



EMEASEC 2014: 27 - 30 October 2014 Cape Town, South Africa

SPONSOR/EXHIBITOR PROSPECTUS

1. INTRODUCTION

1.1. The International Council on Systems Engineering (INCOSE)

INCOSE is a not-for-profit membership organisation founded to develop and disseminate the interdisciplinary principles and practices that enable the realization of successful systems. The organisation's 8,000+ individual members and over 90 corporate and academic advisory boards from more than 30 countries comprise a professional community that recognizes the value of systems engineering.

1.2. What is Systems Engineering?

The discipline is dedicated to the creation of quality systems (products, services, organizations, etc.) that meet user needs. Systems engineers strive to deliver systems that meet expected performance, within time and budget constraints. Systems engineers integrate all the disciplines and stakeholders into a team effort using a development process that spans from concept, to production, to operation, and considers issues of disposal and environmental impact.

1.3. EMEASEC 2014

EMEASEC 2014 is the ninth biennial Systems Engineering Conference of the Europe, Middle-East and Africa (EMEA) Sector of INCOSE. The conference has been renamed from the 'European Systems Engineering Conference (EuSEC)' to the 'EMEA Systems Engineering Conference (EMEASEC)' to represent geographic and cultural diversity of its Chapters.

EMEASEC 2014, the first sector conference outside Europe, is hosted by the South African Chapter of INCOSE, together with the other EMEA Chapters in Somerset West (near Cape Town), South Africa, during the period 27-30 October 2014.

The theme of the conference, *Systems Engineering – Exploring New Horizons*, focuses the application of systems thinking and systems engineering principles on real challenges, such as poverty, hunger and disease, facing the human race. The conference provides the opportunity to venture the application of systems engineering beyond the comfortable mould of 'engineered systems' into the complex domains of natural and social systems.

1.4. Why Sponsor/Exhibit?

- Achieve recognition and visibility for your organisation.
- Access valuable new thinking that can help your organisation.
- Develop sustainable business relationships.
- Be associated with INCOSE and its culture of professionalism, innovation, and quest for excellence and perfection.
- Demonstrate organisational support to INCOSE's mission.
- Put a spotlight on your systems engineering capabilities as a competitive asset.

2. APPLICATION FOR SPONSORSHIP

Organisations interested in sponsorship for EMEASEC 2014 should note the following:

- A pledge/commitment is required stating the sponsorship amount. You will then be advised of the relevant banking details.
- The pledge is to be accompanied with:
 - A scalable vector-image of the official company logo (with a transparent background).
 - Website Home-page URL.
 - A short company write-up (150 words).
 - Marketing department/person contact details.

3. SPONSORSHIP GRADES

3.1. General Sponsor Benefits

- Logo and web link on EMEASEC 2014 Website, categorised and prioritised by sponsor grade.
- Logo and company write-up in Conference Program, categorised by sponsor grade.
- Logo and company write-up in Conference Proceedings, categorised by sponsor grade.
- Logo displayed during Conference, screening time proportional to sponsor grade.
- Brochures in delegate pack.

3.2. Platinum Sponsorship – R150 000 (approx. €10'750) benefits

- General benefits listed in paragraph 3.1 above.
- Two (2) complimentary exhibition spaces.
- Three (3) complimentary Conference registrations.
- Three (3) complimentary Banquet invitations.
- Promotional items in delegate pack.

3.3. Gold Sponsorship – R90 000 (approx. €6'450) benefits

- General benefits listed in paragraph 3.1 above.
- One (1) complimentary exhibition space.
- Two (2) complimentary Conference registrations.
- Two (2) complimentary Banquet invitations.
- Promotional items in delegate pack.

3.4. Silver Sponsorship – R50 000 (approx. €3'575) benefits

- General benefits listed in paragraph 3.1 above.
- 50% discount on one (1) exhibition space.
- One (1) complimentary Conference registration.
- One (1) complimentary Banquet invitation.

3.5. Bronze Sponsorship – R20 000 (approx. €1'450) benefits

- General benefits listed in paragraph 3.1 above.
- One (1) complimentary Conference registration.

3.6. Contributions under R20 000 are also welcome

4. EXHIBITION SPACE

4.1. Overview

- Fifteen (15) indoor exhibition spaces are available at the venue – see floor plan on next page.
- The fee per exhibition space for the duration of the Conference is R12 500 (approx. €900).
- Daily refreshments and lunch for up to 2 exhibitor staff manning the stand are included in the fee.
Note: Exhibitor staff privileges do not include Conference attendance.

