



Annual Systems Engineering Conference (ASEC2014)

18th – 19th November 2014

RAF Cosford Museum

Promotional Opportunities

Annual Systems Engineering Conference

RAF Cosford Museum

18th – 19th November 2014



Promotional Opportunities at UK Annual Systems Engineering Conference

ASEC 2014 offers opportunities to promote your business to the INCOSE UK membership. Our events attract senior systems engineers from a broad range of industries, many of whom help to shape investment decisions within their organisations. Sponsoring the ASEC will provide you with an ideal opportunity to raise your company's profile through one of the various sponsorship options, which are described in detail below.

This year's theme is "Systems Engineering then and now - celebrating 20 years of INCOSE UK" and will seek to address such topics as:

- Reflections on SE practice, techniques and tools - what progress have we seen over the last 20 years?
- Future direction of SE in the UK and beyond - predictions, strategy and vision for the next 20 years.
- Examples of SE - practical case studies of good or bad experiences and lessons learned.
- Improving SE as a profession - SE as a career, competence, becoming Chartered, etc

As usual at INCOSE UK events, there will be plenty of scope for examples of innovative Systems Engineering.

Annual Systems Engineering Conference

RAF Cosford Museum

18th – 19th November 2014



Sponsorship Opportunities

Exhibition Area

Due to the layout of the venue there is no Exhibition area at this year's Conference

Event Brochure **£500 (+ VAT) up to four sponsors**

As usual, your company has the opportunity to sponsor the event brochure, which offers the following benefits

- Corporate Logo on the front cover of the Event Brochure
- Corporate logo featured in the Conference Handbook
- Corporate logo on the event website

There is also the opportunity to be the Sole sponsor on the Event Brochure by purchasing all four slots for £1500 + VAT a saving of £500. Alternatively you may purchase two of the slots for £750 + VAT. Sponsorship opportunities will be offered on a first come first served basis.

Deadline for this opportunity is 19th July 2014.

Systems Research Academic Showcase **£500 (+ VAT) up to ten sponsors**

This year marks the 20th anniversary of the formation of INCOSE UK. This year's ASEC, therefore, promises to be an extra special event and it seems to be an ideal opportunity to introduce our *new initiative* – the Systems Research Academic Showcase. The Systems Research Academic Showcase is a poster competition for academic research, and offers the following benefits:

- To appoint a judge to the judging panel.
- Company logo to appear along the bottom of the Systems Research Academic Posters on display at ASEC2014
- Company acknowledgement on the related pages on our website.
- Company acknowledgement in the related section of Conference Handbook

Deadline for this opportunity is 31st July 2014.

Annual Systems Engineering Conference

RAF Cosford Museum

18th – 19th November 2014



Ice Break Drinks £500 (+ VAT)

The ice breaker drinks will take place on the evening of 17th November in the Park Inn Hotel, Telford. Based on previous years we would expect around 100 delegates to be attending.

- Company sign, supplied by you, displayed during the Ice Break Drinks (size and type of sign to be determined by the INCOSE UK Events Team)
- Corporate logo featured in the Conference Handbook
- Corporate logo on the event website

Deadline for this opportunity is 26th September 2014.

Event Dinner £1500 (+ VAT) up to two sponsors

This year the dinner will take place in Hanger 1 of the RAF Cosford Museum. The dinner will take place amongst the museum's exhibits and, therefore, have a massive visual impact on the attendees. Sponsorship of the dinner offers the following benefits:

- Company sign, supplied by you, displayed during the Event Dinner (size and type of sign to be determined by the INCOSE UK Events Team)
- Corporate logo featured in the Conference Handbook
- Corporate logo on the event website
- Sponsoring Companies will have a table at the dinner

There is the opportunity to be the Sole sponsor on the Dinner by purchasing all both slots for £2500 + VAT a saving of £500. Sponsorship opportunities will be offered on a first come first served basis.

Deadline for this opportunity is 26th September 2014.

Registration £1000 (+ VAT)

There is an opportunity to sponsor the registration desk which every delegate will be attending in order to register on the day. Sponsorship of the registration desk offers the following benefits.

- Company sign, supplied by you, displayed at the registration desk (size and type of sign to be determined by the INCOSE UK Events Team)
- Corporate logo featured in the Conference Handbook
- Corporate logo on the event website

Deadline for this opportunity is 26th September 2014.

Annual Systems Engineering Conference

RAF Cosford Museum

18th – 19th November 2014



Inserts in the Welcome Pack

This year's welcome pack will feature a special, high-quality conference bag and we are offering the opportunity to insert your company information into every delegate's pack.

- 1 A4 double-sided insert - £250 + VAT
- 1 A4/A5 Booklet insert - £300 + VAT

If you are interested in having a company flyer inserted into the Welcome Pack please advise us by 26 September 2014.

Please ensure that you have the material sent to the INCOSE UK Secretariat marked clearly as SHOW MANAGEMENT—BAG STUFFING MATERIALS by 24th October 2014.

INCOSE UK Secretariat
SHOW MANAGEMENT—BAG STUFFING MATERIALS
Unit 1
First Floor
The Dyers Building
21 Silver Street
Ilminster
Somerset TA19 9OH

A maximum of 200 Welcome Packs will be produced. - Please note that you are responsible for all costs associated with the production, printing and delivery of the flyers.

If an organisation is a member of the UKAB then it is entitled to have a free insert in the Welcome pack as part of your UKAB Benefits but for it to be included you must advise us of your intent and ensure we have the insert by **24 October 2014**.

Celebrating 20years of INCOSE UK

As part of the celebration we are looking to have a giveaway bag for each of the delegates attending the dinner with some exciting gifts for them to take home. If your company would like to have a gift included in our giveaway bags then get in touch with emmajane@incoseonline.org.uk to discuss the details of this opportunity.

Other Opportunities

The INCOSE UK Events Team is happy discuss suggestions for sponsorship with Organisations who may wish to do something that is not outlined in this document. Please contact emmajane@incoseonline.org.uk with your suggestions.

For further information on any of the sponsorship opportunities please contact:
emmajane@incoseonline.org.uk