

The International Conference of the System Dynamics Society

St. Gallen, Switzerland July 22 – 26, 2012



This marks the 30th annual conference of the System Dynamics Society.

Benefits	Dynamic Partner	Conference Partner	Major Sponsor	Mid-Level Sponsor	Exhibitor
	\$20,000	\$10,000	\$6,000	\$3,000	\$1,500
Article in June E-Newsletter "Sponsor News" including your firm's logo and weblink (pre-conference)	Preferred placement	✓	✓	✓	✓
Your organization's name on all conference promotional literature highlighting your sponsorship ¹ (pre-conference and onsite)	Preferred placement	✓	✓	✓	✓
Your organization's logo linked on the conference website listed by level of sponsorship (pre-, onsite, and post-conference)	Preferred placement	✓	✓	✓	✓
Advertisement spread and listing in the abstract proceedings (pre-, onsite, and post-conference)	Two-page	Two-page	Full-page	1/2 page	1/4 page
Location (or table with skirting and chairs) for display area at conference (onsite)	1 st Choice of placement	Preeminent	Prominent	Excellent	Very Good
Customized high-profile event sponsorship ² (onsite)	1 st Choice	✓			
Major on-site positioning opportunity ³ (onsite)			1 st Choice	✓	
Opportunity to give welcome address at on-site event (onsite)	1 st Choice	✓			
Participation in "Exhibitor Demonstrations" parallel presentation/demonstration session, to showcase your service or product (onsite)	1 st Choice of available time slot	Choice of available time slot	✓	✓	✓
Complimentary registrations (onsite)	To be negotiated	6	4	2	1
Bonus Complimentary optional registrations for scholarships (onsite)	To be negotiated	2			
Discounted day-passes for display table staff ⁴ (on-site)	✓	✓	✓	✓	✓
One page advertisement to be placed inside the conference satchel or folder (onsite)	✓	✓	✓	✓	✓
Sponsor Ribbon on your attendee's name badge (onsite)	✓	✓	✓	✓	✓

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Your organization's logo displayed on-screen during part of Banquet event (onsite)	✓	✓	✓	✓	✓
Communication with participants in the "Conference Sponsor Notes" publication (post-conference)	1 st Choice of placement	Choice of placement	✓	✓	✓
<i>System Dynamics Review</i> journal advertisement: one-time, "run of press" (post-conference)	Full-page	Full-page	Half-page		
Listing in October E-Newsletter, including a website link (post-conference)	✓	✓	✓	✓	✓

1 Highlighting of sponsor names includes lists in the conference abstract proceedings book, registration brochure, sponsor poster displayed at the conference, most electronic correspondence related to the conference, and Annual Report.

2 High-profile events include the Banquet dinner, the Poster Symposium Buffet, cultural entertainment, equipment rental, Internet access, a welcome or other reception, or a similar mutually planned event.

3 Major events include the conference satchel, abstract proceedings printing, PhD Colloquium, one or more coffee/tea breaks, Chapter/SIG Special Poster Session, special meetings luncheons, Informal Gathering, or a similar mutually planned event.

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



The 2012 conference will focus on "Model-based Management," a topic that will highlight the crucial role of formal models for the effective management of dynamic systems and the reasons why skills in modeling and simulation are becoming essential in policy-making, organizational design and learning. A special program is also planned so that business participants can benefit from the main theme.

We expect about 500 scientists, researchers, academics, consultants, practitioners, educators, and students from all over the world (from 50 – 60 countries) to attend. The field of system dynamics and the span of its applications have grown extensively and includes work in corporate planning and policy design, public management and policy, applications and

impact in governance, consulting applications, education, conflict, defense, and security, biological and medical modeling, energy and the environment, theory development in the natural and social sciences, dynamic decision-making and more.

Whether your conference sponsorship is a marketing event or a charitable donation, you will

- receive flexible and customized sponsorship levels to meet your needs
- receive maximum publicity through print and electronic media before, during, and after the conference
- have a location to meet and converse with people with specific focus and similar interests
- get your information, products, or services into the hands of the conference attendees



Thank you for your support. For more information, please contact Roberta Spencer at 518 442-3865 or conference@systemdynamics.org. Please visit our website at www.systemdynamics.org.