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# 10th Annual Systems Engineering in Healthcare Conference
## 29 April – 1 May 2025 | Minneapolis/St. Paul, MN

## Call for Sponsors

The INCOSE Conference on Systems Engineering in Healthcare lets participants to share the best practices in the latest Systems Engineering topics as applied to both Medical Devices and Healthcare Delivery.  We would like to invite you to participate as a sponsor!

## Conference Information

The conference offers a superb opportunity to effectively showcase your products and services. The 2024 conference had over 150 on-site attendees (up 20% from 2023). The Twin Cities is a center for healthcare and medical device representing start-ups to established headquarters.

The SE in Healthcare conference promotion is directed to the approximately 1,000 INCOSE Members in the Twin Cities and Great Lakes Region and thousands of engineers employed by INCOSE CAB-Member Companies.  Social media networking will alert both INCOSE members and non-members to the conference.

Networking opportunities during breakfast, breaks, lunches, and between all events are plentiful, allowing you to connect with a variety of healthcare organizations. Your sponsorship will be rewarded with multiple acknowledgements and benefits, as identified in Levels and Benefits table on the next page.

## Conference Topics

Conference Website:  https://www.incose.org/hwg-conference.  The theme for the conference is "Advancing the Practice of Systems Engineering in the Healthcare Industry".  Potential tracks include

- Requirements and Test Mgt
- "Beyond the System"
- Digital SE (MBSE, Simulation)
- Safety and Risk Management
- Cybersecurity
- Agile and Lean Methods
- Machine Learning/AI
- Fundamentals of SE (basics)

## Sponsor FAQ

More information for sponsors can be found here.

## Sponsor Registration:

**https://whova.com/portal/registration/RtVIAexK884kHImwCRJC/sponsor**

**For questions and comments please contact SE in Healthcare Sponsorship Chair:**
David Cronin, david.cronin@cognition.us, 508-245-2142

For more information visit: https://www.incose.org/hwg-conference/sponsors

# INCOSE HWGSEC2025 Sponsorship Levels and Benefits

| | Silver | Gold | Platinum | Premier (Limit 2) |
|---|---|---|---|---|
| **Price** | $850 | $1,500 | $2,500 | $4,500 |
| Inclusion in electronic conference program[1] | ✔ | ✔ | ✔ | ✔ |
| 1 table-top display area | ✔ | ✔ | ✔ | ✔ |
| Pass(s) for sponsor employee(s) | **1** | **2** | **2** | **2** |
| May offer 1 prize for event raffle[2] | | ✔ | ✔ | ✔ |
| List of attendees post conference | | ✔ | ✔ | ✔ |
| List of attendees pre-conference | | | ✔ | ✔ |
| 1 speaking opportunity[3] | | | ✔ | ✔ |
| 1 pass for sponsor guest[4] | | | ✔ | ✔ |
| 1 promotional item available at registration desk | | | ✔ | ✔ |
| Mobile App Banner | | | | ✔ |
| Digital Booth | | | | ✔ |
| Banquet Signage and Speaking Opportunity[5] | | | | ✔ |

Prices are for early sponsorship commitment and payment by January 10, 2025.
***Beginning January 11, 2025, all prices increase by 20% over prices in the above table.***

**Sponsorship Notes**
[1]Logo and company description
[2]Winners announced at lunch second day
[3]Available only to the first 3 confirmed Platinum Sponsors. Max 20 min for sponsor rep to speak
[4]Free pass for sponsor to provide to an invited guest
[5]Maximum 5 min for sponsor rep to speak


# Sponsor Testimonials

*Having a booth at the INCOSE Healthcare Conference provides the distinct advantage of enabling one-on-one interactions in an intimate and focused setting, perfect for forging meaningful connections with industry leaders from top medical device manufacturers. This exclusive environment allows exhibitors to engage deeply with attendees, fostering impactful discussions and collaborations. For instance, as shown in the attached image, Magnus Nord from MathWorks engages in a live demo with Bijan Elahi from Medtronic, exemplifying the rich, interactive opportunities available at the conference booths.*

**Akhilesh Mishra, MathWorks**


*A perfect platform to showcase our QMSpace safety engineering software solution to the medical device industry, and an excellent opportunity to network with top system engineers, exchange insights on best practices, address current challenges, and discover innovative solutions.*

**Fubin Wu, Gessnet**