



2020

INCOSE Advertising & Sponsorship Opportunities

Advertise with INCOSE



About 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.

INCOSE is the largest global Systems Engineering Network.

18,000 Committed Members

120 Corporate Members

55 Working Groups

74 Chapters Worldwide

68 Countries with active members



PRODUCTS



Excellent marketing opportunities!

Reach the largest global Systems Engineering Network.

With multiple publications and products going to our members, not to mention our exposure through social media, your advertising will reach a broad spectrum of viewers: from student to senior practitioner, from technical engineer to program and corporate management, from science and engineering to business development.



12M+
viewers annually

DIGITAL

Website ads
SEBoK
Videos
Webinars

3M+
viewers annually

ONLINE

INSIGHT magazine
Members Newsletter
Social media posts
SE Journal

240K+
viewers annually

PRINT

INSIGHT magazine
SE Handbook
SE Journal



WEBSITE



Get the most exposure to our members!

Expand your company's visibility by utilizing INCOSE's website to advertise products and services.

INCOSE's website allows members to work together to advance their technical knowledge, exchange ideas with colleagues, and collaborate to advance systems engineering. Use this to your advantage with banner and body ads that bring INCOSE members to your company.

MONTHLY ANALYTICS

100K+ Page Views

70K+ Unique Visitors

1,700+ Publication Views

1:33 Minutes on Page

Website Advertising	Sizes	Rate
Banner (appears on top 5 viewed pages)	Vertical (500x1500px)	Annual - \$12,000
	Horizontal (1500x250px)	Monthly - \$1,250
Medium Rectangle (Static ad on top-viewed page only)	Rectangle (500x500px)	Annual - \$9,000
		Monthly - \$900
SEBoK Sponsorship (sebokwiki.org)	Logo	Annual - \$5,000

All sizes are given in pixel measurements and are mobile friendly

Rectangle



Consistent monthly advertising for your brand.

Get monthly exposure to our full membership.

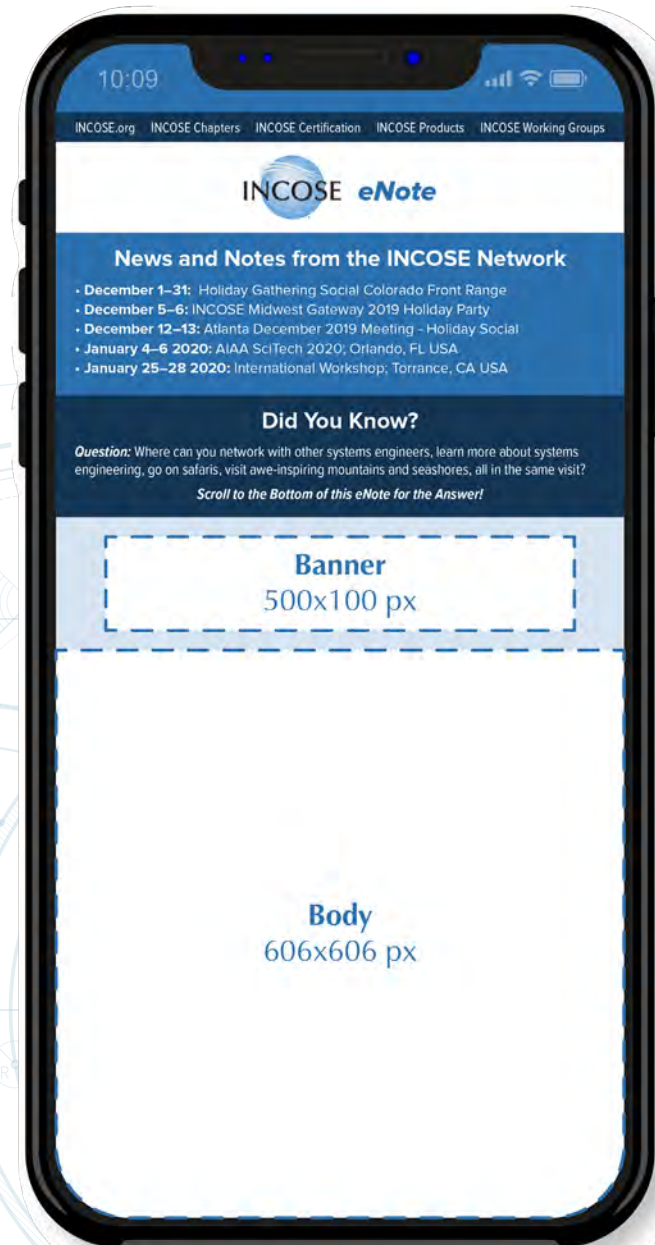
Develop consistent leads with our eNote. Drum up excitement for your next big event, advertise a new class, degree, product, or service. Reach the largest systems engineering network monthly.

MONTHLY ANALYTICS

13,128 Delivered
3,502 Opens
344 Click Throughs

eNote Advertising	Sizes	Rate	
Banner	500x100px	Annual \$1,250	Per Issue \$125
Body	606x606px	Annual \$1,500	Per Issue \$135

All sizes are given in pixel measurements and are mobile friendly



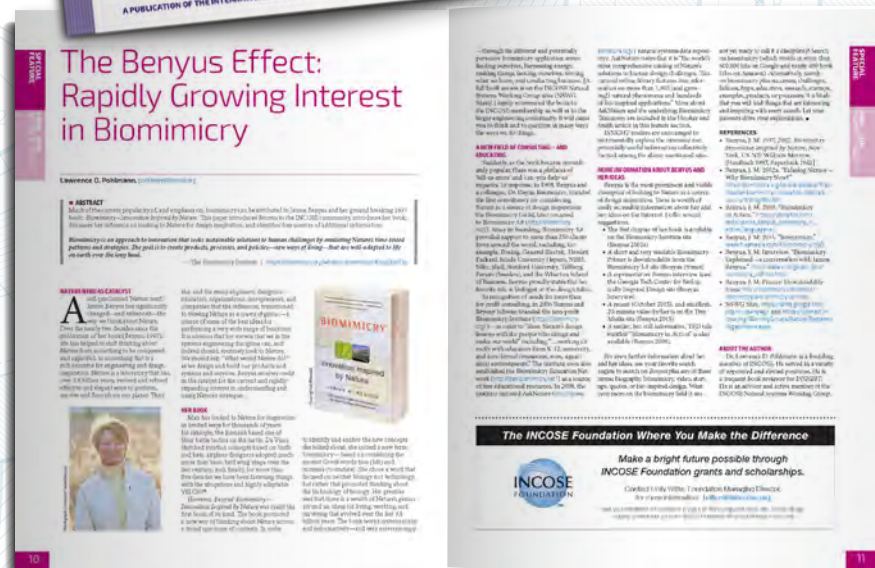
INSIGHT MAGAZINE



CIRCULATION
 3,000+ Universities
 5,500+ Downloads
 18,000+ Members

Sponsor the most widely read Systems Engineering magazines and websites in the world.

Take pride in advancing the state of practice in systems engineering and closing the gap with the state of the art. By sponsoring INSIGHT, you can reach engineers, manufacturers/purchasers, scientists, research & development professionals, presidents and CEOs, students and other professionals in systems engineering and promote progress in disciplines and domains necessary to the systems engineering community.



Sponsorship	Frequency	Rate
INSIGHT Sponsor	Annual Per Edition	\$10,000 \$2,500
SEBoK Sponsor (+ 1 video on SEBoK website)	Corporate University/Non-Profit	\$5,000 \$2,000
SE Journal Sponsor	Annual Per Issue	\$10,000 \$2,500
Professional Development Portal Sponsor	Large Organization Medium Organization Small Organization	\$3,000 \$2,000 \$1,000
INCOSE Products	*	\$2,500

*Contact marcom@incose.org for more details

NEWSLETTER



QUARTERLY AVERAGE

12,766 Delivered

3,680 Opened

527 Clicks

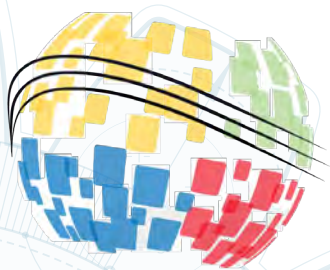
Advertise to the growing INCOSE global membership

Take part in something bigger and generate interest in your events, products, and services with INCOSE's Member Newsletter. Showcase your company alongside INCOSE events from around the world, news from working groups, insights on the upcoming standards, and reach INCOSE's diverse global membership.



Newsletter Ads	Frequency	Rate
2-Page Spread	Annual (4 issues/yr)	\$6,000
	Per Issue	\$2,000
1-Page Spread	Annual (4 issues/yr)	\$3,500
	Per Issue	\$1,000
1/2 Page Spread	Annual (4 issues/yr)	\$2,500
	Per Issue	\$750
1/4 Page Spread	Annual (4 issues/yr)	\$1,750
	Per Issue	\$500
1/8 Page Spread	Annual (4 issues/yr)	\$875
	Per Issue	\$250
1/16 Page Spread	Annual (4 issues/yr)	\$435
	Per Issue	\$125

Sponsor Events



30th Annual **INCOSE**
international symposium

Virtual Event
July 20 - 22, 2020

Symposium Benefits	Platinum	Gold	Silver	Bronze	Academic
	\$30,000	\$20,000	\$10,000	\$2,500	\$1,250
Company logo w/ hotlink on IS website	✓	✓	✓	✓	✓
Recognition on Symposium Virtual Signage	✓	✓	✓	✓	✓
Recognition in the INCOSE Symposium Virtual Program	✓	✓	✓	✓	✓
Recognition on Social Media	✓	✓	✓	✓	✓
Electronic delegates list (*)	✓	✓	✓	✓	✓
Complimentary Registration	4	3	2	1	-
Complimentary Student Registration	-	-	-	-	1
Sponsors showcase:					
Company description	✓	✓	✓	✓	✓
Customization (logo, banner, background)	✓	✓	✓	✓	✓
Private chat with participants	✓	✓	✓	✓	✓
Promotional video (recorded)	Up to 4	Up to 3	Up to 2	1	1
Promotional flyer (PDF only)	Up to 4	Up to 3	Up to 2	1	1

International Workshop Benefits	Diamond	Emerald	Ruby
	\$10,000	\$5,000	\$2,000
Company logo w/ hotlink on IW website	✓	✓	✓
Recognition on Event Signage	✓	✓	✓
Company logo in INCOSE Workshop Program	✓	✓	✓
Sponsored Item(s)	Lanyards or Mobile App	Lunches	Coffee Breaks



Regional Conferences Benefits	Sponsor
	\$2,500
Company logo w/ hotlink on IW website	✓
Recognition on Event Signage	✓
Company logo in INCOSE Workshop Program	✓
Sponsored Item(s)	✓

Package Discounts



Annual **INCOSE**
International Symposium

Annual **INCOSE**
International Workshop

Example Packages*

Package A - Platinum/Diamond Comprehensive Sponsor - INSIGHT, Journal, SEBoK, IW, IS, Webinar, 1 Product \$61,000 Annual

Package B - Gold/Emerald Comprehensive Sponsor - INSIGHT, Journal, SEBoK, IW, IS, Webinar, 1 Product \$49,000 Annual

Package C - Platinum Events Sponsor Package - IW, IS, Webinars, and 2 Regional Conferences \$43,000 Annual

Package D - Gold Events Sponsor Package - IW, IS, Webinars, and 2 Regional Conferences \$29,000 Annual

Package E - Publications Package - INSIGHT, Journal, SEBoK, 2 Products \$27,000 Annual

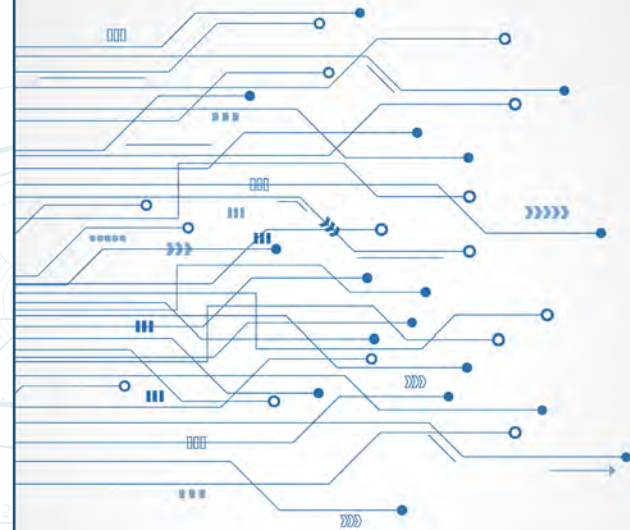
**30th Anniversary Special 30% Discount on Packages for CAB companies:
Other Packages Discounts available upon request.*

CALENDAR



Publication	Due Date	Publishing Date
eNote	10th of the month	25th of the month
Newsletter	10th of the month (February, May, August, and November)	13th of February, 15th of March, June, September, and December
INSIGHT	10th of the month (1 year prior)	30th of March, June, September, and December
Website	10th of the month	15th of the month

**NEED HELP
DESIGNING YOUR AD?**



INCOSE CAN HELP!

Contact Marketing and
Communications today for a quote.
marcom@incose.org

Get Started



We're Excited to Work With You!

By advertising with INCOSE, you'll not only expand your visibility in a versatile and growing community, but you'll help encourage governmental and industrial support for research and educational programs that will improve the systems engineering process and its practice.

Contact

marcom@incose.org
+1 858 541 1725
incose.org

