

# 2023 MBSE Cyber Experience Symposium

## Sponsorship & Exhibitor Prospectus

The **2023 MBSE Cyber Experience Symposium** focuses on modeling, simulation, and analysis. Scheduled for **22-25 May 2023** at the Marriott Courtyard Dallas-Allen Hotel in Allen, Texas. This year's symposium theme is "Maturity and Advancement of MBSE in 2023." The Symposium will be one of the year's most informative events for CIOs, CTOs software architects, systems engineers, business analysts, developers, and project managers. It provides sponsors with a unique opportunity to enhance their brands, strengthen their market position, make valuable contacts, and generate leads.

If you're interested in reaching key decision makers in the aerospace, military/defense, electronics, banking/financial services, information technology, healthcare/pharmaceutical, or government industries, then join us as a sponsor of the **2023 MBSE Cyber Experience Symposium**.

## Sponsorship Packages

### Enterprise Event (1): \$18,600 **SOLD OUT**

This limited Enterprise Event sponsorship is reserved for a leading company in our industry that seeks branding opportunities across the entire event, who wishes to share their vision with our attendees, and that desires maximum lead generation opportunities. The benefits of being the Enterprise Event Sponsor include:

#### Messaging and Presentation Opportunities:

- Opportunity to chair or open a Symposium breakout track

#### Lead Generation Opportunities:

- Double-wide exhibit space in a premium location
- Exhibit space furnished with two 6-foot tables, 4 chairs, 2 easels, 2 power strips
- Three (3) time slots in the Demo Theater
- Eight (8) complimentary Symposium passes
- Company & exhibit space listing in printed program
- Logo & outbound link on Symposium website

#### Branding Opportunities:

- Prominently listed as Enterprise Event Sponsor on all general signage
- Keynote verbal recognition as Enterprise Event Sponsor
- Keynote podium recognition as Enterprise Event Sponsor
- Listed as Sunday welcoming reception sponsor
- Listed as Monday evening reception sponsor

- Listed as sponsor for all meals (Breakfast, Lunch)
- Listed as Tuesday cocktail reception sponsor
- Listed as refreshment breaks sponsor (7)
- Listed in bulk email publicity mailings
- Three (3) 5"x5" ads in printed program
- Logo and outbound link on Symposium website

## **Platinum (2): \$12,000 NOT AVAILABLE**

The two limited Platinum sponsorships are reserved for the leading companies in our industry who seek a broad range of branding opportunities and who desire a wide range of lead generation opportunities. The benefits of being a Platinum sponsor include:

### **Lead Generation Opportunities:**

- Double-wide exhibit space in a premium location
- Booth furnished with two 6-foot tables, 4 chairs, 2 easels, 2 power strips
- Three (3) time slots in the Demo Theater
- Six (6) complimentary Symposium passes
- Company & exhibit space listing in printed program
- Logo & outbound link on Symposium website

### **Branding Opportunities:**

- Prominently listed as Platinum Sponsor on all general signage
- Keynote verbal recognition as Enterprise Event Sponsor
- Keynote podium recognition as Enterprise Event Sponsor
- Listed as Sunday welcoming reception sponsor
- Listed as sponsor for all meals (Breakfast, Lunch)
- Listed as Tuesday cocktail reception sponsor
- Listed in bulk email publicity mailings
- Three (3) 5"x5" ads in printed program
- Logo and outbound link on Symposium website

## **Gold: \$7,600 SOLD OUT**

The Gold sponsorship is designed for companies looking to increase their visibility in the industry and showcase their technology to the industry's key decision makers. The benefits of being a Gold sponsor include:

### **Lead Generation Opportunities:**

- Single-wide exhibit space
- Exhibit space furnished with one 6-foot table, 2 chairs, 1 easel, 1 power strip
- Two (2) time slots in the Demo Theater
- Three (3) complimentary Symposium passes

- Company & exhibit space listing in printed program
- Logo & outbound link on Symposium website

### **Branding Opportunities:**

- Listed as Gold Sponsor on all general signage
- Listed as sponsor for Tuesday meals (Breakfast, Lunch)
- Listed as Tuesday cocktail reception sponsor
- Two (2) 5"x5" ads in printed program
- Logo and outbound link on Symposium website

### **Silver/Exhibitor: \$4,300 SOLD OUT**

Symposium exhibitors have the opportunity to display their brand using their booth for pop-ups as well as hand out collateral materials to all attendees. In addition, exhibitors are welcome to demo their solutions from their tables using either a table top monitor or projector. Symposium exhibitors receive:

- Single-wide exhibit space
- Exhibit space furnished with one 6-foot table, 2 chairs, 1 easel, 1 power strip
- Listing as Silver Sponsor/Exhibitor on all general signage
- Listing as sponsor for Wednesday meals (Breakfast, Lunch)
- Two (2) complimentary Symposium passes
- Company & exhibit space listing in printed program
- One (1) 5"x5" ad in printed program
- One (1) time slot in the Demo Theater
- Logo and outbound link on Symposium website

### **Mobile App Sponsor (1): \$3,900**

The mobile app sponsor will have the opportunity for the following lead generation and branding benefits:

- Listing as Mobile App Sponsor on all general signage
- One (1) complimentary Symposium pass
- One (1) 5"x5" ad in printed program
- Logo and outbound link on Symposium website

### **Media Partners: \$1,100**

Media partners will have the opportunity for the following lead generation and branding benefits:

- Listing as Media Partner on all general signage
- One (1) complimentary Symposium pass
- Logo and outbound link on Symposium website

## 2023 Symposium Sponsor & Exhibitor Packages

	<b>Enterprise Event (1)</b>	<b>Platinum (2)</b>	<b>Gold</b>	<b>Silver / Exhibitor</b>	<b>Mobile App (1)</b>	<b>Media Partner</b>
<b>Activity Sponsorships</b>	<b>\$18,600</b>	<b>\$12,000</b>	<b>\$7,600</b>	<b>\$4,300</b>	<b>\$3,900</b>	<b>\$1,100</b>
Complimentary Symposium Passes	8	6	3	2	1	1
Chair or Open a Symposium Track	✓					
Sunday Breakfast Sponsor	✓	✓				
Sunday Lunch Sponsor	✓	✓				
Sunday Welcome Reception Sponsor	✓	✓				
Monday Breakfast Sponsor	✓	✓				
Monday Lunch Sponsor	✓	✓				
Monday Evening Reception	✓					
Tuesday Breakfast Sponsor	✓	✓	✓			
Tuesday Lunch Sponsor	✓	✓	✓			
Tuesday Cocktail Reception Sponsor	✓	✓	✓			
Wednesday Breakfast Sponsor	✓	✓		✓		
Wednesday Lunch Sponsor	✓	✓		✓		
Refreshment Breaks -- Seven Total	✓					
Keynote Verbal Recognition as Sponsor	✓	✓				
Keynote Podium Recognition as Sponsor	✓	✓				
Listed as Sponsor on all General Signage	✓	✓	✓	✓	✓	✓
Exhibit Space Listing in Printed Program	✓	✓	✓	✓		
Double-wide Exhibit Space in Premium Location	✓	✓				
Single-wide Exhibit Space			✓	✓		
6-ft Exhibit Tables with 2 Chairs	2	2	1	1		
Display Sign Easel	2	2	1	1		
Exhibit Space Power Outlet	2	2	1	1		
Logo & Outbound Link on Website	✓	✓	✓	✓	✓	✓
Listing in Email Publicity Blasts	✓	✓				
5"x5" Ads in Printed Program	3	3	2	1	1	
Demo Theater Time Slots	3	3	2	1		