



6th Annual Systems Engineering in Healthcare Conference April 28-30th, Minneapolis, MN

Call for Sponsors

The INCOSE Conference on Systems Engineering in Healthcare lets participants to share the best practices in the latest Systems Engineering topics as applied to both Medical Devices and Healthcare Delivery. We would like to invite you to participate as a sponsor!

Conference Information

The conference offers a superb opportunity to effectively showcase your products and services. Last year's conference had over 125 on-site attendees. The Twin Cities is a center for healthcare and medical device representing start-ups to established headquarters. For 2020, we are planning for 150 attendees.

The SE in Healthcare conference promotion is directed to the approximately 1,000 INCOSE Members in the Twin Cities and Great Lakes Region and thousands of engineers employed by INCOSE CAB-Member Companies. Social media networking will alert both INCOSE members and non-members to the conference.

Networking opportunities during breakfast, breaks, lunches, and between all events are plentiful, allowing you to connect with a variety of healthcare organizations. The 2019 conference had attendees from 70 organizations, 19 states, and 5 countries.

Your sponsorship will be rewarded with multiple acknowledgements and benefits, as identified in Levels and Benefits table on the next page.

Conference Topics

The theme for the 2020 conference is

“Advancing the Practice of Systems Engineering in the Healthcare Industry”

Keynote speakers will be Michael Pennock – Ph.D., Assistant Professor, School of Systems and Enterprises, Stevens Institute of Technology speaking on “Solving the wrong problem: Lessons learned from applying systems simulation approaches to the adoption of Evidence-Based Interventions (EBIs)” and Shawn Kroll, Vice President of Robotics Development at Stryker Joint Replacement speaking on “The strategic value of Systems Engineering to a Technology Organization.”

Conference Website: <https://www.incose.org/hwg-conference/>. There will be invited tracks on

- Agile & Lean Methods
- SE Tools Best Practices
- QA/Compliance/Safety
- Machine Learning / Digital
- SE Skills development
- Modelling and Simulation
- Healthcare Delivery: Simulation, Systems approaches, UX, and Home Healthcare

Important Sponsor Dates

1 December, 2019	Call for Sponsorship Opens
1 February, 2020	Conference Early Registration Begins
30 March, 2020	Payment Deadline for Early Sponsorship Rates
30 March, 2020	Early Registration Ends
28 April, 2020	Tutorials Day
29-30 April, 2020	SE in Healthcare Conference
29 April, 2020	SE in Healthcare Conference Banquet

INCOSE HWGSEC2020 Sponsorship Levels and Benefits

Level of Sponsorship	\$500	\$1K	\$1500
Sponsor Benefits	Silver	Gold	Platinum
Logo Inclusion in Conference Program Booklet	x	x	x
Logo Inclusion on Conference Signage	x	x	x
Logo on Conference Website	x	x	x
May insert hand-out into Conference Registration Folder	x	x	x
Free Conference Registration		1	2
Table for Materials (optional)		1	1
Registrant List (with contact info) <i>before</i> conference			x
Attendee List (with contact info) <i>after</i> conference		x	x
20 minute talk slot			x

Sponsor Registration: <https://www.eventbrite.com/e/2020-incose-systems-engineering-in-healthcare-conference-registration-for-speakers-sponsors-only-tickets-85619236441>

Note: The 20 minute presentation slot for the Platinum sponsors are limited to the first three sponsors.

NOTE: Sponsor recognitions and benefits are based upon the date commitments and payments are received. Rates indicated above are valid until March 30, 2020, and will increase by 25% after that date.

Tell us your needs and preferences. We can tailor sponsor benefits to suit!

For questions and comments please contact SE in Healthcare Sponsorship Chair:
Chris Unger, chris.unger@ge.com

For more information on the conference visit: <https://www.incose.org/hwg-conference/>