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To: INCOSE Sponsors, Exhibitors, and CAB Liaisons

First let me start by saying that INCOSE is very pleased to have the ongoing support from your organizations in the various activities, initiatives, and events that INCOSE conducts. Your support helps us to meet our mission and provide value to our members and the overall Systems Engineering community.

I also, wanted to clarify our view of sponsorship, exhibiting, and organizational membership versus endorsement. INCOSE does not endorse any institution, corporation, vendor, product or service listed on its website, at an event, and in any product or promotional materials. INCOSE appreciates the sponsors, exhibitors, and corporate members that choose to associate with INCOSE, but their association with those activities does not define an endorsement.

Also, please take some time to review INCOSE Policy <u>COM-101</u> (logo usage) and the new policy on endorsements, <u>BOD-102</u>. These two policies establish the constraints on the use of the INCOSE logo and the identification of association with INCOSE for marketing and communication purposes.

A few of the key summary points to follow:

- Any use of the INCOSE logo requires specific authorization for the type of use. See INCOSE Policy COM-101.
  - The appropriate logo must be used for the type of association with INCOSE.
    - Logos have been specifically developed for sponsors, exhibitors, and CAB organizations.
    - These can be obtained at: <u>marcom@incose.org</u>
- It is not acceptable to consider sponsorship, exhibiting, advertising, participating in INCOSE groups or activities, being mentioned in any INCOSE product or communications, or having an agreement with INCOSE as endorsement of an organization, product, or service (See details in policy BOD-101).

Sincerely,

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Samy J. Roedlen

Garry Roedler INCOSE President, 2018 & 2019