

# IEEE CogSIMA 2012

IEEE Conference on Cognitive Methods in  
Situation Awareness and Decision Support

6-8 March, New Orleans, Louisiana, USA

## Patron Power Packages



**Be one of the first to support this event!**

The aim of IEEE CogSIMA 2012 is to provide a venue for presenting scientific results of studies of complex, heterogeneous dynamical systems that include humans, physical systems and computer agents whose behaviors depend on situation. Examples of such systems include ad hoc mobile networks, physical and cyber security systems, disaster monitoring and recovery systems, epidemic monitoring and control, intelligent transportation systems, financial and investment services, and tactical and operational battlefield command and control systems. CogSIMA 2012 continues and expands the research domain of situation management that was established by CogSIMA 2011 and the Situation Management Workshops in 2005-2009.

Westin New Orleans Canal Place • 100 Rue Iberville • New Orleans, LA 70130

# Reinforce Your Company's Image as an Industry Leader through a CogSIMA Patronage Package

## Patronage Means Leadership

- Your patronage validates the leadership of your organization in the industry and positions your company to gain maximum exposure with CogSIMA attendees.
- Use this business-building event to share your company's products and services with important decision makers in the industry.
- Patron status maximizes your company's exposure and enhances your company's reputation.

## Conference Scope

The main topics addressed by the conference include (but are not limited to):

- Studies of concepts of situation, context, event, goal, intention, action, activity, and behavior
- Theories of situational awareness in both humans and computer agents
- Situation dependent data integration
- Modeling of situations – model construction, adaptation and learning
- Theories of relevance
- Methods of planning actions to achieve desired situations
- Approaches to spatial and temporal reasoning, reasoning about goals, intentions and actions, and collective reasoning by teams of human and/or machine agents
- Advancement of situational control theory, including situational feedback, goal assessment and optimization, situational games with nature and adversaries, reflective situational control, and collective situational behavior
- Metrics and evaluation



## Patron Sponsorships

- Promotional opportunities are available on a first-come, first-served basis. Reserve the opportunity that spotlights your company's name and start preparing for your company's exposure at this prestigious event.
- Reach your target and stay within your budget.
- If the perfect opportunity is not listed here, contact the IEEE CogSIMA 2012 team for a custom package that meets your marketing objectives.

## Patron Opportunities

The IEEE Communications Society has long stood for the highest levels of technical achievement. The CogSIMA conference maintains that tradition of excellence in the "situational awareness" space in government and industry communications and networking. Associating your brand with CogSIMA through patronage enhances your organization's perception among a select group of the world's best scientists, engineers, and executives. The patronage packages listed below can help you showcase your knowledge leadership to the Situation Management community. If you have any questions, or would like us to customize a package just for your company, please contact Marty Tomlinson, [mtomlinson@setupsuccess.com](mailto:mtomlinson@setupsuccess.com)

+1.404.925.2848

### **Diamond Patron (\$10,000.00 USD or above—please contact Marty Tomlinson to discuss your additional options if you would like to contribute more than \$10,000.00 USD)**

- Logo on conference web site, with link to company's site or any page of company material
- Opportunity to suggest a keynote speaker for the conference
- A full page ad insert in the conference onsite materials to include brief company overview
- Prominent signage identifying company as a Diamond patron
- Prominent signage identifying company as sponsor of Conference Banquet
- Acknowledgment of Diamond patronage in opening address
- Two full conference registrations
- One reserved table for ten at the conference banquet

### **Platinum Patron (\$7,500.00 USD)**

- Logo on conference web site, with link to company's site or any page of company material
- A half page ad insert in the conference onsite materials to include brief company overview
- Prominent signage identifying company as a Platinum patron
- Prominent signage identifying company as sponsor of Networking Welcome Reception
- Option to briefly address the attendees at Networking Welcome Reception
- Acknowledgment of Platinum patronage in opening address
- Two full conference registrations

### **Gold Patron (\$5,000.00 USD)**

- Logo on conference web site, with link to company's site or any page of company material
- A quarter page ad insert in the conference onsite materials to include brief company overview
- Prominent signage identifying company as a Gold patron
- Prominent signage identifying company as a sponsor of Lunch
- Acknowledgment of Gold patronage in opening address
- One full conference registration

### **Silver Patron (\$2,500.00 USD)**

- Logo on conference web site, with link to company's site or any page of company material
- Logo and company url in conference onsite materials
- Prominent signage identifying company as a Silver patron
- Prominent signage identifying company as a sponsor of Breakfast
- Acknowledgment of Silver patronage in opening address

### **Bronze Patron (\$1,500.00 USD)**

- Logo on conference web site, with link to company's site or any page of company material
- Logo and company url in conference onsite materials
- Prominent Signage identifying company as a sponsor of AM/PM Coffee Break (choice of one)
- Prominent signage identifying company as a Bronze patron
- Acknowledgment of Bronze patronage in opening address

**To secure your patronage for this conference, please contact, Marty Tomlinson, [mtomlinson@setupsuccess.com](mailto:mtomlinson@setupsuccess.com), +1.404.925.2848.**

**December 16, 2011 - Deadline for Application and Full Payment to be included in final conference materials**

# IEEE CogSIMA 2012 PATRON AGREEMENT FORM

Our company is pleased to be a patron of IEEE CogSIMA 2012 at the level of patronage indicated below, in return for the benefits described at that level in the patronage levels chart shown in the patron brochure and on the web site.

(Please Print)

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Title \_\_\_\_\_

Contact Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Contact's E-mail \_\_\_\_\_ Company Website \_\_\_\_\_

**Please select the following package option:**

- Diamond Patron (\$10,000.00 USD or above \$\_\_\_\_\_)
- Platinum Patron (\$7,500.00 USD)
- Gold Patron (\$5,000.00 USD)
- Silver Patron (\$2,500.00 USD)
- Bronze Patron (\$1,500.00 USD)

December 16, 2011 - Deadline for Application and Full Payment to be included in final conference materials

Signature \_\_\_\_\_ Date \_\_\_\_\_

## PAYMENT

Please specify company's preferred form of payment:

\_\_\_\_\_ Check \_\_\_\_\_ Credit Card \_\_\_\_\_ Please send invoice

Type of credit card: \_\_\_\_\_

Credit card number: \_\_\_\_\_

Name on credit card: \_\_\_\_\_

Signature: \_\_\_\_\_ Expiration date: \_\_\_\_\_

**Make checks payable to: IEEE CogSIMA 2012**

For additional information or to return this acceptance form via mail, fax, or email to:

IEEE CogSIMA 2012

c/o Set Up Success

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Thank you for your  
support of IEEE  
CogSIMA 2012.

See you in  
New Orleans!