission of the INCOSE is “*To foster the definition, understanding and practice of World Class Systems Engineering.*”

Where is INCOSE?

INCOSE is incorporated in the USA with members, chartered chapters and affiliates in North and South America, Europe, Australia, Asia and Africa. Over 30% of our members are European.

What is Systems Engineering?

Systems Engineering (SE) is an interdisciplinary approach and process to enable the realization of successful systems.

What work is done by INCOSE?

INCOSE brings together Systems Engineering professionals from industry, academia and government to disseminate Systems Engineering knowledge, promote collaboration in education and research, establish standards and enhance the professional status of Systems Engineering practitioners. Four times a year INCOSE issues their member newsletter *INSIGHT* and the prestigious Journal of Systems Engineering.

What is the INCOSE work of the future?

INCOSE is actively addressing a wide range of Systems Engineering issues regarding education and training, measurements, modelling and tools, management, processes and methods applied to real-world practices. Working groups meet throughout the year and during the symposium to generate technical products.

Why you should sponsor the INCOSE International Symposium in 2004?

- This is the only opportunity to participate in the world's largest annual gathering of Systems Engineering professionals. Past symposiums have attracted over 800 delegates.
- Sponsorship positions your firm as a strong supporter of Systems Engineering research and continuing education. Your sponsorship makes our technical program a reality --
 - Participants learn about the latest developments in the field by attending presentations on the latest research and practices presented by technical experts from all over the world;
 - Delegates can expand their knowledge by participating in comprehensive tutorials;
 - During the symposium, attendees are invited to contribute to technical working groups.
- Sponsors are offered special opportunities to network with other professionals from industry, academia and governments from around the world.
- Sponsorship includes space in our exhibitor hall where our delegates are encouraged to visit to acquaint themselves with the latest information on tools and other Systems Engineering services from vendors and educational institutions. Delegates are also interested in where and how Systems Engineering is practiced. Your presence in this hall identifies your firm as a leader in Systems Engineering applications.
- Find additional information and the latest Symposium updates on www.incose.org/symp2004

Demographics of past Symposia participants:

Delegates attend come from every continent except Antarctica and represent the full range of Systems Engineering experience from project managers and chief engineers to students.

A partial list of previous sponsors includes:

- Aerospace Corporation
- Booz-Allen Hamilton
- Raytheon Company
- 3 SL, Structured Software Systems Limited
- The Boeing Company
- BAE Systems
- Lockheed Martin Corporation
- Northrop Grumman
- ADSE
- EDS PLM Solutions ... and others

Time and location of the symposium:

The 14th annual INCOSE International Symposium takes place in Toulouse, France between the 20th and 24th June. This year the event runs in parallel with the 4th European Systems Engineering Conference. The symposium is hosted by AFIS and the INCOSE chapters of Finland, France, Germany, Israel, the Netherlands, Norway, UK, South Africa and Sweden.

Symposium Program

The symposium program contains opportunities for continuing technical education for Systems Engineers and exclusive roundtables for executives and academia from Europe and around the world.

The Academic Workshop

One whole day focuses on the special issues being addressed by academic institutions, especially regarding learning, teaching, researching and practical problem solving for Systems Engineering.

Technical Program

The technical program will focus on the theme of the event: Managing Complexity and Change.

Tutorials

Experts from around the world are solicited to provide a selection of stimulating half-day or full-day tutorials.

Technical sessions

The proceedings of the symposium include only the best of the papers submitted. After careful selection, the papers represent technical research and practical experiences that all contribute to the advancement of the state-of-the-art of Systems Engineering and contribute to the Systems Engineering Body of Knowledge.

Panel Sessions

Panels of assembled experts will tackle the hottest topics in today's Systems Engineering environments.

Exhibitors

A special area convenient to the delegates will be reserved for showcasing new products, methods, tools, and training.

Technical Tours

Toulouse is a center of Systems Engineering practices. Tours are specially organised for symposium delegates.

Social Events

A program of social events is designed to facilitate networking and relaxation during the conference. These will include a welcome "ice-breaker" reception and the main symposium banquet.

Further Information

Further details are available on the Internet at the following sites:

INCOSE 2004 Home Page

www.incose.org/symp2004

INCOSE Home Page

www.incose.org