



# CONFERENCE SPONSORSHIP

## OPPORTUNITIES FOR ICELAND 2018

[systemdynamics.org](http://systemdynamics.org)

The 36th International Conference of the System Dynamics Society

**AUGUST 6-10, 2018**

# REYKJAVÍK ICELAND

SDS is excited about holding this year's conference in a brand new setting in Iceland. Join in this excitement by taking advantage of our unparalleled sponsorship benefits.

Sponsor benefits will allow you to 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 500+ scientists, researchers, academics, consultants, practitioners, educators, and students from all over the world (from more than 50 countries) to attend.

Benefits	Dynamic Partner	Conference Partner	Champion Sponsor	Supporting Sponsor	Exhibitor Sponsor
	\$25,000+	\$12,000	\$6,000	\$3,000	\$1,500
Opportunity to give welcome address (onsite)	1st Choice	✓			
Space availability for organization of side-event during non-session times (meeting, roundtable, visit, dinner) (onsite)	✓	✓			
Customized high-profile event sponsorship <sup>1</sup> (onsite)	1st Choice	2nd Choice	3rd Choice		
Rotating tile ad (graphic or logo) with link shown on all pages of Society's new website (220 x 220 pixels; 300 dpi)	✓	✓	✓	✓	
Messages shared on the Society's social media pages with a link <sup>2</sup> (pre-, onsite, and post-conference)	✓	✓	✓	✓	
Complimentary registrations <sup>3</sup> (onsite)	16	8	4	2	1

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



Page 2 Benefits	Dynamic Partner	Conference Partner	Champion Sponsor	Supporting Sponsor	Exhibitor Sponsor
	<b>\$25,000+</b>	<b>\$12,000</b>	<b>\$6,000</b>	<b>\$3,000</b>	<b>\$1,500</b>
Discounted passes for display table staff <sup>4</sup> ( <i>onsite</i> )	4	4	4	2	1
Location (or table with skirting and chairs) for optional display area at conference ( <i>onsite</i> )	1st Choice of location	Preeminent location	Preeminent location	✓	✓
Participation in "Exhibitor Demonstrations" parallel presentation/demonstration session, to showcase your service or product ( <i>onsite</i> )	1st Choice of available time slot	2nd 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 locationd	✓	✓	✓
Your organization name and link on the Reykjavik Sponsor web page ( <i>pre-, onsite, and post-conference</i> )	Preferred Placement	✓	✓	✓	✓
Your organization's name on all conference promotional literature highlighting your sponsorship <sup>5</sup> ( <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	✓	✓	✓	✓
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 High-profile events include the Banquet Dinner, Poster Symposium, cultural entertainment, equipment rental, internet access, a welcome or other reception. If available other choices may include the 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 Reykjavik Conference Sponsor," with a link to your website, or similar.

3 Complimentary sponsor registration cancellation policy is the same as a paid registration. Any cancellation or change in conference registration must be submitted in writing to the Society office. Registration cancellations on or before July 11, 2018 are subject to a cancellation fee of 50% of the published member rate. Thereafter, no refund will be given; however, a registration may be transferred to a substitute participant.

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

5 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. Sponsor information is also archived on the permanent conference site.