



2025

Annual **INCOSE**
international workshop

HYBRID EVENT

Seville, Spain

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



The Venue

Barcelo Sevilla Renacimiento
Avenida Alvaro Alonso Barba
41092 Seville
Spain

Dates

Saturday 1 –
Tuesday 4 February, 2025

#INCOSEIW

Join the conversation!



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 2025 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 | 25000+ | Members |
| | 68+ | Chapters |
| | 76+ | Countries |
| | 140+ | 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
- 2024, Torrance (USA), Hybrid event
779 participants

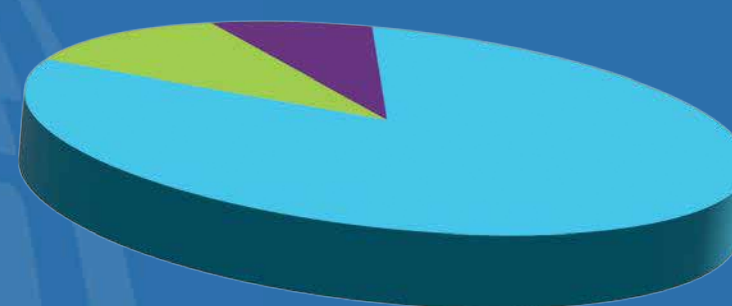
Attendee main industries

- Academia
- Aerospace
- Automotive
- Communications
- Cyber Security
- Defense
- Energy Systems
- Environmental
- Infrastructure
- Intelligence
- Medical Systems
- Tool Vendor
- Transportation
-

Participants by country (IW2024)

| | | | |
|----------------|-------|----------------|--------|
| Australia | 1,93% | Mongolia | 0,13% |
| Austria | 0,13% | Netherlands | 0,90% |
| Brazil | 0,39% | New Zealand | 0,26% |
| Canada | 1,16% | Norway | 0,26% |
| China | 0,26% | Portugal | 0,13% |
| Czech Republic | 0,13% | Saudi Arabia | 0,13% |
| France | 2,82% | South Africa | 0,39% |
| Germany | 2,95% | South Korea | 0,13% |
| Hungary | 0,51% | Spain | 1,03% |
| India | 0,51% | Sweden | 0,90% |
| Indonesia | 0,13% | Switzerland | 0,26% |
| Israel | 0,13% | United Kingdom | 3,21% |
| Japan | 3,34% | USA | 77,24% |
| Kenya | 0,13% | | |
| Lithuania | 0,51% | | |

Participants by Sector



- Sector 1 - 78% - Americas Sector
- Sector 2 - 17% - EMEA Sector
- Sector 3 - 5% - Asia-Oceania

Your visibility on our media support

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

Social media



2,200 members



4,000 members



770 members



34,000 members



4,600 members

Sponsorship PACKAGES



Workshop Benefits

| | Diamond | Emerald | Ruby | Amber | Academic Partners |
|---|---|--|--|----------|-------------------|
| | \$ 10,000 | \$ 5,000 | \$ 2,000 | \$ 1,000 | \$ 1,000 |
| Company logo w/ hotlink on IW website | ✓ | ✓ | ✓ | ✓ | ✓ |
| Recognition on workshop signage (on site and on virtual platform) | ✓ | ✓ | ✓ | - | ✓ |
| Company logo in electronic version of INCOSE Workshop Program (if signed up by 31 December 2024) | ✓ | ✓ | ✓ | - | ✓ |
| Recognition on Social Media | ✓ | ✓ | - | - | - |
| Electronic delegates list* | ✓ | ✓ | ✓ | - | ✓ |
| Complimentary registration (in person registration) | 3 | 2 | - | - | - |
| Sponsor table**** | 1 | 1 | - | - | - |
| Sponsored item(s) | 2 items co-branded conference bags (**) or co-branded badge lanyards (**) or co-branded hotel key or 1 branded goodie in conference bag (**) | 1 item signage or event app or charging station or notepads (**) 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) | - | - |
| Participation in MBSE Initiative: - recognition in the Workshop Program - recognition in MBSE Initiative SysML2 video (posted after the event) | - | - | - | ✓ | - |
| 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 | 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).

(****) Number of tables limited. Tables are assigned on a first-come, first-served basis.

VAT/Sales tax will be applied as deemed necessary by the Spanish tax code.

What is included?

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 2024)
- 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)
- 1 (one) sponsor table ⁽¹⁾
- 2 (two) sponsored items :
 - Co-branded conference bags ⁽¹⁾
 - Co-branded badge lanyards ⁽¹⁾
 - Co-branded hotel key
 - 1 branded goodie in conference bag ⁽¹⁾

*(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

Co-branded 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.

Co-branded 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.

Co-branded hotel key

A high-visibility opportunity to have your logo appear co-branded with the INCOSE logo on attendees' hotel keys.

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 2024)
- 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) sponsor table⁽¹⁾
- 1 (one) sponsored item
 - Signage
 - Event app
 - Charging station
 - Notepads ⁽¹⁾
 - Lunches - Sat, Sun, or Mon

*(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 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.

Event App

Your logo on the landing page of the event app.

Charging Station

You will receive recognition for your support, and your logo will be prominently displayed at the charging station for the event.

Notepads

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

Lunches

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

What is included?

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 2024)
- 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)

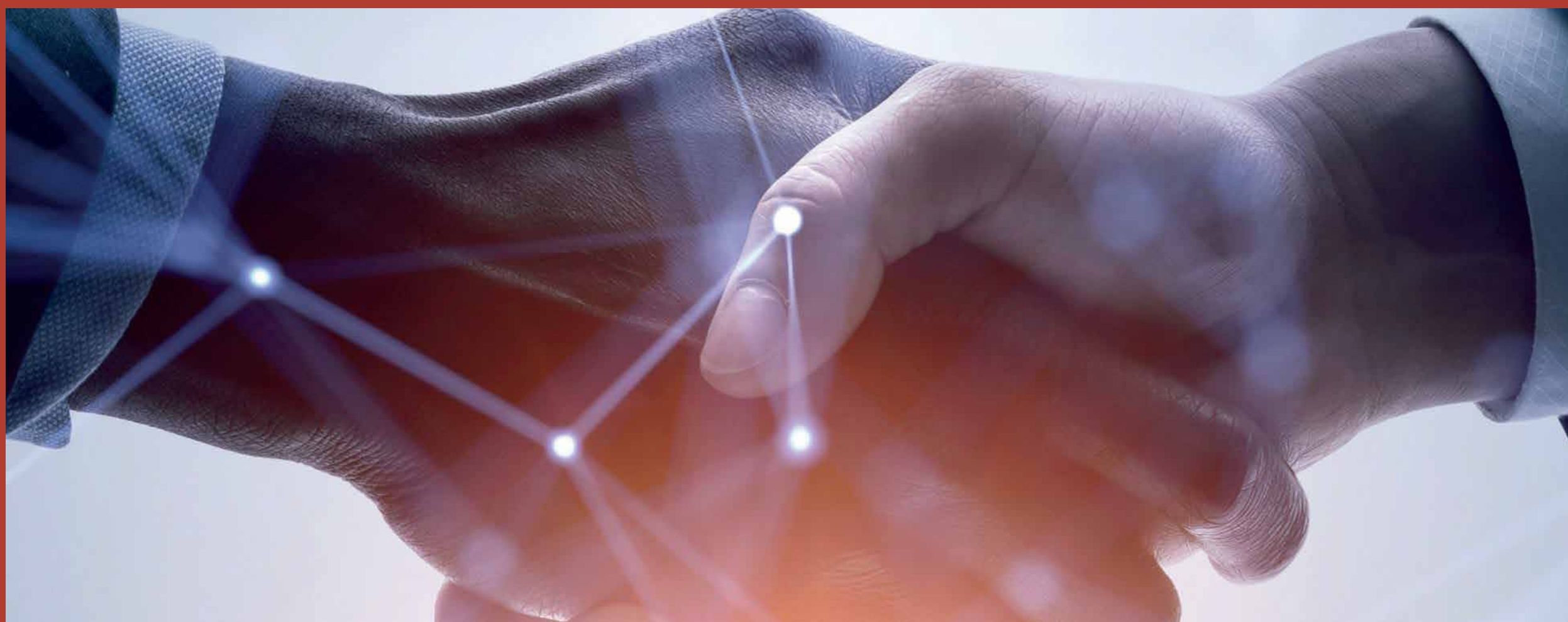
SPONSORED ITEM DETAILS

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?**

Amber sponsorship **\$1,000**

- Company logo w/ hotlink on IW website

Company Participation in MBSE Initiative

- Recognition in the Workshop Program
- Recognition in the MBSE Initiative SysML v2 video (posted after the event)

OPTIONAL

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



What is **included?**

Academic partners **\$1,000**

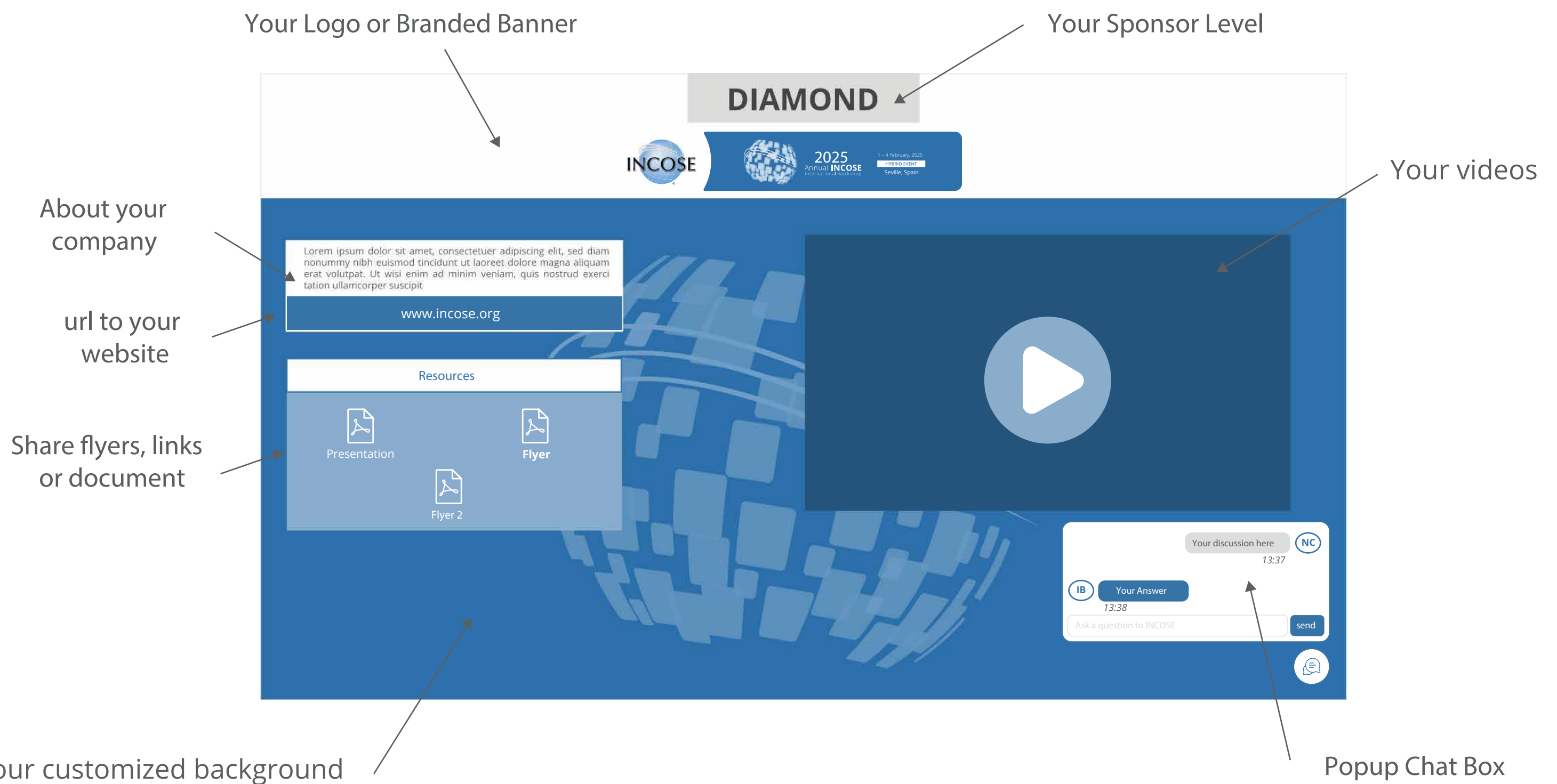
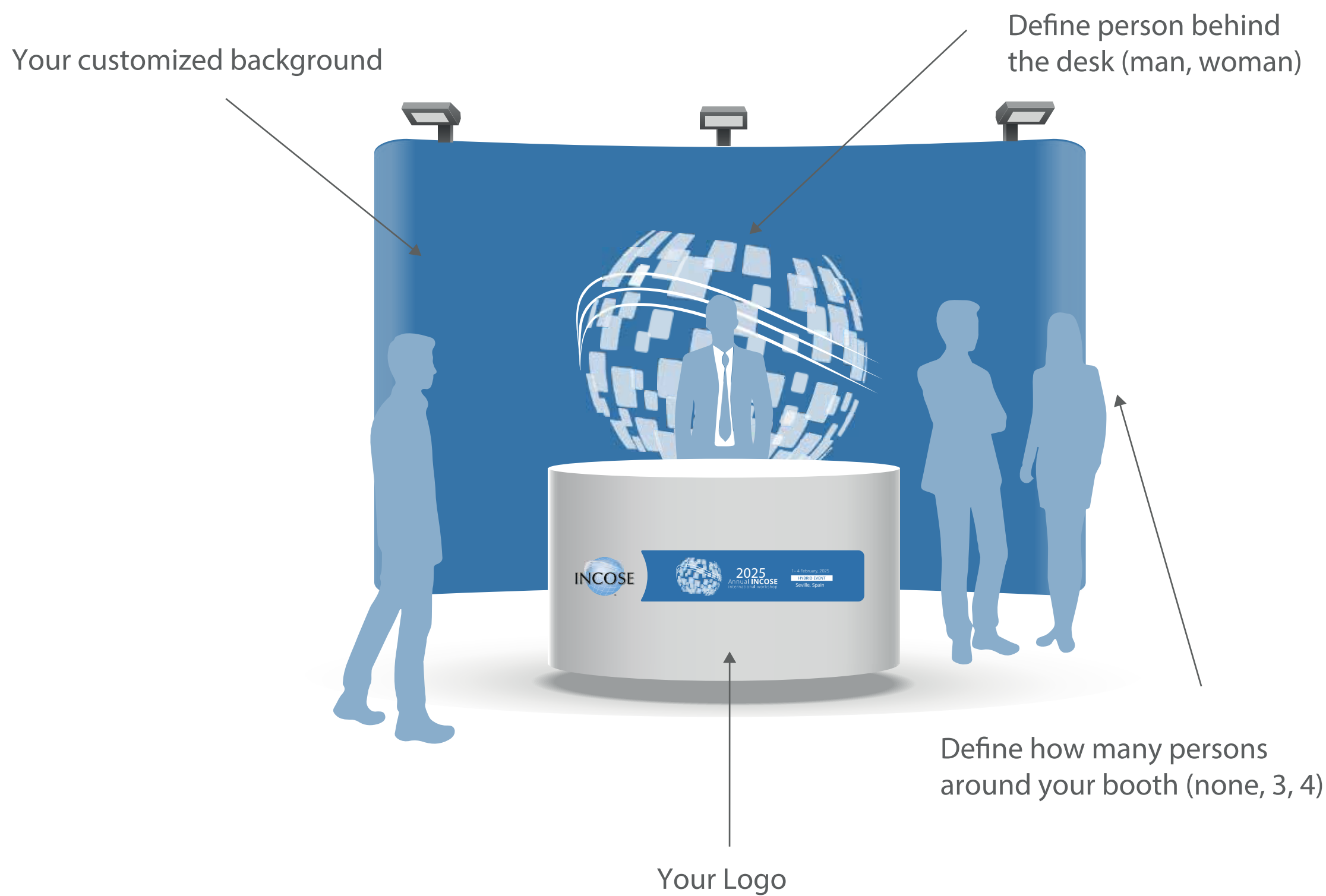
- Company logo w/ hotlink on IW website
- Recognition on workshop signage (on site and on virtual platform)
- Company logo in electronic version of INCOSE Workshop Program (if signed up by 31 December 2024)
- Electronic delegates list to be used once before the event and once after the event

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?



#INCOSEIW

Join the conversation!



Contact Us

sponsors@incose.net

www.incose.org/IW2025

