



2018 Annual INCOSE
Great Lakes Regional Conference
SYSTEMS AT THE CROSSROADS
17 - 20 October 2018 | Indianapolis, Indiana

Call for Sponsors & Exhibitors

The 12th annual Great Lakes Regional Conference (**GLRC2018**) of the International Council on System Engineering (**INCOSE**) will take place at the **Indianapolis Marriott East**, from **October 17th through 20th**.

The conference theme, “**Systems at the Crossroads**”, underscores the ever-increasing complexity of the world around us, the resulting strategic decisions of where and how to proceed, and the critical importance of systems thinking and systems engineering to manage such complexity.

Attendees from across the Great Lakes region (and beyond) will be looking to gain new insights and capabilities to address important crossroads issues in such critical sectors as aerospace, agriculture, biomedical & healthcare, defense, education, energy, environment, government, information, infrastructure, manufacturing, safety & security, and transportation.

Speakers, panel discussions, exhibits and networking opportunities will provide attendees with information and tools to take back to their respective organizations, colleagues, clients and managers, as well as for themselves.

Your company, institution or organization can show its support for this important event – and showcase its valuable contributions to the ongoing work on these crossroads issues – by sponsoring GLRC2018.

Please look through the detailed opportunities for sponsors & exhibitors, then choose to become an essential part of the GLRC2018 success-story.

Cordially,

Kevin Nortrup, CSEP, CPHIMS
Chair, GLRC2018 Sponsors & Exhibitors
kevin@sugarcreeksolutions.com

GLRC2018 Fast Facts

Why:

The [INCOSE Vision 2025](#) describes a landscape of opportunities, challenges, and evolving approaches to engineering the world of the future – a world of “systems”. Many of these issues represent “crossroads” that will require conscious choices and action leading in new directions.

What:

“[GLRC2018: Systems at the Crossroads](#)” will feature keynote sessions from SE thought-leaders, presentations from SE practitioners & academia, panel-discussions on important SE topics, world-class workshops/tutorials from SE experts, and other opportunities for professional development and networking. Those delivering content will cover a breadth of information around key decisions or “crossroads” that are common in multiple product domains and applications.

Friday, October 19th, will feature an INCOSE **Systems Engineering Professional Development Day (SE PDD)**. This will be a virtual extension of the conference, with featured sessions broadcast from Indianapolis to satellite sites in multiple states.

Building on the success of the STEM demonstration at last year’s conference, GLRC2018 is working to encourage and to engage local area youth, through another STEM demonstration during the conference banquet reception and other activities.

Who:

Primarily, GLRC2018 will draw individuals involved in systems engineering within the Great Lakes region. However, previous attendees have come from across the country and even internationally, and attendees are not limited to INCOSE members or even to systems engineers. Between the primary and satellite sites, GLRC2018 anticipates well over 200 attendees whose common interest is the successful advancement of systems that are vital to our regional and global prosperity.

When: October 17th through 20th, 2018

Where: (host site)

[Indianapolis Marriott East](#)

7202 E 21st Street
Indianapolis, IN 46219

When: October 19th, 2018

Where: (satellite sites)

[to be announced]

How:

The Exhibit Area will be open throughout the two core days of the conference (October 18th-19th). Additionally, there will be dedicated times for Exhibits, Sponsors and Networking, including a special opening-night reception to welcome attendees and to thank the Sponsors & Exhibitors.

A variety of other media and opportunities will provide Sponsors & Exhibitors with positive visibility to attendees and to friends of the conference; these are detailed for each of the sponsorship levels.

GLRC2018 Sponsorship Levels

Level:	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Sponsor
Inserts into tote bags (a)	Yes	Yes	Yes	Yes	Yes
Name/logo (b)	Yes	Yes	Yes	Yes	Yes
Description (c)	Yes	Yes	Yes	Yes	
Exhibit table (d)	2	1	1	1	
Conference registrations	3	2	1	1	
Satellite registrations	2	1	1		
Contact list (e)	Yes	Yes	Yes	Yes	
Announced as sponsor	Banquet	Reception or Lunch	Breakfast or Break		
Address attendees	Banquet (f)	(g)			
# available	2	2 + 2	2 + 4	8	(no limit)
Cost	\$4000	\$2500	\$1500	\$1000	\$500 (h)

NOTES:

- (a) Includes main-conference and satellite-site tote bags
- (b) Includes name, logo & URL on event website, program and signage
- (c) Forty-word (40) description of vision/mission, products, services (website & program); additional/dedicated advertising in program booklet: \$125/half-page
- (d) 6' x 30" skirted table with two chairs (limited electrical available)
- (e) Registrants: 1 week before conference; attendees: 2 weeks after conference
- (f) **Platinum Sponsors** will be able to make a 5-minute presentation to Banquet attendees.
- (g) **Gold Sponsors** will have their self-description read to Reception/Lunch attendees.
- (h) Cost for entry-level sponsorship by non-profit & academic institutions is \$350.
- (i) Participation as an INCOSE chapter-partner entails a separate schedule of costs & benefits under GLRC2018 Chapter participation Memorandum of Agreement (MOA). To learn more about INCOSE Chapter Sponsorship and to purchase a Participating Chapter Sponsorship, [click here.](#)

To purchase a sponsorship or for more conference information, please visit:

https://www.incose.org/glrc2018/sponsors_and_exhibitors

GLRC2018 Exhibit Area

