



World Class Speakers
Open Collaboration Sessions
Bring your own contributions
16 PDU Credits Available

10th Annual Systems Engineering in Healthcare Conference Sponsor FAQ

Location:

Crown Plaza Aire, 3 Appletree Square, Bloomington, MN 55425

Dates:

29 April – 1 May, 2025 (Tutorials on April 29th)

Conference Website:

<https://www.incose.org/hwg-conference/>

Sponsor Registration:

<https://whova.com/portal/registration/RtVIAexK884kHlmwCRJC/sponsor>

Registration

Q1: Where can I register my company, pay for sponsorship and provide our attendee details?

Please complete registration and payment [here](#). Early-bird discounts are available until 10 January, after which, packages will increase by 20%.

Q2: What will be included on the event website?

Each sponsorship tier will show company logo and hyperlink to company website. Please ensure you have uploaded the correct logo and URL during registration.

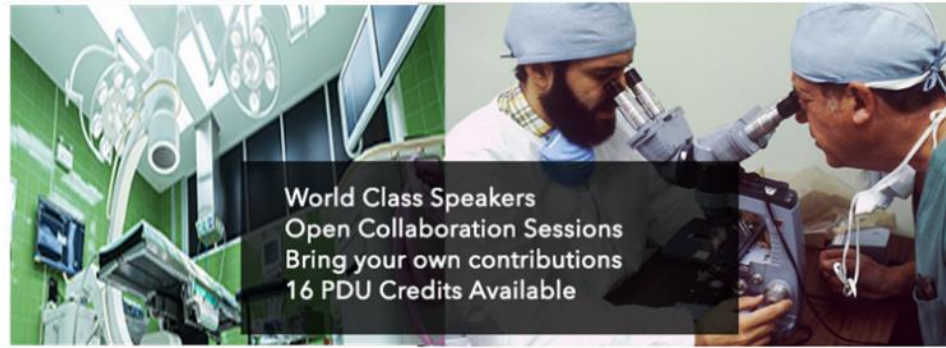
Q3: What item(s) can my company provide to put in the conference bag?

We will not provide a “conference bag”. However, Platinum and Premium sponsors can provide one promotional item at the registration desk for attendees to take.

Q4. When must Platinum and Premium sponsors provide details for their speaking opportunity?

Provide the presenter name title and presentation title no later than 30 March 2025.

Q5. Where/when will we receive a confirmation of our sponsorship?



A automatic registration confirmation e-mail will be sent immediately following payment. If your company requires any additional documentation, please contact accounting@incose.org.

Q6. How does our company's representative sign up for the free pass that's included with our sponsorship?

You will enter in the attendee information at the time of sponsorship registration. You may also purchase additional registrations at that time.

Q7. When will we receive pre-conference and post-conference attendee lists?

The pre-conference attendee list will be distributed by April 19th (note that we often get many of our registrations in the days before the conference). The post-conference attendee list will be shared 2 weeks post event.

Q8. As a sponsor of the Banquet Dinner, what signage and recognition will be provided?

Printed on-site posters will be displayed at the banquet with company logo. Each Premier Sponsor Company will receive 5 minutes to address the audience at the Banquet. INCOSE Leaders will recognize sponsor at this time.

On-site Logistics

Sponsor Registration Contact:

David Cronin, david.cronin@cognition.us, 508-245-2142

Sponsor On-Site Contact:

Phyllis Larson, mptbalarson@comcast.net, 763-218-7931

Back-up Contact : Diane Weyrauch, 763-688-1033

Exhibit Hall Room:

Foyer outside the Ballroom. Tables will be labeled with your company's name.

Set-Up:

Set up will take place on the morning of Wednesday the 30th. Please contact Phyllis with any questions (mptbalarson@comcast.net).



Sponsor Exhibition Schedule:

Wednesday, 30 April	Thursday, 1 May
6:30 – 7 AM Exhibitor Set-up	
7-8 AM Breakfast	7-8 AM Breakfast
10-10:30 AM Break	9:30-10 AM Break
12 – 1 PM Lunch*	11:30 – 12:30 PM Lunch*
3:15 – 3:45 PM Break	12:30-2 PM Unconference
5:30-7 PM Happy Hour	2PM conference adjourns
7-9 PM Evening Banquet	2 - 3 PM Exhibitor Tear Down**

April 29th is Tutorials, and sponsor tables will not be set up that day.

*Breakfast, breaks, and lunch will all be served in the Exhibit area.

**Tear down is fine to start earlier (12:30 PM), but please be mindful of minimizing disruptions.

Q9. How does the event raffle work?

Gold, Platinum, and Premier sponsors may bring a fishbowl to collect business cards and place that at the registration table. At lunch on Thursday you can draw and announce the winner or the conference committee can do that for you.

Q10. How large is my exhibition space?

Sponsors get a table and space for a pop-up rear display. We do not offer a full 10'x10' booth space.

Q11. Can I register at the hotel now?

Hotel reservation link for the [Crowne Plaza Aire](#). If guests prefer to make reservations over the phone, please have them call the hotel at 952-854-9000, ask for reservations, and reference code INC.

Shipping to/from Conference:

All boxes, crates or other vendor supplies need to be labeled as follows and may not arrive earlier than two (2) days prior to the event.

Crowne Plaza Aire
 3 Appletree Square
 Bloomington, MN 55425
 INCOSE Healthcare Conference 28 April- 1 May



Name of your company

Name of person on property that will claim boxes, crates or supplies

Please email mptbalarson@comcast.net when you ship your conference materials so we can track it. See the hotel "Shipment of Freight" file posted on the conference downloads page (<https://www.incose.org/hwg-conference/downloads>) for more information.

The Crowne Plaza Aire will not be held responsible to move exhibitor material in/out of the hotel.

Shipping from Conference:

Company is required to pack, tape, and have pre-paid shipping labels taped on boxes.

NOTE: FedEx and UPS do not make regular stops to the hotel; Sponsor onsite contact is required to call for pick up.

Table Specs:

6' long x 30" width table, draped with black table cloths. Please contact hotel directly for any additional equipment.

Floor Plan:

Tables are pre-assigned and will be labeled for your convenience on-site.

Vendor Electricity

Let Phyllis (mptbalarson@comcast.net) know if you need electrical outlet access and what you are powering. Standard set-up is for a single computer.

Dress Code:

Business casual

Materials to Bring:

It's up to you, but promotional materials, take-aways, SWAG, all options to make your company memorable. We are estimating ~200 attendees.

Thanks for all your support! We are looking forward to a great conference.