



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

Call for Participation

The chapters of the INCOSE Great Lakes Region invite you to participate in the 12th Annual INCOSE Great Lakes Regional Conference, at the nation's crossroads, Indianapolis, Indiana.

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”, requiring conscious choices and action leading in new directions. “GLRC2018— Systems at the Crossroads” has been organized around a series of these crossroad issues and provides opportunities for attendees to compare and advance their understandings and approaches to these important crossroad issues.

GLRC2018 will feature important topics from critical sectors such as aerospace, agriculture, biomedical & healthcare, defense, education, energy, environmental sciences, government, information, infrastructure, safety and security, space and transportation.

GLRC2018 is for the entire Great Lakes community— not just INCOSE members and not just systems engineers. Our community is connected by our shared interest in the successful advance of systems vital to our regional and global prosperity.

GLRC2018 will again feature an INCOSE SE Professional Development Day (SE PDD). The SE PDD will be a virtual extension of the conference, with the featured sessions broadcast from Indianapolis to several satellite sites on Friday the 19th of October.

This Year's Program Features:

Keynote and Featured Speakers

Technical Presentations

Panel Sessions

Tutorials

An Opportunity to Take the INCOSE CSEP/ASEP Exam (Free for GLRC2018 Attendees)

Region-Wide SE Professional Development Day

STEM Demonstrations

Confirmed keynote speakers include Art Hyde, former Ford chief engineer of the all-new 2005 Mustang; Laurent Borne, Global VP for Product Design Excellence, Whirlpool Corporation; Mark Petrotta, System Strategies, delivering the 2018 Sigma Theta Nu Systems Engineering Lecture.

For More Information:

<https://www.incose.org/glrc2018/home/what-is-the-incose-GLRC>

Be a Sponsor or Exhibitor at GLRC2018!

GLRC2018 offers a superb opportunity to effectively showcase your products and services. Last year's GLRC had 150 on-site attendees plus 100 SE-PDD 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.

GLRC2018 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 Exhibits Area will be the liveliest spot at GLRC2018. 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.

Level:	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Sponsor
Inserts into tote bags	Yes	Yes	Yes	Yes	Yes
Name/logo	Yes	Yes	Yes	Yes	Yes
Company description	Yes	Yes	Yes	Yes	
Exhibit tables	2	1	1	1	
Conference registrations	3	2	1	1	
Satellite registrations	2	1	1		
Contact list	Yes	Yes	Yes	Yes	
Announced as sponsor	Banquet	Reception or Lunch	Breakfast or Break		
Address attendees	Banquet				
# available	2	2 + 2	2 + 4	8	(no limit)
Cost	\$4000	\$2500	\$1500	\$1000	\$500 (\$350 for non-profit)

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

[https://www.incose.org/glrc2018/sponsors and exhibitors](https://www.incose.org/glrc2018/sponsors_and_exhibitors)