

# system design and management

2012

MIT Conference on  
*Systems Thinking for  
Contemporary Challenges*



## Sponsorship Opportunities

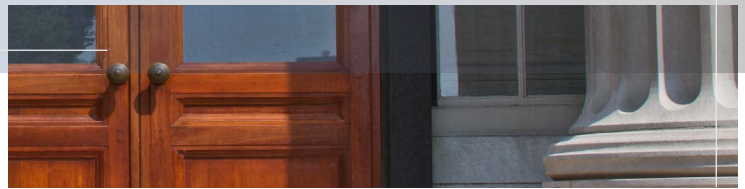
MIT's Conference on Systems Thinking for Contemporary Challenges offers sponsorship opportunities to companies committed to building and promoting systems thinking capability within their organizations. Because of the large number of attendees expected from industry, government and academia, sponsorships offer an excellent means for your company to gain visibility across a cross-section of thought leaders.

Sponsorships also provide opportunities for your employees to attend the event and learn about best practices for applying systems thinking. (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 a Master of Science degree in engineering and management, a certificate program in systems engineering, and opportunities for companies to sponsor interdisciplinary thesis research, and projects.

### Details

Dates	October 22-23, 2012
Location	MIT Wong Auditorium
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, and Silver. See chart for costs and benefits.
Deadline for payment and submission of all materials	September 15, 2012 - Note: Event promotion begins in July 2012. Sponsor listings will be included in all materials produced after payment and requisite information (logo, url, and letter of permission) are received.
Payment	Please make checks payable to MIT or request to be billed.
Contact	Joan S. Rubin, Industry Co-director, System Design and Management Program, jsrubin@mit.edu, 617.253.2081



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## Sponsorship Levels – Benefits

	Platinum \$4,000	Gold \$2,000	Silver \$1,000
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 Faculty Club on October 22	■		
Four (4) additional conference-only passes (includes materials, breakfasts, and lunches)	■		
Sponsor logo on inside front cover of electronic conference brochure		■	
Sponsor logo in middle tier of poster and website		■	
Two (2) full conference registrations, including two (2) tickets to dinner event at the Faculty Club on October 22		■	
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 Faculty Club on October 22			■
One (1) additional conference-only pass (includes materials, breakfasts, and lunches)			■
Electronic copy of attendee list	■	■	■
Sponsor slide during conference breaks	■	■	■
Listing on the conference website	■	■	■



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