



# 2024

Annual **INCOSE**  
international workshop

**HYBRID EVENT**

Torrance, CA, USA

Join us for  
**the Annual INCOSE International Workshop**  
*Premier Systems Engineering Workshop*



## The Venue

Torrance Marriott Redondo Beach  
3635 Fashion Way  
Torrance, California 90503 - USA

## Dates

Saturday 27 –  
Tuesday 30 January, 2024

**#INCOSEIW**  
**Join the conversation!**



International Council on Systems Engineering  
*A better world through a systems approach / [www.incose.org](http://www.incose.org)*

## What is the INCOSE?

The International Council on Systems Engineering (INCOSE) is a not-for-profit membership organization founded to develop and disseminate the transdisciplinary principles and practices that enable the realization of successful systems. INCOSE is designed to connect systems engineering professionals with educational, networking, and career-advancement opportunities in the interest of developing the global community of systems engineers and systems approaches to problems. We are also focused on producing state-of-the-art work products that support and enhance this discipline's visibility in the world.

INCOSE has grown significantly since its formation in 1990 with a membership that represents a broad spectrum—from student to senior practitioner, from technical engineer to program and corporate management, from science and engineering to business development. Members work together to advance their technical knowledge, exchange ideas with colleagues, and collaborate to advance systems engineering.

INCOSE acts as a focal point for communicating in the development of massive and complex engineered systems that are benefiting humans in not only physical but psychological, economic and cultural ways. Using Systems Engineering principles and concepts from scientific, technological, and management methods, INCOSE is helping solve today's ever-changing challenges.

## What is the International Workshop?

INCOSE's International Workshop is the event of the year for systems engineers to contribute to the state of the art. Unlike INCOSE's annual International Symposium and other conferences, there are no paper, panel, or tutorial presentations. Instead, attendees spend 4 focused days working alongside fellow systems engineers who are there to make a difference. Systems Engineers at all levels and from all backgrounds are encouraged to engage in working sessions, and contribute their knowledge and experience to take the discipline forward.

The International Workshop 2024 will be held as a **hybrid event** allowing for **in person attendance and remote participation**.



# Why become a sponsor?

## VISIBILITY

Unique brand of recognition and visibility for your organization

## SPOTLIGHT

Put a spotlight on your organization's competency in Systems Engineering

## ASSOCIATION

Be associated with the highest culture of professionalism and innovation

## INCOSE's Impact

**20000+** Members  
**65+** Chapters  
**80+** Countries  
**130+** Corporate Advisory Board Members

### The International Workshop by numbers

**2016**, Torrance (USA)  
**458 participants**

**2017**, Torrance (USA)  
**540 participants**

**2018**, Jacksonville (USA)  
**471 participants**

**2019**, Torrance (USA)  
**542 participants**

**2020**, Torrance (USA)  
**590 participants**

**2021**, Virtual event  
**689 participants**

**2022**, Torrance (USA), Hybrid event  
**663 participants**

**2023**, Torrance (USA), Hybrid event  
**702 participants**

### Attendee main industries

Academia  
 Aerospace  
 Automotive  
 Communications  
 Cyber Security  
 Defense  
 Energy Systems

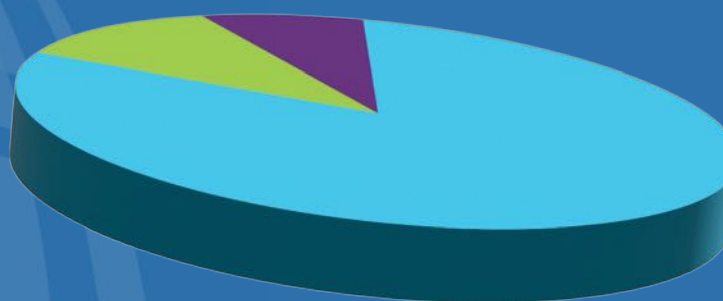
Environmental  
 Infrastructure  
 Intelligence  
 Medical Systems  
 Tool Vendor  
 Transportation  
 ....

### Participants by country (IW2023)

Australia	1,99%	Japan	4,13%
Austria	0,28%	Lithuania	0,57%
Belgium	0,14%	Netherlands	1,14%
Brazil	0,57%	New Zealand	0,14%
Cameroon	0,14%	Norway	0,28%
Canada	1,14%	Portugal	0,14%
Chile	0,14%	Saudi Arabia	0,28%
China	0,28%	Singapore	0,43%
France	2,42%	South Africa	0,43%
Germany	2,85%	Spain	1,00%
Hungary	0,43%	Sweden	1,00%
India	0,85%	United Kingdom	2,99%
Israel	0,14%	USA	75,93%
Italy	0,14%		

### Participants by Sector

**Sector 1 - 81%** - Americas Sector  
**Sector 2 - 11%** - EMEA Sector  
**Sector 3 - 8%** - Asia-Oceania



### Your visibility on our media support

- Newsletter (quarter) = **over 15,000 recipients**
- E-Note (mailing monthly) = **over 14,600 recipients**

### Social media



2,100 members



3,800 members



600 members



24,500 members



3,800 members

# Sponsorship PACKAGES



## Workshop Benefits

### Diamond

### Emerald

### Ruby

### Academic Partners

\$ 10,000

\$ 5,000

\$ 2,000

\$ 1,000

Company logo w/ hotlink on IW website



Recognition on workshop signage (on site and on virtual platform)



Company logo in INCOSE Workshop Program (if signed up by 31 December 2023)



Recognition on Social Media



Electronic delegates list\*



Complimentary registration (in person registration)

3

2



Sponsored item(s)

#### 2 items

Conference bags\*\*  
or Badge lanyards\*\*  
or Notepads\*\*  
or 1 branded goodie  
in conference bag\*\*

#### 1 item

Signage  
or Event App  
or Lunches -  
Sat, Sun, or Mon

#### 1 item

Pens\*\*  
or Coffee Breaks  
(Sat AM, Sat PM,  
Sun AM, Sun PM,  
Mon AM, or Mon PM)



Includes sponsors showcase\*\*\* - OPTIONAL

- Company description



- Customization (logo, banner, background)



- Promotional video (recorded)

Up to 3

Up to 2

Up to 1

Up to 1

- Promotional flyer (PDF only)

Up to 3

Up to 2

Up to 1

Up to 1

(\*) to be used once before the event and once after the event

(\*\*) items must be approved by INCOSE and supplied by Sponsor

(\*\*\*) Showcase will be available on the virtual platform and the app (both tools available to in-person and virtual attendees 2 weeks before the start of the event)

# What is included?

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## Diamond sponsorship \$10,000

- Company logo w/ hotlink on IW website
- Recognition on workshop signage (on site and on virtual platform)
- Company logo in INCOSE Workshop Program (if signed up by 31 December 2023)
- Recognition on Social Media
- Electronic delegates list to be used once before the event and once after the event
- 3 (three) Complimentary registrations (in person registrations)
- 2 (two) sponsored items :
  - Conference bags <sup>(1)</sup>
  - Badge lanyards <sup>(1)</sup>
  - Note pads <sup>(1)</sup>
  - 1 branded goodie in conference bag <sup>(1)</sup>

*(1) items must be approved by INCOSE and supplied by Sponsor  
Sponsored items are assigned on a first-come, first-served basis.*

### OPTIONAL

- 1 Sponsor showcase including
- Company description
  - Customization (logo, banner, background)
  - Up to 3 Promotional video (recorded)
  - Up to 3 Promotional flyer (PDF only)

### SPONSORED ITEM DETAILS

#### Conference bag

A bag with all necessary conference material will be distributed to each participant. The bag will feature the sponsor company's name and logo as well as the event title and logo.

#### Badge lanyard

This will be a great sponsorship opportunity, since all delegates will receive a badge holder. Sponsor's name and logo on each lanyard.

#### Note pads

Your note pads will be distributed and placed directly in the conference bags. Note pads must be approved by INCOSE and supplied by Sponsor.

#### Branded goodie

Your branded goodie inserted in each attendee's conference bag.

# What is included?

## Emerald sponsorship \$5,000

- Company logo w/ hotlink on IW website
- Recognition on workshop signage (on site and on virtual platform)
- Company logo in INCOSE Workshop Program (if signed up by 31 December 2023)
- Recognition on Social Media
- Electronic delegates list to be used once before the event and once after the event
- 2 (two) Complimentary registrations (in person registrations)
- 1 (one) sponsored item
  - Signage
  - Event app
  - Lunch (day to be selected : Saturday, Sunday, or Monday)

*Sponsored items are assigned on a first-come, first-served basis.*

### OPTIONAL

- 1 Sponsor showcase including
  - Company description
  - Customization (logo, banner, background)
  - Up to 2 Promotional video (recorded)
  - Up to 2 Promotional flyer (PDF only)

### SPONSORED ITEM DETAILS

#### Signage

Great visibility for this sponsored item. Your logo on each boards displayed in front of each meeting room.

#### Lunches

Sponsor's name and logo on buffets. One lunch to be selected.

#### Event App

Your logo on the landing page of the event app.



# What is **included?**

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## Ruby sponsorship **\$2,000**

- Company logo w/ hotlink on IW website
- Recognition on workshop signage (on site and on virtual platform)
- Company logo in INCOSE Workshop Program (if signed up by 31 December 2023)
- Electronic delegates list to be used once before the event and once after the event
- 1 (one) sponsored item
  - Pens (1)
  - Coffee break (a break selected from : Sat AM, Sat PM, Sun AM, Sun PM, Mon AM, or Mon PM)

*(1) items must be approved by INCOSE and supplied by Sponsor. Sponsored items are assigned on a first-come, first-served basis.*

### **OPTIONAL**

- 1 Sponsor showcase including
- Company description
  - Customization (logo, banner, background)
  - Up to 1 Promotional video (recorded)
  - Up to 1 Promotional flyer (PDF only)

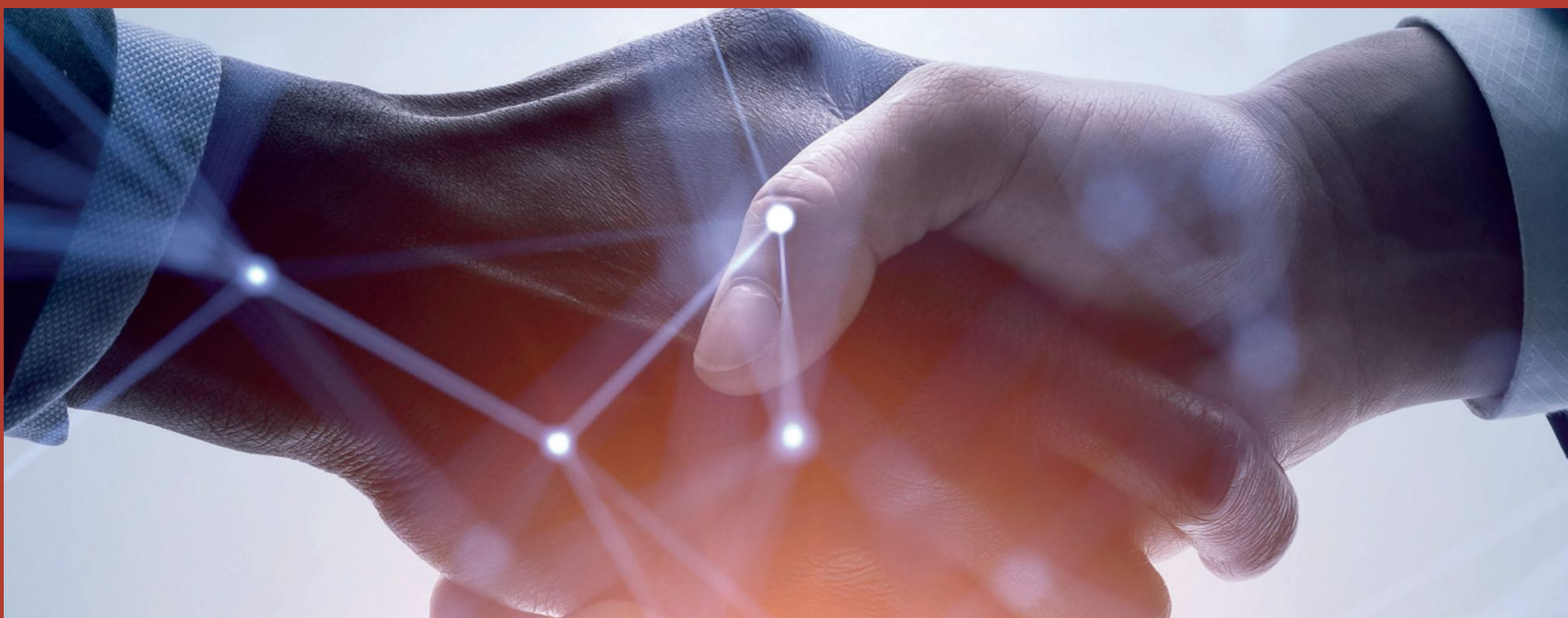
### **SPONSORED ITEM DETAILS**

#### **Pens**

Your pens will be distributed and placed directly in the conference bags. Pens must be approved by INCOSE and supplied by Sponsor.

#### **Coffee breaks**

There will be coffee breaks twice a day during the conference. Sponsor's name and logo on coffee breaks buffets. One half day coffee break to be selected.



# What is **included?**

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## Academic partners **\$1,000**

- Company logo w/ hotlink on IW website
- Recognition on workshop signage (on site and on virtual platform)
- Company logo in INCOSE Workshop Program (if signed up by 31 December 2023)
- Electronic delegates list to be used once before the event and once after the event

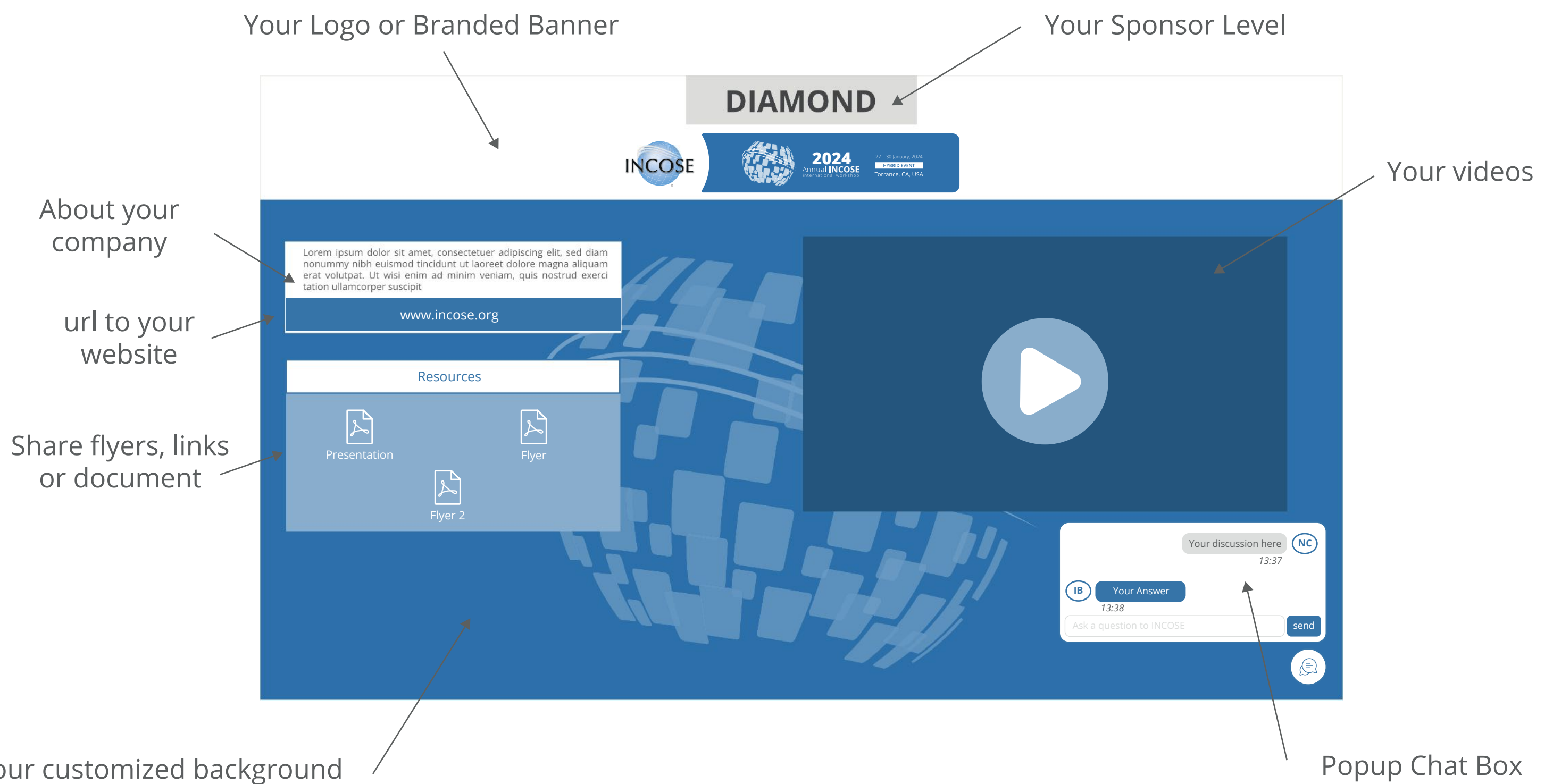
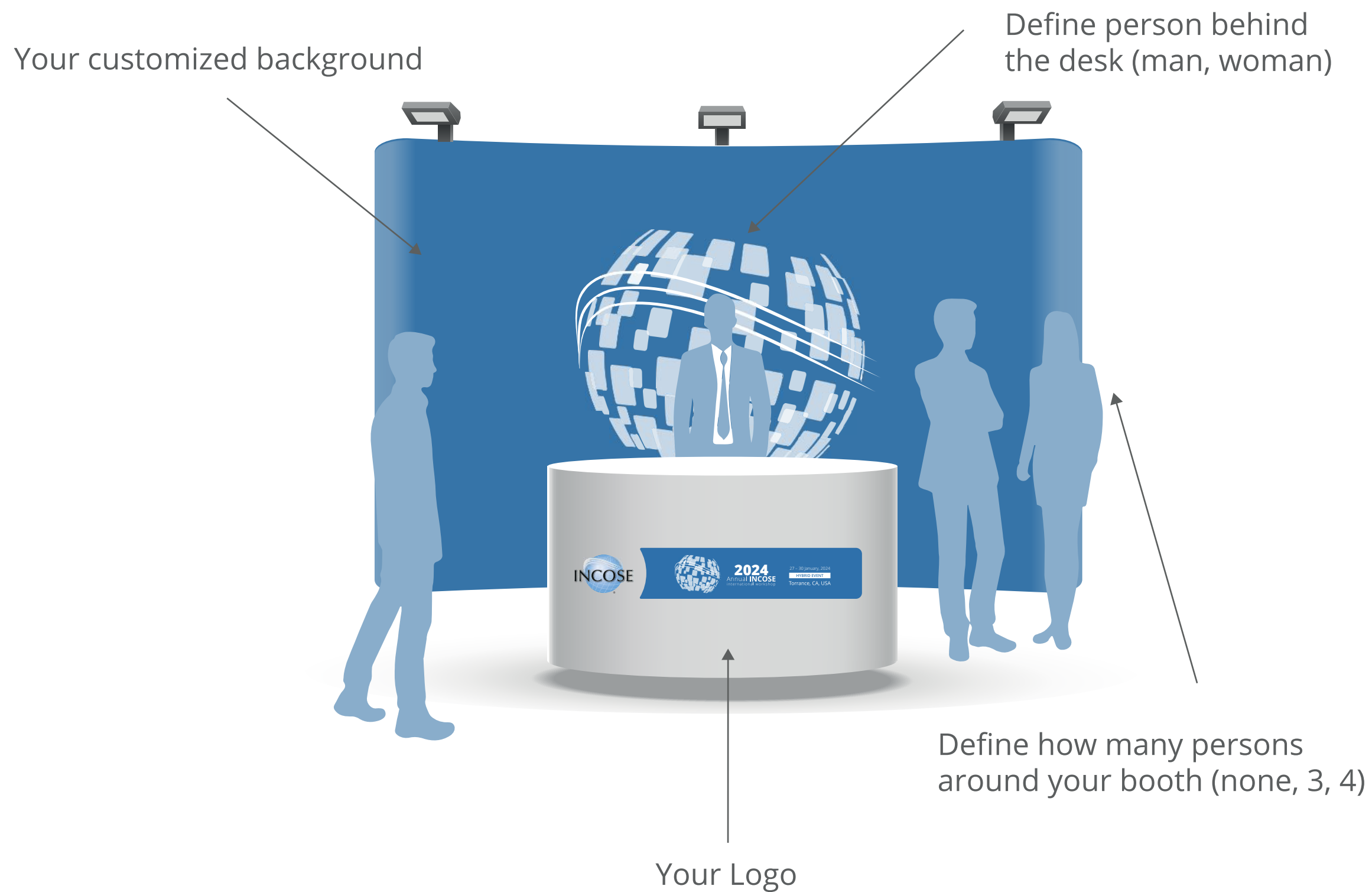
### **OPTIONAL**

- 1 Sponsor showcase including
  - Company description
  - Customization (logo, banner, background)
  - Up to 1 Promotional video (recorded)
  - Up to 1 Promotional flyer (PDF only)





# What is the virtual sponsor showcase?





## Contact us

eventsponsors@incose.net

<https://www.incose.org/IW2024>

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**Join the conversation!**



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