

Sponsorship Opportunities

MIT Conference on Systems Thinking *Systems Thinking for Contemporary Challenges*

October 23-24, 2008

MIT's conference on systems thinking offers sponsorship opportunities to companies committed to building and promoting a systems thinking capability within their organizations. Because of the large number of attendees expected from industry, government and academia, sponsorships offer an excellent means for your company to gain visibility as a leader in systems thinking.

Sponsorships also provide opportunities for your employees to attend the event, learn about best practices for applying systems thinking, and strengthen your company's systems thinking muscle. (See benefits of the various sponsorship levels on flip side.) All conference presentations will be designed to enable attendees to apply their learning when they return to work after the conference.

This conference has been created by MIT's System Design and Management program, the Institute's first graduate-level degree granting program that offers career-compatible options for experienced technical professionals. SDM's tiered offerings include an MS in engineering and management, a certificate program in systems engineering, and opportunities for companies to sponsor interdisciplinary thesis research.

Details

Dates: October 23-24, 2008

Location: MIT

Attendees: Industry representatives from healthcare, energy/sustainability, high tech, defense, automotive, transportation, government agencies, and others who are working in new product/business development, manufacturing, supply chain, engineering, organizational development, and leadership. MIT faculty, alumni and students are also expected to attend.

Sponsorship levels: Platinum, Gold, Silver, and Contributing. See flip side for costs and benefits.

Deadline for payment and submission of all materials: October 9, 2008

Payment: Please make checks payable to MIT or request to be billed.

Contact: John M. Grace, Industry Co-director, System Design and Management Program, jmgrace@mit.edu, 617.253.2081



Leadership, innovation,
systems thinking

Sponsorship levels

Systems Thinking for Contemporary Challenges

What's included	Platinum \$2,000	Gold \$1,000	Silver \$750	Contributing \$500
Sponsor recognition on cover of electronic conference brochure	●			
Sponsor recognition in top tier on conference poster and website	●			
Three (3) full conference registrations and all materials, including three (3) tickets to dinner event at the Hyatt Regency on October 23	●			
Four (4) additional conference-only passes (includes materials, breakfasts, and lunches)	●			
Sponsor recognition on inside front cover of electronic conference brochure		●		
Sponsor's insert in conference registration packet	●	●	●	
Sponsor recognition in middle tier of poster and website		●		
Two (2) full conference registrations, including two (2) tickets to dinner event at the Hyatt Regency on October 23		●		
One (1) additional conference-only pass (includes materials, breakfasts, and lunches)		●		
Sponsor recognition in electronic conference brochure			●	
Sponsor recognition in mid-lower tier of poster and website			●	
One (1) reduced price conference registration at \$100, including one (1) ticket to dinner event at the Hyatt Regency on October 23			●	
One (1) additional conference-only pass (includes materials, breakfasts, and lunches)			●	
Electronic copy of attendee list	●	●	●	
Listing in electronic conference brochure				●
Listing on lower tier of conference poster				●
Listing on conference website with hotlink	●	●	●	●
One reduced rate conference registration at \$125, to include dinner event at Hyatt Regency on October 23, 2008				●



system design and management

Leadership, innovation,
systems thinking