

32nd Annual **INCOSE** international symposium

hybrid event
Detroit, MI, USA
June 25 - 30, 2022

What is INCOSE ?

The International Council on Systems Engineering (INCOSE) is a not-for-profit membership organization founded to develop and disseminate the transdisciplinary principles and practices that enable the realization of successful systems. INCOSE is designed to connect systems engineering professionals with educational, networking, and career-advancement opportunities in the interest of developing the global community of systems engineers and systems approaches to problems. We are also focused on producing state-of-the-art work products that support and enhance this discipline's visibility in the world.

INCOSE has grown significantly since its formation in 1990 with a membership that represents a broad spectrum—from student to senior practitioner, from technical engineer to program and corporate management, from science and engineering to business development. Members work together to advance their technical knowledge, exchange ideas with colleagues, and collaborate to advance systems engineering.

INCOSE acts as a focal point for communicating in the development of massive and complex engineered systems that are benefiting humans in not only physical but psychological, economic and cultural ways. Using Systems Engineering principles and concepts from scientific, technological, and management methods, INCOSE is helping solve today's ever changing challenges.



19,400+
Members



65+
Chapters



54
Working Groups



3,981
Certified

What is the International Symposium ?

The INCOSE symposium has a rich history that dates back to 1991, and has continued uninterrupted every year to the present.

INCOSE's Annual International Symposium is the largest worldwide annual gathering of people who do systems engineering. Participants engage in for six days of presentations, case studies, workshops, tutorials and panel discussions. The program attracts an international mix of professionals at all levels, and includes practitioners in government and industry, as well as educators and researchers. The benefits of attending the Symposium include the opportunity to share ideas, network, build competency, pursue certification, contribute to the advancement of the profession through collaboration on tools, processes and methodologies, learn about new offerings in training and education, and forge new partnerships.

The Premier International Systems Engineering Conference

6 Days, 6 Tracks, 4 Keynotes, 100's of Presentations, Exhibitions, Tutorials, Panels, and More!

The International Symposium by numbers

2016 , Edinburgh (United Kingdom)	849 participants
2017 , Adelaide (Australia)	616 participants
2018 , Washington, DC (USA)	929 participants
2019 , Orlando (USA)	878 participants
2020 , Virtual event	504 participants
2021 , Virtual event	741 participants

Participants by countries 2019

COUNTRY	Numbers	%
AUSTRALIA	23	2.48%
CANADA	17	1.83%
CHINA	14	1.51%
DENMARK	7	0.75%
FRANCE	27	2.91%
GERMANY	10	1.08%
INDIA	5	0.54%
INDONESIA	1	0.11%
ISRAEL	6	0.65%
ITALY	3	0.32%
JAPAN	19	2.05%
LITHUANIA	1	0.11%
NETHERLANDS	5	0.54%
NORWAY	10	1.08%
RUSSIA	2	0.22%
SINGAPORE	5	0.54%
SOUTH AFRICA	5	0.54%
SOUTH KOREA	5	0.54%
SPAIN	8	0.86%
SWEDEN	16	1.72%
THAILAND	2	0.22%
TURKEY	5	0.54%
UK	25	2.69%
USA	708	76.21%
929	100.00%	

Sector I - Americas Sector	725	78.04%
Sector II - EMEA Sector	125	13.46%
Sector III - Asia-Oceania Sector	79	8.50%
929	100.00%	



What is a hybrid event?

For the first time, the International Symposium will be hybrid.

A hybrid event combines in-person and virtual elements in a way that unlocks a live dialogue between and among presenters and attendees whether they join in person or online.

IW2022 will include an in-person experience at the TCF Center, Detroit (MI), USA and an online experience hosted on our virtual event platform.

Participants by industry 2019

Choices	Answers
Academia	10.7%
Aerospace	20.9%
Automotive	5.1%
Communications	4.1%
Cyber Security	4.4%
Defense	22.4%
Energy Systems	3.8%
Environmental	1.1%
Infrastructure	3.3%
Intelligence	4.1%
Medical Systems	2.7%
Other	5.9%
Tool Vendor	3.6%
Transportation	8.1%

Grand Total 100,0%

The program by numbers

 **15 Tutorials**

 **4 Keynote speakers**

 **10 Panels**

 **Over 130 Presentations**

IS2022 Sponsorship Opportunities

Benefits	Platinum	Gold	Silver	Bronze	Academic	Exhibit only
INTERNATIONAL SYMPOSIUM	\$30,000	\$20,000	\$10,000	\$2,500	\$1,250	
Company logo w/ hotlink on IS website	✓	✓	✓	✓	✓	✓
Recognition on signage (on site and on virtual platform)	✓	✓	✓	✓	✓	✓
Recognition in the IS2022 Program	✓	✓	✓	✓	✓	✓
Recognition in the IW2022 Program (#1)	✓	✓	✓	✓	✓	✓
Recognition on social media	✓	✓	✓	✓	✓	✓
Electronic delegates list (#2)	✓	✓	✓	✓	✓	✓
Complimentary Registration						
- In person	2	1	1	-	-	-
- broadcast content only	2	2	1	1	-	-
Complimentary Student Registration						
- In person	-	-	-	-	1	-
- broadcast content only	-	-	-	-	2	-
Sponsor video						
- (1) One presentation video (max 3 min) played during breaks on virtual platform and on TV screens on site	✓	✓	✓	✓	✓	✓
Sponsor track						
- 30 minute session (on site and broadcast live)	3	2	1	-	-	\$1,000
- 30 minute pre-recorded presentation available on demand on virtual platform throughout event	-	-	-	2	1	-
Hospitality Suite	(1) day included	(1/2) day included	(1/2) day \$1,200	-	-	-
Sponsored items (#3)	Up to (3)	Up to (2)	One	-	-	-
Booth in exhibit hall – (on site only)	Double	Single	10% discount	10% discount	10% discount	Single (corporate): \$3,950 Double (corporate): \$7,100 Single (academic): \$1,600
Sponsors showcase - virtual platform:						
- Company description	✓	✓	✓	✓	✓	✓
- Customization (logo, banner, background)	✓	✓	✓	✓	✓	✓
- Promotional video	Up to 4	Up to 3	Up to 2	1	1	1
- Promotional flyer (PDF only)	Up to 4	Up to 3	Up to 2	1	1	1

#1 If the sponsorship agreement is signed before December 31, 2021, the sponsorship will be reflected in the INCOSE 2022 International Workshop Program

#2 Electronic delegates list can be used only once before and once after the event

Items to sponsor (#3)

Sponsored items are assigned on a first-come, first-served basis.

Ice Breaker Reception – includes option to distribute a gift or flyer to each attendee	1
The Exhibitors' Reception – includes option to distribute a gift or flyer to each attendee	1
Audio/Visual Equipment	1
Conference signage	1
Digital Conference Proceedings.....	1
Conference Mobile App	1
Coffee Breaks	4
Lunches.....	4
(*) Badge Lanyards	1
(*) Logo Pens for registration materials	1
(*) Notepad with logo	1
(*) Attendee gift (delegate pack) – limited to 1 per sponsor	5

Sponsored items are assigned on a first-come, first-served basis.

All sponsored items marked (*) must be approved by INCOSE and supplied by Sponsor

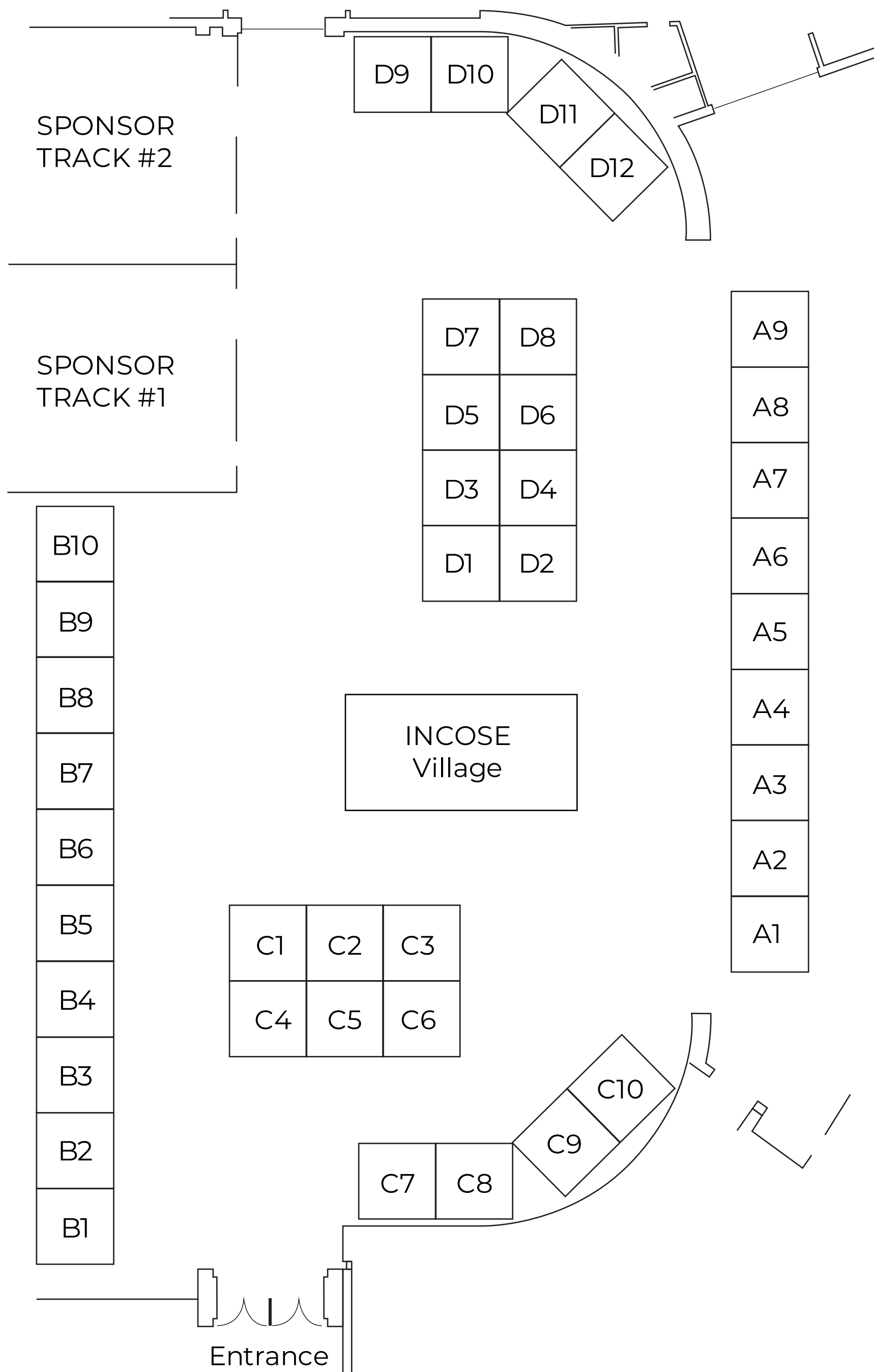
Sponsor track

Sign up for a 30 minutes time slot in our Sponsors Track and take advantage of this unique opportunity to deliver a non-hosted presentation to symposium attendees. The presentations have to be delivered in person and will be broadcast on the platform for the benefit of remote participants. It will be advertised in the symposium program, on the event web site and in the IS2022 APP.

Participants' data

In compliance with GDPR rules, INCOSE will share only data pertaining to participants who have explicitly agreed for their contact information to be shared with sponsors and exhibitors. Delegates list will be shared once before the event, the final delegates list will be shared within a week after the event has concluded.

Exhibit floor plan



Booth Packages

A single (10' x 10') Corporate booth with 4 exhibition-only badges for 4 days: **\$3,950**

A double (10' x 20') Corporate booth with 8 exhibition-only badges for 4 days: **\$7,100**

Academic booth (10' x 10') booth with 2 exhibition-only badges for 4 days: **\$1,600**

Additional exhibition-only badges: **\$95 (per day)**

Academic booths:

Reserved for Universities and other Academic bodies.

Complimentary Exhibit Booth Staff Registration(s)

as indicated in the price list - i.e., exhibition only badges (allows entrance to the Exhibit Hall and lunches/refreshments Monday through Thursday; does not include entrance into the Symposium Technical sessions)

Also includes:

- Benefits per category (see summary table)
- Complimentary WIFI access in the exhibit hall
- All meals, daily breaks
(Many Special Events are hosted in the Exhibition Hall to draw delegates into the Exhibits area)
- Daily aisle maintenance
- Exhibits Area security guard service

Booth configuration

- 1 ID sign (1' x 10' header) single line
- 3 arm lights
- Power connection
- 1 skirted table (6') - 2 chairs - 1 waste basket

Schedule

Set Up

Sunday, June 26 09:00 - 18:00

Show Hours

Monday, June 27 09:30 - 19:30

Tuesday, June 28 09:30 - 18:00

Wednesday, June 29 09:30 - 17:00

Thursday, June 30 09:30 - 13:30

Tear Down

Thursday, June 30 13:30 - 17:00



Virtual Sponsors showcase

This diagram illustrates the components of a virtual sponsor showcase. The interface features a header with a logo and the text "PLATINUM 32nd Annual INCOSE international symposium". Below the header, there is a section for "About your company" with a URL "www.incose.org" and a "Resources" section containing "Presentation", "Flyer", and "Flyer 2". A large video player is labeled "Your videos". A "Popup Chat Box" is shown in the bottom right corner with a message "Your discussion here" and a "send" button. The background is labeled "Your customized background".

Labels and arrows point to the following elements:

- Your Logo or Branded Banner
- Your Sponsor Level
- About your company
- url to your website
- Share flyers, links or document
- Your videos
- Popup Chat Box
- Your customized background

This diagram shows a 3D rendering of a virtual booth. The booth has a curved wall with a large globe logo in the center. A person silhouette is positioned behind the desk, and two other person silhouettes are standing to the right. The booth is labeled "Your customized background" and "Your Logo". The text "Define person behind the desk (man, woman)" and "Define how many persons around your booth (none, 3, 4)" are also present.

Labels and arrows point to the following elements:

- Your customized background
- Define person behind the desk (man, woman)
- Define how many persons around your booth (none, 3, 4)
- Your Logo

Build your showcase to your corporate identity

Connect with participants

The International symposium offers a lot of opportunities for sponsors to interact with participants:



Coffee breaks: all coffee breaks are organized in the exhibit hall



Sponsor track: sign up for a 30 minutes time slot in our Sponsors Track and take advantage of this unique opportunity to deliver a non-hosted presentation to symposium attendees. The presentations have to be delivered in person and will be broadcast on the platform for the benefit of remote participants. It will be advertised in the symposium program, on the event web site and in the IS2022 APP.



Receptions: two reception will be held in the exhibit hall:

- Monday Ice Breaker Reception
- Tuesday Exhibitor's Hour



Chat: connect to all participants through a private chat available on the IS2022 APP and the dedicated virtual platform



Our promotion supports

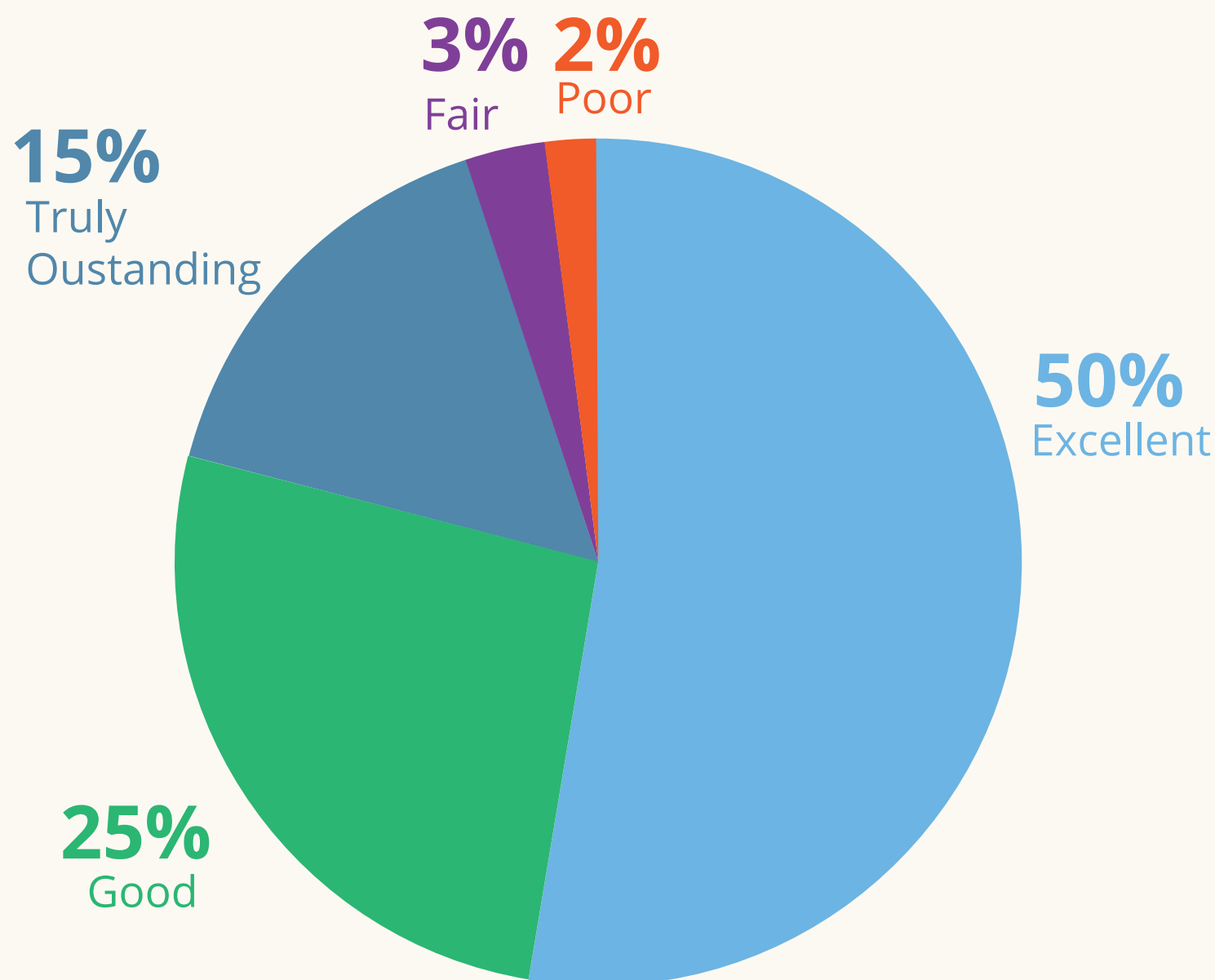
- Newsletter (quarter) = **over 12,000 recipients**
- E-Note (mailing monthly) = **over 13,000 recipients**

Social media :

- 1,900 members**
- 3,450 members**
- 350 members**
- 16,500 members**
- 2,720 members**

From our participants

How would you rate your experience at the IS



"The technical papers, meetings, plenaries and conference venue were all remarkable. I am very impressed."

"I was amazed at the passion and focus of the attendees and their desire to learn."

"The IS was wonderful."

Contact us

symposium@incose.net

More information



www.incose.org/symp2022