



Sponsor-Exhibitor Prospectus

INCOSE NC-GLRC14 Spring Virtual Conference & Workshop

Dean Norfleet

President, INCOSE Michigan Chapter; INCOSE NC-GLRC14 Conference Chair

Curtis Potterveld

Treasurer, INCOSE Michigan Chapter; Finance Chair INCOSE NC-GLRC14 Conference

Jack A. Stein

Asst. Director, INCOSE Americas Sector, NC-GLRC Conference Planner (jack.stein@incose.org)



14th Annual Americas North-Central and Great Lakes Regional



Virtual Conference and Workshop

April 9-17, 2021

Systems Engineering Capability and Competency

12 Chapters in the Americas North (NC-GL) Region *

Canada - Chicagoland - Cleveland-Northern Ohio (C-NO) - Crossroads of America (COA)

Finger Lakes - Great Plains - Heartland - Michigan - Midwest Gateway (MGC)

North Star - Three Rivers (TRC) - Wright Brothers

* Participation by additional INCOSE Chapters (not just those above), and INCOSE members and SE colleagues worldwide, is welcome!

Theme: Spring Virtual Conference & Workshop

Systems Engineering Capability and Competency

with featured content on

Mobility Systems: Land, Sea, Air and Space*

* Note: (1) The majority of conference content is of a generally applicable SE nature and useful in any area or industry. (2) Most all domains involve mobility. For example: Medical (e.g., hospital beds, air and ground ambulances). Manufacturing (e.g., conveyers, supply chain delivery). Other (e.g., warehouse robotics, inspection drones, agriculture equipment, home food delivery, on-line shopping).



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Virtual Conferencing IT Platform – KMD Events (INCOSE Provider) Examples: IS2020, IW2021, IS2021, INCOSE WSRC, SCER, etc.



Virtual Conferencing IT Platform – KMD (E.g., Showcase Area)



5 Keynote Speakers and Sigma Theta Mu Lecture:



Conference (and SE-PDD) Opening Keynote - Friday April 9 - 9:00 AM EDT

- Alan Harding
- BAE Systems, UK / INCOSE President, 2016-17 / Co-Chair, INCOSE System of Systems WG
- "From the Roads to the Skies Transferring Insights Between Systems of Systems (SOS)
 Domains"



System Honor Society Sigma Theta Mu Lecture (SE-PDD) – Friday April 9 – 11:45 AM EDT

- Ryan A. Noguchi
- Director, Space Architecture Department, The Aerospace Corporation
- "Evolving Lessons Learned and Recommended Best Practices from MBSE Pilot Projects"



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Day 2 Opening Keynote – Monday April 12, 2021 – 9:00 AM EDT

- David Long
- Founder and President, Vitech Corp. / INCOSE Fellow / INCOSE President
- "The 6 Vs and 3 Ts of Systems Engineering"



Day 2 Afternoon Keynote (also part of Student Program) - Monday April 12, 1:30 PM EDT

- Randall C. Iliff
- Founder and Principal, Eclectic Intellect, LLC / INCOSE Lead, PMI-INCOSE-MIT Alliance
 Team
- "Unlimited Potential: Leveraging the Power of Mind in Design"



Day 3 Opening Plenary Keynote #1 - Friday April 16, 9:00 AM EDT

- Jon Mooney
- INCOSE Smart Cities Initiative
- "Spectacular Views of the City"



Day 3 Opening Plenary Keynote #2 - Friday April 16, 9:45 AM EDT

- Zane Scott
- VP, Vitech Corp. / Past Chair, INCOSE Corporate Advisory Board (CAB)
- "There is No Such Thing As Non-model-based Systems Engineering"





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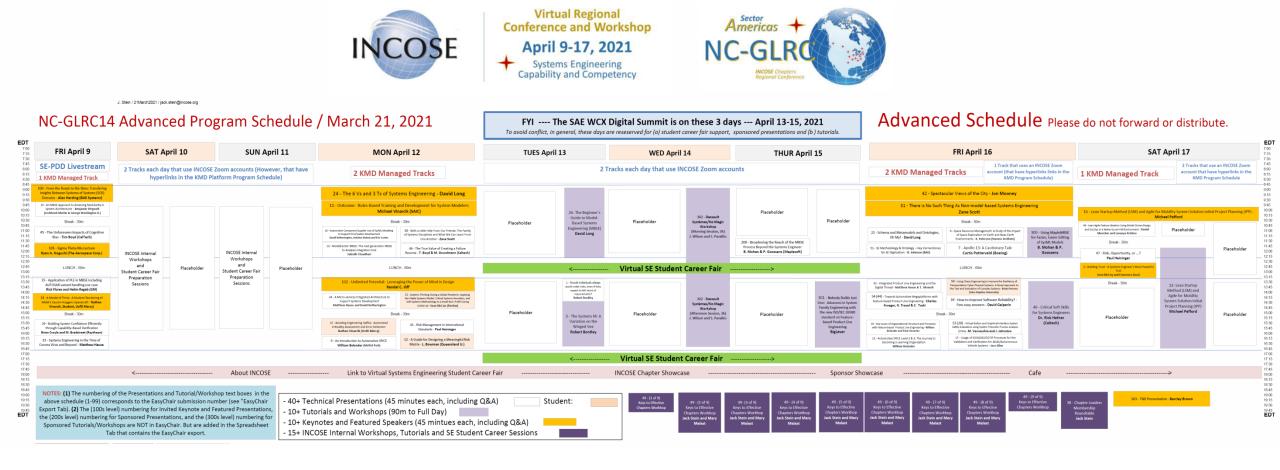


The virtual event platform (including Showcase areas) will remain open for On-Demand viewing of conference content through May 17, 2021.

40+ Technical Presentations
10+ Keynotes & Featured Speakers
10+ Tutorials and Hands-on Workshops
SE Student Program and Virtual Career Fair
16+ Hours of Keys to Effective Chapters Workshops
5th Annual SE Professional Development Day Livestream (8 PDUs)

Model Based Systems Engineering (MBSE) - Lean- Agile-SAFe - Safety-Security-Risk Mgmt Space Systems - Automotive Systems - Soft Skills/Leadership - Smart Cities Complex Systems-of-Systems - V&V - Automotive Spice / STPA / ISO 26262 - and More!

Advanced Program Schedule: March 21, 2021



INCOSE NC-GLRC14 Sponsorship Levels

Sponsorship Levels	Available	Price		
Platinum	1	\$4,000		
Gold	4	\$2,500		
Silver	6	\$1,500		
Bronze	6	\$1,000		
Education and Non-Profit				
Level 1	2	\$750		
Level 2	6	\$350		





Purchase Sponsorship

Sponsor-Exhibitor Spring Virtual Event Benefits (Tailorable)

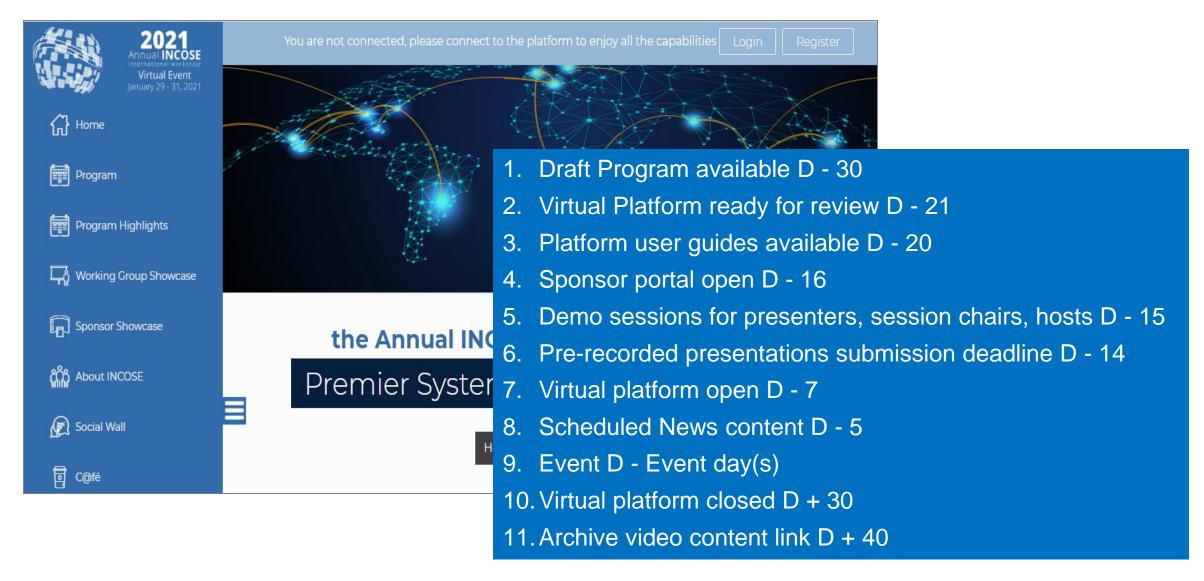
Sponsorship Level	Special Mention *	Time during breaks (per 30m)	Co-Chair _ Plenary	Co-Chair – Tech Session	Workshop, Tutorial & Presentation Time in Program **	Pause Time in Scroll Bar	Virtual Booth - # of Videos	Virtual Booth - # of Flyers	Registrations
Platinum	*	5-6m	1	1	6-7 hrs	L	4	4	5
Gold	*	3-4m		1	4-5 hrs	L	4	4	4
Silver	*	1-2m	-		2-3 hrs	S	2	2	3
Bronze	*	30s	1	1	1 hrs	S	2	2	2
EDU & Non-Profit – Level 1	*	3-4m	1	1	4-5 hrs	L	4	4	3
EDU & Non-Profit – Level 2	*	1-2m		1	2-3 hrs	S	2	2	2
EDU & Non-Profit SSP's	X	+ 1-2m	1	+1	+ 1-2 hrs				+1

^{*} Special mention (of appreciation) is provided for sponsors (at any level) who have purchased the Sustaining Partner sponsorship package.



^{**} Workshops, tutorials and presentations require advanced planning and scheduling, however, every effort will be made to accommodate last minute additions, or provide compensating benefits if scheduling milestones are missed.

KMD Events (Deliverables and Approx. Timeline)





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