2024 Annual INCOSE International Workshop
Torrance Marriott Redondo Beach
3635 Fashion Way
Torrance, California 90503 - USA

Join us for
the Annual INCOSE International Workshop
Premier Systems Engineering Workshop

The Venue
Torrance Marriott Redondo Beach
3635 Fashion Way
Torrance, California 90503 - USA

Dates
Saturday 27 –
Tuesday 30 January, 2024

#INCOSEIW
Join the conversation!
What is the 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.

What is the International Workshop?

INCOSE’s International Workshop is the event of the year for systems engineers to contribute to the state of the art. Unlike INCOSE’s annual International Symposium and other conferences, there are no paper, panel, or tutorial presentations. Instead, attendees spend 4 focused days working alongside fellow systems engineers who are there to make a difference. Systems Engineers at all levels and from all backgrounds are encouraged to engage in working sessions, and contribute their knowledge and experience to take the discipline forward.

The International Workshop 2024 will be held as a hybrid event allowing for in person attendance and remote participation.
## Why become a sponsor?

### INCOSE’s Impact

<table>
<thead>
<tr>
<th>Members</th>
<th>Chapters</th>
<th>Countries</th>
<th>Corporate Advisory Board Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>20000+</td>
<td>65+</td>
<td>80+</td>
<td>130+</td>
</tr>
</tbody>
</table>

### The International Workshop by numbers

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>Torrance (USA)</td>
<td>458</td>
</tr>
<tr>
<td>2017</td>
<td>Torrance (USA)</td>
<td>540</td>
</tr>
<tr>
<td>2018</td>
<td>Jacksonville (USA)</td>
<td>471</td>
</tr>
<tr>
<td>2019</td>
<td>Torrance (USA)</td>
<td>542</td>
</tr>
<tr>
<td>2020</td>
<td>Torrance (USA)</td>
<td>590</td>
</tr>
<tr>
<td>2021</td>
<td>Virtual event</td>
<td>689</td>
</tr>
<tr>
<td>2022</td>
<td>Torrance (USA), Hybrid event</td>
<td>663</td>
</tr>
<tr>
<td>2023</td>
<td>Torrance (USA), Hybrid event</td>
<td>702</td>
</tr>
</tbody>
</table>

### Participants by country (IW2023)

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>1.99%</td>
</tr>
<tr>
<td>Austria</td>
<td>0.28%</td>
</tr>
<tr>
<td>Belgium</td>
<td>0.14%</td>
</tr>
<tr>
<td>Brazil</td>
<td>0.57%</td>
</tr>
<tr>
<td>Cameroon</td>
<td>0.14%</td>
</tr>
<tr>
<td>Canada</td>
<td>1.14%</td>
</tr>
<tr>
<td>Chile</td>
<td>0.14%</td>
</tr>
<tr>
<td>China</td>
<td>0.28%</td>
</tr>
<tr>
<td>France</td>
<td>2.42%</td>
</tr>
<tr>
<td>Germany</td>
<td>2.85%</td>
</tr>
<tr>
<td>Hungary</td>
<td>0.43%</td>
</tr>
<tr>
<td>India</td>
<td>0.85%</td>
</tr>
<tr>
<td>Israel</td>
<td>0.14%</td>
</tr>
<tr>
<td>Italy</td>
<td>0.14%</td>
</tr>
<tr>
<td>Japan</td>
<td>4.13%</td>
</tr>
<tr>
<td>Lithuania</td>
<td>0.57%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>1.14%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>0.14%</td>
</tr>
<tr>
<td>Norway</td>
<td>0.28%</td>
</tr>
<tr>
<td>Portugal</td>
<td>0.14%</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>0.28%</td>
</tr>
<tr>
<td>Singapore</td>
<td>0.43%</td>
</tr>
<tr>
<td>South Africa</td>
<td>0.43%</td>
</tr>
<tr>
<td>Spain</td>
<td>1.00%</td>
</tr>
<tr>
<td>Sweden</td>
<td>1.00%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>2.99%</td>
</tr>
<tr>
<td>USA</td>
<td>75.93%</td>
</tr>
</tbody>
</table>

### Attendee main industries

- Academia
- Aerospace
- Automotive
- Communications
- Cyber Security
- Defense
- Energy Systems
- Environmental Infrastructure
- Intelligence
- Medical Systems
- Tool Vendor
- Transportation
- ...

### Participants by Sector

- **Sector 1 - 81%** - Americas Sector
- **Sector 2 - 11%** - EMEA Sector
- **Sector 3 - 8%** - Asia-Oceania

### Your visibility on our media support

- Newsletter (quarter) = **over 15,000 recipients**
- E-Note (mailing monthly) = **over 14,600 recipients**

## Social media

- Facebook: 2,100 members
- Twitter: 3,800 members
- Instagram: 600 members
- LinkedIn: 24,500 members
- YouTube: 3,800 members
## Sponsorship PACKAGES

### Workshop Benefits

<table>
<thead>
<tr>
<th>Company logo w/ hotlink on IW website</th>
<th>Recognition on workshop signage (on site and on virtual platform)</th>
<th>Company logo in INCOSE Workshop Program (if signed up by 31 December 2023)</th>
<th>Recognition on Social Media</th>
<th>Electronic delegates list*</th>
<th>Complimentary registration (in person registration)</th>
<th>Sponsored item(s)</th>
<th>Includes sponsors showcase*** - OPTIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check</td>
<td>Check</td>
<td>Check</td>
<td>Check</td>
<td>Check</td>
<td>Check</td>
<td>Diamond</td>
<td>- Company description</td>
</tr>
<tr>
<td>Check</td>
<td>Check</td>
<td>Check</td>
<td>Check</td>
<td>Check</td>
<td>Check</td>
<td>Diamond</td>
<td>- Customization (logo, banner, background)</td>
</tr>
<tr>
<td>Check</td>
<td>Check</td>
<td>Check</td>
<td>Check</td>
<td>Check</td>
<td>Check</td>
<td>Diamond</td>
<td>- Promotional video (recorded)</td>
</tr>
<tr>
<td>Check</td>
<td>Check</td>
<td>Check</td>
<td>Check</td>
<td>Check</td>
<td>Check</td>
<td>Diamond</td>
<td>- Promotional flyer (PDF only)</td>
</tr>
</tbody>
</table>

### Pricing

<table>
<thead>
<tr>
<th>Diamond</th>
<th>Emerald</th>
<th>Ruby</th>
<th>Academic Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,000</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Diamond</th>
<th>Emerald</th>
<th>Ruby</th>
<th>Academic Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 items</td>
<td>1 item</td>
<td>1 item</td>
<td>-</td>
</tr>
<tr>
<td>Conference bags** or Badge lanyards** or Notepads** or 1 branded goodie in conference bag**</td>
<td>Signage or Event App or Lunches - Sat, Sun, or Mon</td>
<td>Pens** or Coffee Breaks (Sat AM, Sat PM, Sun AM, Sun PM, Mon AM, or Mon PM)</td>
<td>-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Diamond</th>
<th>Emerald</th>
<th>Ruby</th>
<th>Academic Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Check</td>
<td>- Check</td>
<td>- Check</td>
<td>- Check</td>
</tr>
<tr>
<td>Up to 3</td>
<td>Up to 2</td>
<td>Up to 1</td>
<td>Up to 1</td>
</tr>
</tbody>
</table>

(*) to be used once before the event and once after the event
(**) items must be approved by INCOSE and supplied by Sponsor
(***) Showcase will be available on the virtual platform and the app (both tools available to in-person and virtual attendees 2 weeks before the start of the event)
What is included?

Diamond sponsorship $10,000

• Company logo w/ hotlink on IW website
• Recognition on workshop signage (on site and on virtual platform)
• Company logo in INCOSE Workshop Program (if signed up by 31 December 2023)
• Recognition on Social Media
• Electronic delegates list to be used once before the event and once after the event
• 3 (three) Complimentary registrations (in person registrations)
• 2 (two) sponsored items:
  - Conference bags (1)
  - Badge lanyards (1)
  - Note pads (1)
  - 1 branded goodie in conference bag (1)

(1) items must be approved by INCOSE and supplied by Sponsor
Sponsored items are assigned on a first-come, first-served basis.

OPTIONAL

1 Sponsor showcase including
• Company description
• Customization (logo, banner, background)
• Up to 3 Promotional video (recorded)
• Up to 3 Promotional flyer (PDF only)

SPONSORED ITEM DETAILS

Conference bag
A bag with all necessary conference material will be distributed to each participant. The bag will feature the sponsor company’s name and logo as well as the event title and logo.

Badge lanyard
This will be a great sponsorship opportunity, since all delegates will receive a badge holder. Sponsor’s name and logo on each lanyard.

Note pads
Your note pads will be distributed and placed directly in the conference bags. Note pads must be approved by INCOSE and supplied by Sponsor.

Branded goodie
Your branded goodie inserted in each attendee’s conference bag.
What is included?

Emerald sponsorship
$5,000

- Company logo w/ hotlink on IW website
- Recognition on workshop signage (on site and on virtual platform)
- Company logo in INCOSE Workshop Program (if signed up by 31 December 2023)
- Recognition on Social Media
- Electronic delegates list to be used once before the event and once after the event
- 2 (two) Complimentary registrations (in person registrations)
- 1 (one) sponsored item
  - Signage
  - Event app
  - Lunch (day to be selected: Saturday, Sunday, or Monday)

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

OPTIONAL

1 Sponsor showcase including
- Company description
- Customization (logo, banner, background)
- Up to 2 Promotional video (recorded)
- Up to 2 Promotional flyer (PDF only)

SPONSORED ITEM DETAILS

Signage
Great visibility for this sponsored item. Your logo on each boards displayed in front of each meeting room.

Lunches
Sponsor’s name and logo on buffets. One lunch to be selected.

Event App
Your logo on the landing page of the event app.
What is included?

Ruby sponsorship
$2,000

- Company logo w/ hotlink on IW website
- Recognition on workshop signage (on site and on virtual platform)
- Company logo in INCOSE Workshop Program (if signed up by 31 December 2023)
- Electronic delegates list to be used once before the event and once after the event
- 1 (one) sponsored item
  - Pens (1)
  - Coffee break (a break selected from: Sat AM, Sat PM, Sun AM, Sun PM, Mon AM, or Mon PM)

(1) items must be approved by INCOSE and supplied by Sponsor. Sponsored items are assigned on a first-come, first-served basis.

OPTIONAL

1 Sponsor showcase including
- Company description
- Customization (logo, banner, background)
- Up to 1 Promotional video (recorded)
- Up to 1 Promotional flyer (PDF only)

SPONSORED ITEM DETAILS

Pens
Your pens will be distributed and placed directly in the conference bags. Pens must be approved by INCOSE and supplied by Sponsor.

Coffee breaks
There will be coffee breaks twice a day during the conference. Sponsor's name and logo on coffee breaks buffets. One half day coffee break to be selected.
What is included?

Academic partners
$1,000

• Company logo w/ hotlink on IW website
• Recognition on workshop signage (on site and on virtual platform)
• Company logo in INCOSE Workshop Program (if signed up by 31 December 2023)
• Electronic delegates list to be used once before the event and once after the event

OPTIONAL
1 Sponsor showcase including
• Company description
• Customization (logo, banner, background)
• Up to 1 Promotional video (recorded)
• Up to 1 Promotional flyer (PDF only)
What is the virtual sponsor showcase?

- Your Logo
- Your customized background
- Define person behind the desk (man, woman)
- Define how many persons around your booth (none, 3, 4)
- Your Logo or Branded Banner
- Your Sponsor Level
- Your videos
- About your company
- url to your website
- Share flyers, links or document
- Your customized background
- Popup Chat Box
- Your discussion here
- Resources
  - Presentation
  - Flyer

www.incose.org
2024
27 – 30 January, 2024