

Call for Sponsors and Exhibitors



11th Annual INCOSE Great Lakes Regional Conference

**SUPERIOR SYSTEM SOLUTIONS FOR
TODAY'S COMPLEX ENVIRONMENTS**

11 - 14 October 2017 | Twin Cities, Minnesota

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Initiating the second decade of successful Systems Engineering (SE) conferences in the Great Lakes region, GLRC11 will have keynote and featured presentations from SE thought leaders, papers from SE practitioners and academia, panels on important SE topics, and world-class tutorials from SE experts.

Building upon last year's conference, GLRC11 will again feature an INCOSE **SE Professional Development Day (SE-PDD)**. This will be a virtual extension of the conference, with featured sessions broadcast to several satellite sites.

GLRC11 Information

GLRC11 offers a superb opportunity to effectively showcase your products and services. Recent GLRCs have averaged around 100 on-site attendees (plus remote attendees)—influential leaders, attracted from critical sectors: aerospace, agriculture, automotive, biomedical & healthcare, defense, education, energy, government, information, infrastructure, safety & security, space, and transportation. This year, you will again have the opportunity to increase your reach with the SE-PDD presenting live virtual conferencing at multiple satellite sites.

GLRC11 promotion is directed to the approximately 1,000 INCOSE Members in the Great Lakes Region and thousands of engineers employed by INCOSE CAB-Member Companies. Publicity on the INCOSE Website can promote your support to 10,000 INCOSE Members in 62 countries. Social media networking will alert both INCOSE members and non-members to the conference.

During breakfast, breaks, lunches, and between all events, the Exhibit Room will be the liveliest spot at GLRC11. Every attendee is likely to view your display and be exposed to your message. By creating a positive impression on the attendees—many of whom approve purchases for their organizations—you will significantly broaden your brand-name recognition.

Your sponsorship of GLRC11 will be rewarded with multiple acknowledgements and benefits, as identified on the other side of this sheet. For example, Silver, Gold, and Platinum Sponsors may distribute an e-mail blast to GLRC11 registrants *prior* to the conference, and to all Attendees, *after* the conference.

Important GLRC11 Sponsor & Exhibitor Dates

5 April 2017	Call for Sponsorship and Exhibitors Opens
31 July 2017	Payment Deadline for Early Sponsorship Rates
7 August 2017	Early Registration Begins
10 September 2017	Early Registration Ends
11 October 2017	Exhibit Hall Set-up, Wednesday Afternoon
12-13 October 2017	GLRC11 Conference and Exhibit Hall Open
13 October 2017	GLRC11 SE-PDD Live Virtual Broadcasts to Satellite Sites
13 October 2017	Exhibit Hall Tear-down, Friday Afternoon/Evening

www.incose.org/glrc11

Rev Date: 4 April 2017

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Sponsorship Levels and Benefits

Plus Level of Sponsorship	\$350	\$600	\$900	\$1200	\$1750	\$2850	\$4000
Base Level of Sponsorship	\$300	\$500	\$750	\$1000	\$1500	\$2500	N/A
Sponsor Benefits	Educator or Nonprofit	Basic For-Profit	Professional Society	Bronze	Silver	Gold	Platinum
Logo in Conference Program Booklet	x	x	x	x	x	x	x
Logo on Conference Website	x	x	x	x	x	x	x
May insert item into Conference Tote Bags	x	x	x	x	x	x	x
May insert item into Satellite Tote Bags (Plus only)	x	x	x	x	x	x	x
Shared (half) Display Table [skirted, with 1 chair]	x	x	x				
Exhibit Table(s) [skirted, with 2 chairs]				1	1	1	2
Conference Registration(s) (conference fee only)				1	1	2	3
Satellite Site Registration(s) (Plus only)					1	1	2
Registrant List (with contact info) <i>before</i> conference				x	x	x	x
Attendee List (with contact info) <i>after</i> conference				x	x	x	x
Break Sponsor (4 available)				x			
Reception/Breakfast Sponsor (4 available)					x		
Lunch Sponsor (2 available)						x	
Banquet Sponsor (1 available)							x
Full-Page Advertisement in the Program Booklet							x
Address to attendees at lunch (5 minutes or less)							x

NOTES: Sponsor recognitions and benefits are based upon the date commitments and payments are received. Some quantities are limited. For-profit organizations should select the Basic, Bronze, or higher levels. Rates indicated above are valid until 31 July 2017, and will increase by 25% after that date.

Broader Sponsorship and Marketing Opportunities

- Plus level sponsorship recognizes your organization as a supporter of professional development. Plus level sponsorship allows you the opportunity to distribute your materials to the anticipated 100+ SE Professional Development Day satellite site attendees. Some Plus levels include registration(s) for satellite site attendance.
- Advertising space in the Conference Program Booklet:
 - Full Page - \$250
 - Half Page - \$125

Tell us your needs and preferences. We can tailor sponsor benefits to suit!

For questions and comments please contact GLRC11 Sponsorship & Exhibits Chairs:
John Palmer, jpalmer@usfamily.net or Andy Pickard, Andrew.C.Pickard@rolls-royce.com.

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