



13th Annual INCOSE Great Lakes Regional Conference (GLRC13)

22-25 Oct 2019 – Cleveland, Ohio, USA



“Giant Leaps With Systems Engineering”

Call for Sponsors and Exhibitors

ABOUT INCOSE GLRC

The INCOSE Great Lakes Regional Conference (GLRC) is a medium-sized annual INCOSE systems engineering (SE) event organized by the INCOSE Chapters of the INCOSE Americas Sector North (Great Lakes) Region.

The GLRC was established in 2007 to provide a forum for supporting and promoting INCOSE and SE at the local Chapter and Regional levels.

The GLRC is strategically positioned “in-between” INCOSE’s smaller-sized chapter-level events and INCOSE’s two large-sized international events – the Annual INCOSE International Symposium (IS), held in July, and the INCOSE Annual International Workshop (IW), held in January.

The GLRC strives to deliver an exceptional high-value conference experience to attendees and sponsors alike. Our approach is to provide an outstanding peer-reviewed program at a remarkably affordable price, with significantly less time commitment and travel expense than the INCOSE IS and IW events.

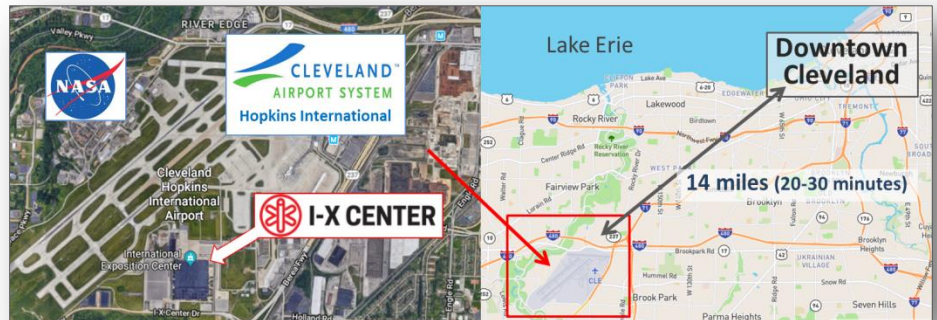
OPPORTUNITIES OVERVIEW

Pricing Unchanged – This year’s GLRC retains the same pricing and sponsorship levels offered in prior years, with 6 traditional packages from \$350 to \$4,000.

Additional Benefits – GLRC13 is being held at the one million sq. ft. Cleveland I-X Center, which ranks as the world’s 9th largest convention center. Through co-location and cooperative arrangements with the 2019 EnergyTech (ET) Conference & Expo (ET2019), the 17th Annual

Information Security Summit (ISS), and NASA Glenn we can provide GLRC13 Sponsor-Exhibitors an estimated 5-10 times increase in on-site exposure. Our projected combined multi-conference attendance is 1500-2000.

Anniversary Specials – Join the Apollo 50th celebration! Opportunities range from 10% add-ons to high-profile multi-conference Anniversary Packages. Please see the **DETAILS ON THE NEXT PAGE.**



Key Dates

Sponsors-Exhibitor Registration Opens	June 17, 2019
GLRC Early-Bird Registration	
Promotional Campaign Begins	July 22, 2019
Sponsor-Exhibitor Early Discount Ends	Aug. 12, 2019
GLRC Major (Full-Scale) Promotion and Advertising Campaign Begins	Aug. 19, 2019
GLRC/ET Conference & Expo Dates	Oct. 21-25, 2019

The Cleveland International Exposition (I-X) Center is located adjacent to the Cleveland Hopkins International Airport and the NASA Glenn Research Center, just 14 miles S.W. of Downtown Cleveland.

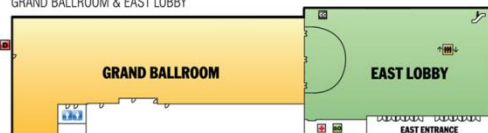


Sponsor-Exhibitor Opportunities

Description of Benefits †	GLRC Standard (Traditional) Packages						2019 Anniversary Packages		
	EDU/NP	Supporter	Bronze	Silver	Gold	Platinum	Level I	Level II	Level III
1. Display of Name and Logo (GLRC)	X	X	X	X	X	X	X	X	X
2. Hyperlinks (GLRC)	Partial	Partial	X	X	X	X	X	X	X
3. Item in GLRC Tote Bag	X	X	X	X	X	X	X	X	X
4. Exhibit Space in Grand Ballroom	½ Table	---	6' Table	6' Table	6' Table	10'x10'	10'x10'	10'x10'	10'x10'
5. Complimentary GLRC Registrations	½ off 1	½ off 1	1	1	2	2	2	3	4
6. Organizational Description (GLRC)			X	X	X	X	X	X	X
7. GLRC F&B/Social Event Sponsorship				X	X	X	Inclusive as part multi-conference gatherings – See items 10-14.		
8. Special Mention to GLRC Attendees					X	X			
9. Address GLRC Attendees						X			
10. GLRC+ET (Dual-Conference) Package		Program Book Adds:					X	X	X
11. Display of Name & Logo (GLRC+ET)		¼ Page – \$125					X	X	X
12. Hyperlinks (GLRC+ET)		¼ Page – \$250					X	X	X
13. Address GLRC+ET Attendees		Full Page – \$500						X	X
14. Address GLRC+ET+ISS Attendees									X
15. Anniversary Activities Sponsorships							1	2	3
Base Price of Package ‡	\$350	\$500	\$1,000	\$1,500	\$2,500	\$4,000	\$5,000	\$7,500	\$11,000
16. SE-PDD Live Stream (Add-on) Pack	+ \$35	+ \$50	+ \$100	+ \$150	+ \$250	+ \$400	+ \$500	+ \$750	Included
17. Anniversary/STEM Supporter Pack		+ \$50	+ \$100	+ \$150	+ \$250	+ \$400	Included	Included	

(1) Your Name and Logo will be displayed in GLRC on-line (website/app/social media), on-site (e.g., signage, GLRC Program), and promotional (e.g., email blasts, INCOSE communications, etc.) material in the size/prominence commensurate with sponsorship level. (2) Where possible hyperlinks will be embedded. When there are space limitations, EDU/NP and Supporter logos (and therefore embedding of hyperlinks) might not be possible. (3) Tote Bag material must be provided prior to the GLRC. (4) Refer to the latest exhibit area layout for planning and decision-making. Early layouts are preliminary, flexibility possible. The GLRC strives to meet unique needs. (5) There is flexibility in complimentary registrations. Please inquire. (6) A forty (40) word description of your organization to be included in the GLRC website and program. (7) During detailed conference planning, the GLRC will work with you to select which F&B and special activities to associate your organization with. (8) At opportune times the Sponsors are recognized and thanked. (9) Address GLRC attendees at a primary gathering (e.g., Plenary or Keynote presentation). (10, 11, 12, 13, 14, 15) The Anniversary Packages, in general, provide all the benefits of the GLRC Platinum Sponsor level **AS WELL AS THE ADDITIONAL MULT-CONFERENCE ANNIVERSARY CELEBRATION BENEFITS** listed. (16) For an additional 10% extend your reach by several thousand to the INCOSE Systems Engineering Professional Development Day (SE-PDD) Live Stream market and attendees. (17) For an additional 10% be recognized (by name but not logo) as (a) a Supporter of the Anniversary Celebration and (b) a supporter of the conference K-12 STEM education activities and material. 50% of your contribution will be donated to the INCOSE Foundation, for which there will be recognition and much appreciation shown.

GRAND BALLROOM & EAST LOBBY



- † Tailored packages available.
- ‡ Prices in effect till Aug. 12, 2019, and may increase after this date.

SPONSOR – CLICK HERE
to Check Availability / Register

Learn More: www.incose.org/glrc13/sponsors-and-exhibitors/why-join-as-sponsor-and-or-exhibitor

