



Annual Systems Engineering Conference 2024

Exhibitor Opportunities

New Beginnings



Promotional Opportunities at the UK Annual Systems Engineering Conference

The Annual Systems Engineering Conference (ASEC) is INCOSE UK's flagship annual event that brings together a wide range of professionals from a variety of backgrounds, with the common interest of building upon their Systems Engineering (SE) knowledge and sharing ideas with their peers.

ASEC 2024 offers opportunities to promote your business to the ASEC delegates. Our events attract a wide diversity of attendees from the Systems Engineering community and delegates from other communities interested in taking a Systems Engineering approach to complex systems; many of whom help to shape investment decisions within their organisations. You can display your company's products and services at an exhibition stand or raise your company's profile through one of the sponsorship options. The various options are described in the following pages.

This year marks not only the 30th anniversary of INCOSE UK but also the inaugural year of IfSE.

The theme for ASEC 2024 is '**New Beginnings**' within which we intend to explore the following sub-themes:

- **Building on the Past**
- **Systems Engineering enabling a Sustainable Future**
- **Embracing Inclusivity**
- **Ensuring Systems Engineering Quality**

As with previous years, there will be plenty of scope for examples of innovative Systems Engineering.

Exhibitor Opportunities

The Exhibition Area is located near the tea and coffee facilities to maximise potential delegate flow during the event. In 2023, over 200 delegates attended the conference during the two days. The INCOSE UK Group Posters will be located in this area. This encourages delegates to network with each other, poster authors and vendors. In addition, INCOSE UK will have a stand in this area so that members can contact us with any queries.

On the morning of Day 2 there will be a Exhibitor-only session, this will allow delegates to explore the exhibition and Ruby sponsors will give their 15 minute presentation.



Exhibitor Opportunities

Ruby Exhibitor Package - £4,000 (+VAT)

4 packages available

- 2 x 2-day Conference Ticket (including the event dinner)
- A 15-minute speaker slot at the beginning of day 2
- 1 x 2m by 2m exhibition space including a table and two chairs
- 1 x Ruby Sponsor entry in the Event Handbook
- 1 x Corporate logo the Event Handbook
- Corporate logo in the Event website
- Corporate flyers handed to delegates with registration pack
- Powerpoint slide in the Exhibitors, Sponsors and UKAB presentation which will be displayed in the exhibitors area
- A seat for one person on the top table with the VIPs at the event dinner

Please note:

- The deadline for this opportunity is **Friday 30th August 2024.**

Exhibitor Opportunities

Standard Exhibitor Package

An exhibitor package includes:

- 1 x 2-day Full Conference Ticket (including the event dinner) - allows entry to all sessions and plenaries
- 1 x Exhibitor pass (including the event dinner) - allows entry into the Exhibition area only
- 1 x 2m by 2m exhibition space including a table and two chairs
- 1 x Exhibitor entry in the Event Handbook
- 1 x Corporate Logo in the Event Handbook
- Corporate flyers on the ASEC 'promotional table' and a Powerpoint slide in the Exhibitors, Sponsors and UKAB presentation which will be displayed in the exhibitors area.

Total Costs

New Exhibitor: £1,685 (+ VAT)*

Standard Exhibitor: £2,605 (+VAT)*

UKAB Company: £2,084 (+VAT)**

Please note

- The deadline for this opportunity is **Friday 20th September 2024**
- Additional exhibitor passes (including the event dinner) can be purchased for **£250 per day (+ VAT)**.
- The Exhibitor Pass may be upgraded to a full Conference ticket at the cost of **£290**
- All conference tickets and exhibitor passes can only be assigned to one individual and are not transferable.

* A standard Exhibitor is a company that has exhibited at ASEC before whereas a new exhibitor is a company that has not exhibited at ASEC before.

**UKAB companies are entitled to a 20% discount. Only one discount may be claimed by an Exhibitor at any ASEC event i.e., if the Exhibitor is eligible for both a UKAB discount and a New Exhibitor discount, only one of these can be applied. The discount to be applied is whichever is more favourable to the Exhibitor.

Securing Opportunity

If you would like to secure an exhibitor opportunity for ASEC 2024 please email the events team at events@incoseuk.org. Early booking is recommended.

On receipt of a request to exhibit at ASEC 2024, we will issue the contract and terms and conditions.

Other Opportunities

There are a range of sponsorship opportunities available at ASEC 2024. To find out more visit the event website at www.asec2024.org.uk.

The INCOSE UK Events Team is happy to discuss suggestions for exhibiting and sponsorship with organisations who may wish to do something that is not outlined in this document.

To discuss any potential ideas that you have in mind, or to obtain further information regarding any of the opportunities, please contact the events team at events@incoseuk.org

For any queries please email events@incoseuk.org

#ASEC2024UK

www.asec2024.org.uk