

2024 MBSE Cyber Systems Symposium Sponsorship & Exhibitor Prospectus

The **2024 MBSE Cyber Systems Symposium** focuses on modeling, simulation, and analysis. Scheduled for **13-16 May 2024** at the Sheraton-Dallas Hotel in downtown Dallas, Texas. This year's symposium theme is "*The Future of MBSE – More Industries and More Capabilities.*" 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.

Our new venue is a result of our continually increasing attendance finally outgrowing the Marriott Courtyard in Allen, Texas. We are planning for up to 600 attendees this year, and the Sheraton Convention Center's meeting rooms allow us to seat up to 100 people in our breakout rooms.

Additionally, the annual meeting of the Community of Experts of Dassault Systemes Solutions (COE) will conduct their COExperience 2024 the same week and will share the venue with us. Each event will be conducted separately with our same agenda and content structures, but we will share the dining and exhibit areas. So, sponsors this year will have an audience of 1,200 attendees from whom to get leads.

If you're interested in reaching key decision makers in the aerospace, military/defense, transportation & mobility, electronics, banking/financial services, information technology, healthcare/pharmaceutical, or government industries, then join us as a sponsor of the **2024 MBSE Cyber Systems Symposium**.

Sponsorship Packages

Enterprise Event (1): \$25,000 **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:

- 20'x20' exhibit booth in a premium location
- Booth furnished with two 6-foot draped tables, 4 chairs, 2 easels, 2 power strips
- Three (3) time slots in the Demo Theater
- Eight (8) complimentary Symposium passes
- Company & exhibit booth listing in printed program
- Logo & outbound link on Symposium website

Branding Opportunities:

- Prominently listed as Enterprise Event Sponsor on all MCSS signage
- Plenary verbal recognition as Enterprise Event Sponsor
- Plenary podium recognition as Enterprise Event Sponsor
- Listed as Monday welcoming reception sponsor
- Listed as Tuesday evening reception sponsor
- Listed as sponsor for Monday and Tuesday meals (Breakfast, Lunch)
- Listed as refreshment breaks sponsor
- Listed in bulk email publicity mailings
- Three (3) 5"x5" ads in printed program

Platinum (1): \$16,000 **SOLD OUT**

The limited Platinum sponsorship is reserved for a leading company 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:

- 10'x20' exhibit booth in a premium location
- Booth furnished with two 6-foot draped tables, 4 chairs, 2 easels, 2 power strips
- Three (3) time slots in the Demo Theater
- Six (6) complimentary Symposium passes
- Company & exhibit booth listing in printed program
- Logo & outbound link on Symposium website

Branding Opportunities:

- Prominently listed as Platinum Sponsor on all MCSS signage
- Plenary verbal recognition as Platinum Sponsor
- Plenary podium recognition as Platinum Sponsor
- Listed as sponsor for Monday and Tuesday meals (Breakfast, Lunch)
- Listed as refreshment breaks sponsor
- Listed in bulk email publicity mailings
- Three (3) 5"x5" ads in printed program

Gold: \$10,000 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:

- 10'x10' exhibit booth
- Exhibit booth furnished with one 6-foot draped table, 2 chairs, 1 easel, 1 power strip
- Two (2) time slots in the Demo Theater
- Three (3) complimentary Symposium passes
- Company & exhibit booth listing in printed program
- Logo & outbound link on Symposium website

Branding Opportunities:

- Listed as Gold Sponsor on all MCSS signage
- Listed as sponsor for Monday and Tuesday Breakfasts
- Listed as refreshment breaks sponsor
- Two (2) 5"x5" ads in printed program

Silver/Exhibitor: \$6,500 SOLD OUT

The Silver/Exhibitor sponsorship is designed for companies looking to showcase their technology to the industry's key decision makers. The benefits of being a Silver sponsor include:

- 10'x10' exhibit booth
- Exhibit booth furnished with one 6-foot draped table, 2 chairs, 1 easel, 1 power strip
- Listing as Silver Sponsor on all MCSS signage
- Two (2) complimentary Symposium passes
- Company & exhibit booth 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

Media Partner: \$1,500

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

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

Other Sponsorship Opportunities

Name Badge Holders (1): \$2,000 **SOLD OUT**

Showcase your company name to all Symposium attendees with these 4"x4" plastic window badge holders including integral lanyard! Your company name/logo will be printed at the top of the holders and handed out to each attendee upon check-in or onsite registration.

2024 Symposium Sponsor & Exhibitor Packages

	Enterprise Event (1)	Platinum (1)	Gold	Silver/ Exhibitor	Media Partner
Activity Sponsorships	\$25,000	\$16,000	\$10,000	\$6,500	\$1,500
Complimentary Symposium Passes	8	6	3	2	1
Chair or Open a Symposium Track	✓				
Monday Breakfast Sponsor	✓	✓	✓		
Monday Lunch Sponsor	✓	✓			
Monday Techni-Fair Reception Sponsor	✓				
Tuesday Breakfast Sponsor	✓	✓	✓		
Tuesday Lunch Sponsor	✓	✓			
Tuesday Evening Reception Sponsor	✓				
Refreshment Breaks	✓	✓	✓	✓	
Plenary Verbal Recognition as Sponsor	✓	✓			
Plenary Podium Recognition as Sponsor	✓	✓			
Listed as Sponsor on all General Signage	✓	✓	✓	✓	✓
Booth Space Listing in Printed Program	✓	✓	✓	✓	
20x20 Booth in Premium Location	✓				
10x20 Booth in Premium Location		✓			
10x10 Booth in Exhibit Area			✓	✓	
6-ft Draped Exhibit Tables with 2 Chairs	2	2	1	1	
Display Sign Easel	2	2	1	1	
Exhibit Area 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	
Demo Theater Time Slots	3	3	2	1	