Sponsorship Opportunities

2010 MIT Conference on
Systems Thinking for Contemporary Challenges

Sponsored by MIT's System Design and Management Program

October 21-22, 2010

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 capability. (See chart showing various sponsorship levels on reverse side.) All conference presentations will be designed to enable attendees to apply their learning when they return to work after the conference.

This conference is sponsored by MIT's System Design and Management (SDM) 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 and internships.

Details

Dates: October 21-22, 2010

Location: MIT Media Lab

Attendees: Industry representatives from energy/sustainability, transportation, aerospace, defense, healthcare, equipment, services, 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 Bronze. See chart for costs and benefits.

Deadline for payment and submission of all materials: September 15, 2010 (*Note: Event promotion begins in July 2010 and sponsor listings will be included in all materials produced after payment and all materials are received.*)

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

Contact: Lois Slavin, Communications Director, System Design and Management Program, lslavin@mit.edu, 617.253.0812.

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Sponsorship Levels

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What s included	Platinum $2,000	Gold $1,000	Silver $750	Bronze $500
Sponsor logo on cover of electronic conference brochure	●			
Sponsor logo in top tier of conference poster and website	●			
Three (3) full conference registrations and all materials, including three (3) tickets to dinner event at the Media Lab on October 21	●			
Four (4) additional conference-only passes (includes materials, breakfasts, and lunches)	●			
Sponsor logo on inside front cover of electronic conference brochure		●		
Sponsor slide during conference breaks	●	●	●	
Sponsor logo in middle tier of poster and website		●		
Two (2) full conference registrations, including two (2) tickets to dinner event at the Media Lab on October 21		●		
One (1) additional conference-only pass (includes materials, breakfasts, and lunches)		●		
Sponsor logo in electronic conference brochure			●	
Sponsor logo 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 Media Lab on October 21			●	
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	●	●	●	●
One reduced rate conference registration at $125, to include dinner event at the Media Lab on October 21, 2010				●

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