



2017 SYSTEM DYNAMICS SOCIETY CONFERENCE CAMBRIDGE, MASSACHUSETTS

CONFERENCE SPONSORSHIP OPPORTUNITIES

Join us as we celebrate the 60th anniversary of the founding of the field of System Dynamics. Take advantage of unparalleled sponsorship benefits immediately: increase your name recognition, engage with system dynamicists now and at the conference, and communicate with peers and colleagues who use your products and services.

We expect more than 500 scientists, researchers, academics, consultants, practitioners, educators, and students from all over the world (from more than 50 countries) to attend.

Benefits	Diamond Jubilee Partner	Conference Partner	Champion Sponsor	Supporting Sponsor	Exhibitor Sponsor
	\$25,000 +	\$12,000	\$6,000	\$3,000	\$1,500
Static logo with link on all pages of conference website (pre-, onsite, and post-conference)	✓				
Opportunity to give welcome address (onsite)	1 st Choice	✓			
Space availability for organization of side-event during non-session times (meeting, roundtable, visit, dinner) (onsite)	✓	✓			
System Dynamics Review journal advertisement: one-time, "run of press" (post-conference)	Full-page	Half-page			
Customized high-profile event sponsorship ¹ (onsite)	1 st Choice	2 nd Choice	3 rd Choice		
Header graphic designed by you (scrolling) on all pages of conference website (pre-, onsite, and post-conference)	Four	Three	Two	One	
Scrolling logo with link on all pages of conference website (pre-, onsite, and post-conference)	✓	✓	✓	✓	
Messages shared on the Society's social media pages with a link ² (pre-, onsite, and post-conference)	✓	✓	✓	✓	
Complimentary registrations (onsite)	16	8	4	2	1

The 35th International Conference of the System Dynamics Society

July 16-20, 2017 / Cambridge, Massachusetts / #ISDC17

p. 2, Sponsorship Benefits	Diamond Jubilee Partner	Conference Partner	Champion Sponsor	Supporting Sponsor	Exhibitor Sponsor
Discounted passes for display table staff ³ (<i>onsite</i>)	4	4	4	2	1
Location (or table with skirting and chairs) for optional display area at conference (<i>onsite</i>)	1 st Choice of location	Preeminent location	Prominent location	✓	✓
Participation in “Exhibitor Demonstrations” parallel presentation/demonstration session, to showcase your service or product (<i>onsite</i>)	1 st Choice of available time slot	2 nd Choice of available time slot	✓	✓	✓
Article in June E-Newsletter “Sponsor News” including your organization’s logo and link (<i>pre-conference</i>)	Preferred placement	Preeminent placement	✓	✓	✓
Your organization name and link on the Cambridge Sponsor web page (<i>pre-, onsite, and post-conference</i>)	Preferred placement	✓	✓	✓	✓
Your organization’s name on all conference promotional literature highlighting your sponsorship ⁴ (<i>pre-, onsite, and post-conference</i>)	Preferred placement	✓	✓	✓	✓
Permanent listing with link on conference proceedings web page (<i>post-conference</i>)	Preferred placement	✓	✓	✓	✓
Listing in October E-Newsletter, including website link and logo (<i>post-conference</i>)	Preferred placement	✓	✓	✓	✓
Communication with participants via the online “Conference Sponsor Notes” (<i>pre-, onsite, and post-conference</i>)	✓	✓	✓	✓	✓
Display poster of all participating sponsors at registration area (<i>onsite</i>)	✓	✓	✓	✓	✓
“Acknowledgment of Sponsors” available to all participants (<i>onsite</i>)	✓	✓	✓	✓	✓
Sponsor Ribbon on name badge for registrants from your organization (<i>onsite</i>)	✓	✓	✓	✓	✓

¹ Choice 1 and 2: High-profile events include the Banquet Dinner, cultural entertainment, equipment rental, internet access, a welcome or other reception, or similar mutually planned event. Choice 3 and if available: Conference satchel, PhD Colloquium, coffee/tea breaks, special meetings, luncheons, Informal Gathering, or similar mutually planned event.

² This message will announce “*Organization Name* is a Cambridge Conference Sponsor,” with a link to your website, or similar.

³ A discounted pass does not include any social events. Social program tickets, including the banquet and buffet, may be purchased separately.

⁴ Highlighting of sponsor names includes lists in the registration brochure, sponsor poster displayed at the conference, most electronic correspondence related to the conference, and Annual Report. Also note, “post-conference” availability on the website remains until the new conference website appears.



Our conference sponsorships can be used as a marketing event or charitable donation, and each sponsor receives flexible and a customized sponsorship level to meet their needs; maximum publicity through print and electronic media before, during, and after the conference; a location to meet and converse with people of specific focus and similar interests; and an avenue to get information, products, or services into the hands of conference attendees.



For more information, contact Roberta Spencer at conference@systemdynamics.org or (518) 442-3865.