



*15<sup>th</sup> Annual International Symposium*

# **SPONSORSHIP FOLDER**

*July 10-15, 2005  
Rochester Riverside Convention Center  
Rochester, New York*





October 2004

Dear Valued Sponsor:

For more than a decade, the International Council on Systems Engineering (INCOSE) has been on the forefront of systems engineering research and best practices dissemination. In the summer of 2005 we will host our 15<sup>th</sup> Annual International Symposium in Rochester, New York. As an internationally recognized center for high technology research and product development, the Rochester area generates more patents per worker than any other metropolitan area in the United States. With one of the nation's highest concentrations of technology workers and institutions of higher learning, the Rochester region represents an ideal setting to explore this year's Symposium theme: "Systems Engineering: Bridging Industry, Government, and Academia." INCOSE 2005 will gather the world's experts in systems engineering and related topics to participate in five days of lectures, case studies, workshops, and panel discussions.

As a non-profit organization, INCOSE depends upon sponsors to keep the symposium affordable while adding speakers and other events that enhance quality. Our sponsorship program has been designed to encourage your participation by providing a benefits package that is consistent with your contribution and desire to reach the international audience served by the Symposium.

Through your sponsorship of the INCOSE International Symposium, you are demonstrating a commitment to quality and ongoing professional development of systems engineering professionals on all continents. Sponsoring organizations are acknowledged both before and during the Symposium, and they are listed on and linked to the conference website. After the Symposium, your sponsorship will become part of our permanent record.

Sponsorship options, listed in the following pages, are flexible to provide opportunities for both large and small organizations. We invite you to review the attached information and to choose the level at which you wish to participate. Please complete the attached "Sponsorship Registration Form" or email/call us with your choice, and we will be delighted to welcome you as a sponsor for the upcoming INCOSE 2005 International Symposium.

If you have any questions, please do not hesitate to contact us, or you can visit [www.incose.org/symp2005](http://www.incose.org/symp2005) for more information. We look forward to hearing from you.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark W. Smith". The signature is fluid and cursive, with a large, stylized initial 'M'.

Mark W. Smith  
Sponsorship Chair, 15<sup>th</sup> Annual INCOSE International Symposium  
[is2005-sponsors@incose.org](mailto:is2005-sponsors@incose.org)



## 15<sup>th</sup> Annual International Symposium Sponsorship Program

### **PLATINUM LEVEL \$30,000+**

#### ***Sponsor Benefits:***

- One “preferred location” Platinum Sponsor exhibit booth (15’ x 20’)
- One-half page ad in *INSIGHT* (quarterly magazine)
- Sponsor’s logo on program brochure
- Sponsor’s insert in the registration packet
- Electronic copy of the delegates list
- Four (4) full registrations including Banquet and George Eastman House Reception
- Four (4) additional tickets for Sponsor and CAB Recognition Dinner
- Twenty (20) complimentary Exhibit Hall passes

#### ***Items available for sponsorship:\****

- George Eastman House Reception
- Symposium Banquet
- Commemorative Symposium bag
- CD ROM of Symposium proceedings
- Day Planner
- Symposium Brochure
- Other item (specify on “registration form”)

### **GOLD LEVEL \$20,000**

#### ***Sponsor Benefits:***

- One complimentary “regular” exhibitor booth
- One-half page ad in *INSIGHT* (quarterly magazine)
- Sponsor’s insert in the registration packet
- Electronic copy of the delegates list
- Three (3) full registrations including Banquet and George Eastman House Reception
- Three (3) additional tickets for Sponsor and CAB Recognition Dinner
- Ten (10) complimentary Exhibit Hall passes

#### ***Items available for sponsorship:\****

- CAB Recognition Dinner
- Plenary speaker
- Social Hour in Exhibit Hall
- Symposium Cyber Café
- Robotics competition
- Signage
- Audiovisual Services

### **SILVER LEVEL \$10,000**

#### ***Sponsor Benefits:***

- One-third page ad in *INSIGHT* (quarterly magazine)
- Electronic copy of the delegates list
- Two (2) full registrations including Banquet and George Eastman House Reception
- Two (2) additional tickets for Sponsor and CAB Recognition Dinner

#### ***Items available for sponsorship:\****

- Symposium Banquet entertainment
- Academic Forum
- Tutorial handouts
- Symposium Lunch
- Name Badges

***Cash contributions below \$10,000 are welcome.***

***A \$5000 cash contribution will include a one-sixth page ad in an INSIGHT newsletter.***

***Non-Cash contributions will be converted into cash-equivalents with applicable benefits.***

#### ***All Sponsors Also Receive:***

- Recognition in *INSIGHT* (quarterly magazine) before and after Symposium
- Hot link from Symposium website to sponsor’s home page
- Acknowledgment in the Symposium brochure and plenary sessions
- Sponsor’s name and logo on sponsored items
- Sponsor recognition signage in the Symposium Registration area
- Executive invitation to the President’s Reception
- Reserved seating at the Symposium Banquet.

***For more information regarding sponsorship, please contact:***

Mark Smith (2005 Sponsor Chair) or Jack Little (2005 Sponsor Co-Chair) at [is2005-sponsors@incose.org](mailto:is2005-sponsors@incose.org)

***\*Sponsored items are assigned on a first-come first-served basis (one item per contribution).***



**15<sup>th</sup> Annual International Symposium**  
**Sponsorship Registration Form**

*Please return the completed two-page form to the following address:*

**INCOSE 2005 Sponsorship**  
**7916 Convoy Court**  
**San Diego, CA 92111 USA**

**Phone: +858 565 9921**  
**Fax: +858 565 9954**  
**Email: [incose@pcmisandiego.com](mailto:incose@pcmisandiego.com)**

**Organization Details:**

Organization's Full Name: \_\_\_\_\_

Organization's Abbreviated Name: \_\_\_\_\_

Postal Address: \_\_\_\_\_

\_\_\_\_\_

State/Province: \_\_\_\_\_ Post Code: \_\_\_\_\_ Country: \_\_\_\_\_

Primary Industry: \_\_\_\_\_ Website URL: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Authorized Contact for contract (name, email): \_\_\_\_\_

Authorized 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 December 15, 2004, the deposit will be fully refunded. Withdrawal after December 15, 2004 entitles 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 US 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 our Organizational name and logo for the purpose of sponsorship recognition and to display on any applicable sponsored items. Certain recognition opportunities have specific deadlines, and failure to provide timely applications, logos, or artwork, etc., may result in a 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: \_\_\_\_\_ Email: \_\_\_\_\_



# 15<sup>th</sup> Annual International Symposium Sponsorship Registration Form

Please choose your sponsorship level and prioritize your two items for sponsorship:\*

**PLATINUM LEVEL \$30,000+**

Select two of the following items in priority order (insert "1" and "2" in boxes below):

- |   |  |
|---|--|
| <input type="checkbox"/> George Eastman House Reception | <input type="checkbox"/> CD ROM of Symposium proceedings |
| <input type="checkbox"/> Symposium Banquet              | <input type="checkbox"/> Symposium Brochure              |
| <input type="checkbox"/> Commemorative Symposium bag    | <input type="checkbox"/> Other item _____                |
| <input type="checkbox"/> Day Planner                    | <input type="checkbox"/> Other item _____                |

**GOLD LEVEL \$20,000**

Select two of the following items in priority order (insert "1" and "2" in boxes below):

- |  |   |
|--|---|
| <input type="checkbox"/> CAB Recognition Dinner      | <input type="checkbox"/> Symposium Cyber Café |
| <input type="checkbox"/> Plenary Speaker             | <input type="checkbox"/> Robotics competition |
| <input type="checkbox"/> Social Hour in Exhibit Hall | <input type="checkbox"/> Audiovisual services |
| <input type="checkbox"/> Signage                     |   |

**SILVER LEVEL \$10,000**

Select two of the following items in priority order (insert "1" and "2" in boxes below):

- |  |  |                                      |
|--|--|--------------------------------------|
| <input type="checkbox"/> Symposium Banquet entertainment | <input type="checkbox"/> Symposium Lunch   | <input type="checkbox"/> Name badges |
| <input type="checkbox"/> Academic Forum                  | <input type="checkbox"/> Tutorial handouts |                                      |

\*Sponsored items are assigned on a first-come first-served basis (one item per contribution).

### Payment Details

**10% of sponsorship fee must be included with signed registration contract (previous page).**

**Final payment is due on or before March 15, 2005\*\***

*(\*\*date depends on lead time for sponsored item)*

Payment must be made in US dollars.

Sponsorship guidance and confirmation will be provided upon receipt of this registration form.

- Payment by certified check to "INCOSE 2005 SYMPOSIUM" (to address on previous page) Amount: \_\_\_\_\_
- Payment by bank transfer to: Union Bank of California, Amount: \_\_\_\_\_  
Kearny Mesa, 7770 Clairemont Mesa Blvd., San Diego, CA 92111  
Account Name: INCOSE; Account#: 0260037595;  
Routing#: 122000496; Swift Code: BOFCUS33MPK (All wire transfer fees paid by sender).
- Payment by credit card: Amount: \_\_\_\_\_  
\_\_\_ Visa \_\_\_ Mastercard \_\_\_ American Express  
Card number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
Signature: \_\_\_\_\_ Name on Card: \_\_\_\_\_