The 38th International Conference of the System Dynamics Society

SPONSORSHIP OPPORTUNITIES

Hindsight in 2020: Learning from the Past to Inspire the Future

JULY 19-23, 2020
BERGEN NORWAY

Details on Society Sponsorship also inside
Dear SDS Sponsors, Past Sponsors & Prospective Sponsors:

Thank you for your interest in supporting the System Dynamics Society. As the 2020 President of the System Dynamics Society and local organizing chair of the 2020 conference in Bergen, I want to work with you to develop a stronger partnership between our organizations and make our sponsorship opportunities more valuable to your organization.

This Sponsorship and Marketing Prospectus presents all of the Society’s current opportunities in one place. We ask you to review and see how the Society can help you reach your target audience, and increase the effectiveness of your communications, promotions, and engagement with the System Dynamics community.

The Society is increasing its efforts to deliver meaningful value to our sponsors in order to maintain and grow successful partnerships for the future. If you do not see an opportunity that fits your needs, please let us know. We will work with you to craft the perfect sponsorship and marketing package for your organization to support and convey your key messages to the global System Dynamics community.

At the Society, we are so grateful for what our sponsors have helped us accomplish over the years. From underwriting conference attendance and membership for students to enabling the growth of a global community of scholars and practitioners who use System Dynamics and so much more - we are immensely thankful to our past, present, and future sponsors.

Please take a moment to review this prospectus and complete the sponsorship interest form included at the end.

Sincerely,

Birgit Kopainsky
Local Organizing Chair 2020 System Dynamics Conference
President System Dynamics Society 2020
## 2020 CONFERENCE SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>Conference Benefit Opportunities</th>
<th>Dynamic Partner</th>
<th>Conference Partner</th>
<th>Champion Sponsor</th>
<th>Supporting Sponsor</th>
<th>Exhibitor Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary registrations (onsite)</td>
<td>16</td>
<td>8</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Discounted passes for display table staff (onsite)</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Your organization’s name on all conference promotional literature and Conference Sponsor web page highlighting your sponsorship (pre-, onsite, and post-conference); Permanent listing with link on conference record</td>
<td>Preferred Placement</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Display poster of all participating sponsors at registration area (onsite); “Acknowledgment of Sponsors” available to all participants (onsite)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Article in June E-Newsletter “Sponsor News” including your organization’s logo and link (pre-conference)</td>
<td>Preferred Placement</td>
<td>Preeminent location</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Rotating tile ad (graphic or logo) with link shown on all pages of Society’s website (220 x 220 pixels; 300 dpi) (pre-conference and onsite)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor Ribbon on name badge for registrants from your organization (onsite)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Participation in “Exhibitor Demonstrations” parallel presentation/demonstration session, to showcase your service or product (onsite)</td>
<td>1st Choice of available time slot</td>
<td>2nd Choice of available time slot</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Messages shared on the Society’s social media pages with a link (pre-, onsite, and post-conference)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to welcome conference attendees (onsite)</td>
<td>1st Choice</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Space availability for organization of side-event during non-session times (meeting, roundtable, visit, dinner) (onsite)</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customized high-profile event sponsorship (onsite)</td>
<td>1st Choice</td>
<td>2nd Choice</td>
<td>3rd Choice</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Location (or table with skirting and chairs) for optional display area at conference (onsite)</td>
<td>1st Choice of location</td>
<td>Preeminent location</td>
<td>Preeminent location</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

1 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. A registration may be transferred to a substitute participant but cannot be refunded.

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

3 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” on the website remains until the new conference website appears. Sponsor information is also archived on the permanent conference site.

4 This message will announce “Organization Name is a Bergen Conference Sponsor,” with a link to your website, or similar.

5 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 System Dynamics Colloquium, coffee/tea breaks, special meetings, luncheons, Informal Gathering, or similar mutually planned event.
NEW CONFERENCE: MARKETING OPPORTUNITIES FOR 2020

Based on recent sponsor survey feedback, we are pleased to offer these additional sponsorship and marketing opportunities to heighten awareness of your services and products while supporting the work of SDS.

New Sponsorship Opportunities

**Sponsor-a-Scholar** ........................................... $650.00 per scholar

Your group sponsors scholarships for individuals to attend the conference. These individuals will wear ribbons that say “Company X Scholars”. At one Plenary event, your company will be invited up and thanked for making it possible for your scholars to attend the conference. Your picture will be taken with your scholarship recipients for publication on the conference website and SDS social media.

**Sponsor-a-Thread** .................................................. $1,500.00

As a Thread Sponsor, your group can reach a unique segment of our attendees by sponsoring one of the 15 Conference Threads. In addition to powerful pre-event promotions and on-site exposure, this sponsorship provides opportunities for post-conference visibility. Benefits include:

- Sponsor rep can introduce sessions and/or chair a thread parallel session (optional)
- Logo and “Thread Sponsored by” included in the printed conference program
- Recognition on conference Mobile App
- Logo and “Thread Sponsored by” on the door signage for each session
- Recognition in the online conference program / exhibitor directory as the Thread Sponsor
- E-mail to the SDS e-mail list announcing the sponsorship, with logo and live link
- Announcement of the sponsorship on SDS Facebook, Twitter, and LinkedIn

**Conference Tote Bag** (with your logo & conference logo) .................................................. $3,000.00

Full Color Commemorative Program – Take an Ad and See How We Get the Message Out

Includes welcoming messages from President, Program Chairs & Committee, event schedule, speaker information, as well as information on the Society, leaders, honorees, Chapters and upcoming activities.

- All attendees will receive printed version.
- E-version of the program will be sent to ALL members and supporters to showcase the event with special attention given to our advertisers.
- The program will also be featured on the SDS website—giving it a longer “shelf life.”

Camera-Ready Artwork, i.e. hi-res pdf, .eps or .jpg file due to SDS Office at office@systemdynamics.org by June 28, 2020.

Have a Sponsorship Idea?
We will be glad to work with you to create a customized Sponsorship/Marketing Package! Contact the SDS Office for details.
2020 SOCIETY SPONSORSHIP

Let’s work together to promote your connection to the field and to support the System Dynamics community...
Become a Society Sponsor today!

BENEFITS EXCLUSIVE TO SPONSORS

RECOGNITION ONLINE AND IN PRINT:
- Listing in the System Dynamics Review hard copy and link to the Sponsor page on the Wiley Online Library;
- Periodic articles in “News from our Sponsors” section of System Dynamics Newsletter issues as well organization listing and link;
- Link to your website from our website;
- Recognition on all the Society’s social media outlets;
- Opportunity to post an article to the Society’s Blog, wiSDom;
- Scrolling header graphic of your design throughout Society’s website;
- Listing in the Call for Papers brochure for the annual conference;
- Listing onsite in Bergen on conference poster highlighting Society Sponsors.

COMPLIMENTARY MEMBERSHIPS:
- Society Sponsors receive three personal (or six student) memberships with these benefits:
  • Subscription (four issues) to the System Dynamics Review;
  • Access through a membership key to the Review online, all current and past issues;
  • E-toc (electronic table of contents) email alerts for new Review publications;
  • Discounted registration fee for the annual research conference;
  • Preference given to members for conference scholarship and conference volunteer positions;
  • Enhanced networking with access to our exclusive searchable online Membership Directory;
  • Eligibility to purchase hard-copy back issues of the Review;
  • 10% discount on books sold by System Dynamics Society;
  • Special 35% discount on books published by John Wiley & Sons;
  • Eligibility to borrow Beer Game boards through the Society’s loaner board program;
  • Contact with others in the field through occasional mailings, and through the electronic System Dynamics Newsletter;
  • Member support from the Society office;
  • And the privilege of voting in all elections, standing as an officer or as a member of the Policy Council, and nominating members for office or for service as a member of the Policy Council.

systemdynamics.org

Sponsorship of the Society for one calendar year requires a minimum commitment of US$1,000.
YES, We want to support the System Dynamics Society in 2020!

Organization Name: ____________________________
(as you want it to appear in print materials)

Contact Person: ____________________________
(name and email)

Has any of your information changed? If yes, please indicate changes below.
Address: __________________________________________________________

City/State/Postal Code: ____________________________

Country: ____________________________ E-mail: ____________________________

Phone: ____________________________ Website: ____________________________

Conference Sponsorships
☐ Dynamic Partner..........$25,000  ☐ Champion Sponsor.........$6,000  ☐ Conference Partner...$12,000
☐ Supporting Sponsor........$3,000  ☐ Exhibitor Sponsor.........$1,500

* We will follow up with you upon receipt of this form.

Sponsorship Opportunities 2020
☐ Sponsor-a-Scholar.......$650.00*  ☐ Sponsor-a-Thread .......$1,500  ☐ Conference Tote Bag....$3,000

Program Advertisement
☐ Full Page .........$500.00  ☐ ½ Page..........$250.00  ☐ ¼ Page.........$100.00

Society Sponsorship
☐ $1,000 (minimum)  ☐ $5,000  ☐ $10,000  ☐ Other___________

Complimentary Members for 2020:  (additional members*)
1. ____________________________  4. ____________________________
2. ____________________________  5. ____________________________
3. ____________________________  6. ____________________________

* Sponsors are eligible for a standardized annual membership fee of $100/$110 for the 4th membership and beyond within the same year, rather than a membership fee based on income.

☐ Please contact us to create a customized package

Payment details:
☐ Check enclosed (in US dollars, drawn on a US bank, payable to System Dynamics Society)
☐ I wish to pay by wire transfer. Please send me the Society’s bank details.
☐ Please send me an invoice.
☐ Credit card: ☐ Visa ☐ MasterCard ☐ American Express ☐ Diners Club

Card number: ____________________________ Exp. date: ____________________________

Signature: ____________________________ Security Code: ____________________________

Billing address of card, if different than address above: ____________________________

Please return this form or contact: System Dynamics Society
230 Washington Ave Extension, Suite 101 • Albany, NY 12203, USA
Email: office@systemdynamics.org • web: systemdynamics.org

Photo Source: Olga Poletaeva, 2016