



# Annual Systems Engineering Conference

Cranfield University

Milton Keynes

20 - 21 November 2018

Sponsorship Opportunities **2018**



## Promotional Opportunities at the UK Annual Systems Engineering Conference

The Annual Systems Engineering Conference (ASEC) is INCOSE UK's flagship annual event and brings together a wide range of professionals from a variety of backgrounds, with the common interest of building upon their Systems Engineering (SE) knowledge and sharing ideas with their peers.

ASEC 2018 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. You can display your company's products and services at an exhibition stand or raise your company's profile through one of the sponsorship options. The various options are described in detail below.

The theme for this year's ASEC is based around the Year of Engineering, a government-led initiative with the goal of making engineering more accessible to future generations. We want people to be inspired by what they are doing in their work, whether new to SE or holding many years' experience. Key themes include:

- **Where next for Systems Engineering?**
- **Growing the Systems Engineering workforce of the future**
- **The variety in Systems Engineering**

This year alongside this year's ASEC we will be running a STEM activity for 100 girls, due to 2018 being the Year of Women, as well as the Year of Engineering.

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

## Sponsorship Opportunities

### ASEC 2018 SWEBots STEM Activity

INCOSE UK is looking to combine two of this year's national themes, the 'Year of Engineering' and 'The Year of Women' into a STEM activity, which will take place on Wednesday 21st of November between 16:30 and 19:00.

Around 80 to 100 Girls from local Girl Guiding groups will attend, with the aim of them achieving a SWEBots Badge (for more information [click here](#)).

If your organisation would like to get involved we have a number of sponsorship options, which are outlined below.



#### Option One, £600 (+VAT)

- Option to have a company insert in the goodie bag (maybe a flyer or a giveaway)
- Option to send a volunteer to assist with the STEM event
- Volunteer to join the 'UKAB Dinner' on the night of 21 November
- Company logo to appear on material promoting the INCOSE UK ASEC Stem SWEBots activity. This includes the ASEC 2018 website, and any articles relating to the STEM event written by INCOSE UK

#### Option Two, £900 (+VAT)

- Option to have a company insert in the goodie bag (maybe a flyer or a giveaway)
- Option to send a volunteer to assist with the STEM event
- Volunteer to join the 'UKAB Dinner' on the night of 21 November
- Company logo to appear on material promoting the INCOSE UK ASEC Stem SWEBots activity. This includes the ASEC 2018 website, and any articles relating to the stem event written by INCOSE UK
- Volunteer to receive a ticket to attend the 2nd day of ASEC 2018

#### Option Three, £1,200 (+VAT)

- Option to have a company insert in the goodie bag (maybe a flyer or a giveaway)
- Option to send a volunteer to assist with the Stem Event
- Volunteer to join the 'UKAB Dinner' on the night of 21 November
- Company logo to appear on material promoting the INCOSE UK ASEC Stem SWEBots activity. This includes the ASEC 2018 website, and any articles relating to the STEM event written by INCOSE UK
- Volunteer to receive a ticket to attend both days of ASEC 2018, including the event dinner (excluding accommodation)

The deadline for this opportunity is **Friday 28th September 2018**.

UKAB Members are entitled to a 20% discount on all of the prices shown for the ASEC2 018 SWEBots STEM activity.

## Event Materials

### Event Brochure (one sponsor), £500 (+VAT)

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 Event Handbook
- Corporate logo on the event website

The deadline for this opportunity is **Friday 13th July 2018**.



### Event Handbook (one sponsor), £500 (+VAT) **SOLD**

This year your company has the opportunity to sponsor the Event Handbook, which offers the following benefits:

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

The deadline for this opportunity is **Friday 13th July 2018**.

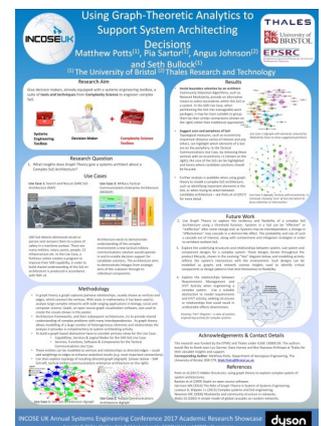


### Systems Research Academic Showcase (one sponsor), £1,500 (+VAT) **SOLD**

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 ASEC 2018
- Company acknowledgement on the related pages on our website
- Company acknowledgement in the related section of the Event Handbook

The deadline for this opportunity is **Monday 30th July 2018**.



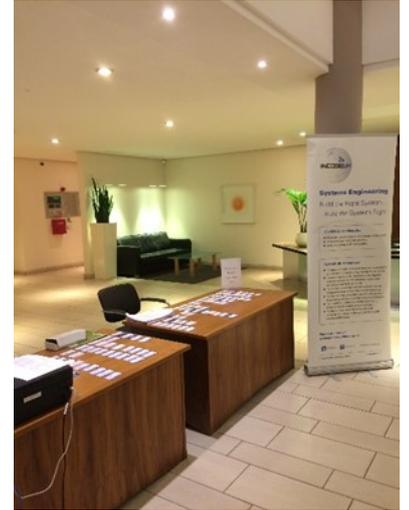
## At The Conference

### Registration, £1,000 (+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

The deadline for this opportunity is **Friday 29th September 2018**.



---

### Ice Breaker Drinks, £500 (+VAT)

The Ice Breaker Drinks will take place on the evening of 19th November in the Bar at Cranfield Management Development Centre. Based on previous years we would expect around 100 delegates to be attending, and this sponsorship opportunity includes:

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

The deadline for this opportunity is **Friday 28th September 2018**.

---

### Event Dinner, £1,500 (+VAT)

This year the dinner will take place in the dining room of Scarman House on the evening of 20th November 2018.

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
- A seat on the top table with the after dinner speaker and VIPs

The deadline for this opportunity is **Friday 28th September 2018**.



### Inserts in the Welcome Pack

We are offering the opportunity to insert your company information into the Welcome Pack included in every delegate's conference bag.

- **1 A4 double-sided insert - £250 +VAT**
- **1 A4/A5 Booklet insert - £300 +VAT**
- **1 promotional item (such as USB stick / tin of mints) - £300 +VAT**

If you are interested in having a company flyer inserted into the Welcome Pack, please advise us by **Friday 21st September 2018**.

Please ensure that you have the material sent to the INCOSE UK Secretariat marked clearly as **SHOW MANAGEMENT–BAG STUFFING MATERIALS** by **Friday 19th October 2018**.

INCOSE UK Secretariat  
SHOW MANAGEMENT–BAG STUFFING MATERIALS  
The Dyers Building  
21 Silver Street  
Ilminster  
Somerset  
TA19 0DH

A maximum of 220 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 your organisation is a member of the UKAB then you are entitled to have a free insert in the Welcome pack as part of your UKAB Benefits. For an insert to be included you must advise us of your intent and ensure that we have it by **Friday 19th October 2018**.

Please note that you are responsible for all costs associated with the production, printing and delivery of the flyers.

---

### Other Opportunities

The INCOSE UK Events Team is happy to discuss suggestions for sponsorship with organisations who may wish to do something that is not outlined in this document.

To discuss any potential ideas that you have in mind, or to obtain further information regarding any of the opportunities listed above, please contact the events team at [events@incoseonline.org.uk](mailto:events@incoseonline.org.uk).

## Sponsorship Terms and Conditions

Agreement to participate in sponsorship is subject to the following terms and conditions:

1. Sponsorship opportunities will be sold on a first come first served basis
2. Submissions to be made by email to [events@incoseonline.org.uk](mailto:events@incoseonline.org.uk)
3. Payment is to be made in full 30 days after issue of the sponsorship invoice unless the event starts prior to the 30 day period, then the invoices must be paid in full at least 7 days prior to the event starting.
4. If subsequently cancelled, INCOSE UK will resell the sponsorship opportunity if possible
5. If a cancelled sponsorship is resold, then 50% of the invoiced sum will be refunded
6. Acknowledgement in the Conference Handbook together with the company logo is subject to the sponsor meeting the print deadline
7. The type and size of the company sign is to be agreed with the INCOSE UK Events Team
8. The production and provision of banners, transparencies and promotional material is the responsibility of the sponsor
9. Company acknowledgment in the Society's promotional material will commence in the first relevant publication following the return of the signed sponsorship document

---

**I agree to be bound by the above terms and conditions:**

Name:

Signature:

Date:

Position:

Company:

**Please note that this signed document should be submitted with your sponsorship submission email.**

## Exhibitor Opportunities

### Exhibition Area

The Exhibition Area is located next to the tea and coffee facilities to maximise potential delegate flow during the event.

The INCOSE UK Working Groups and the Academic Research Showcase Competition posters will also be allocated in this area, to encourage delegates to network with each other, poster authors and vendors.

In addition INCOSE UK will have a stand, so members can contact us with any queries.

Last year over 170 delegates attended the conference over the two days. There is space for up to ten stands and they will be sold on a first come first served basis.

#### An Exhibitor Package includes:

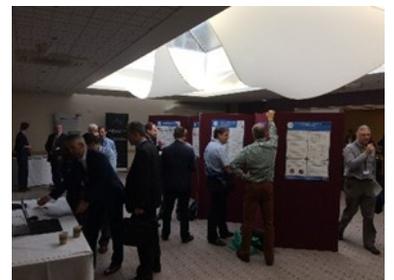
- 1 x 2-day Conference Ticket
- 1 x Exhibitor pass (including the event dinner)
- 1 x 2m by 2m exhibition space including a table and two chairs
- 1 x Exhibitor entry in the Event Handbook
- 1 x Corporate Logo to appear in the Event Handbook
- 1 x A4 corporate flyer or promotional item to be included in the Delegate Welcome Pack

**Total Cost £1,800 (+ VAT)**

The deadline for this opportunity is **Friday 28th September 2018**.

Additional exhibitor passes (including the event dinner) can be purchased for £230 per day excluding VAT.

**Please note:** All conference tickets and exhibitor passes can only be assigned to one individual and are not transferable.



## How to Book and Exhibition Space and Details of Payment

### Exhibitor Booking

Early booking for stands is essential as space is limited. Stands will be allocated as and when deposits and signed contracts are received.

If you wish to exhibit at ASEC 2018 then please email [events@incoseonline.org.uk](mailto:events@incoseonline.org.uk). Then your event paperwork will then be issued.

In order to confirm your exhibition space the contract must be signed and returned by mail or email. Your payment may be made by cheque or wire transfer, as described in the event paperwork.

### Deadlines

All invoices must be settled in full at least 7 days prior to the conference.

### Discounts

UKAB Members are entitled to a 20% discount on all of the prices shown above.

### Cancellation Policy

All cancellations must be made in writing. If an Exhibitor terminates the agreement, INCOSE UK Ltd shall retain the following sum:

- Before 31 July 2018      50% deposit of package price
- After 31 July 2018      100% of the package price

---

## Additional Information

### UKAB Membership is £2,500 (+VAT)

The UK Advisory Board is the INCOSE UK Chapter's corporate Advisory Board. The purpose of the UKAB is to promote Systems Engineering in the UK, for the benefit of UK industry and with a shared aim of improving the quality and availability of skilled systems engineers. For more information please visit the website: [www.incoseonline.org.uk](http://www.incoseonline.org.uk).