



INTERSERVICE/INDUSTRY TRAINING, SIMULATION & EDUCATION CONFERENCE

**WINNING THE WAR OF COGNITION
BY PUSHING READINESS AND LETHALITY BOUNDARIES**



**STEM
Sponsorship
Opportunities**

WHAT IS THE “STEM Initiative”?

The “STEM Initiative” supports and promotes activities encouraging students’ interest and pursuit in Science, Technology, Engineering and Mathematics.

Why is the STEM Initiative Important?

STEM education creates critical thinkers, increases science literacy, and enables the next generation of innovators. Innovation leads to new products and processes that sustain our economy. This innovation and science literacy depends on a solid knowledge base in the STEM areas. It is clear that most jobs of the future will require a basic understanding of math and science—10-year employment projections by the U.S. Department of Labor show that of the 20 fastest growing occupations projected, 15 of them require significant mathematics or science preparation.

- U.S. student achievement in mathematics and science is lagging behind students in much of Asia and Europe. International test scores tell us that in science U.S. eighth-graders were outperformed by eighth-grade students in Singapore, Chinese Taipei, Republic of Korea, Hong Kong SAR, Estonia, Japan, Hungary, and Netherlands.
- In math, U.S. eighth-graders were outperformed by their peers in 14 countries: Singapore, Republic of Korea, Hong Kong SAR, Chinese Taipei, Japan, Belgium, Netherlands, Estonia, Hungary, Malaysia, Latvia, Russian Federation, Slovak Republic, and Australia.

Increased commitment from businesses and other stakeholders that support STEM education is critical, now more than ever. STEM education creates the pipeline of future innovators that will move this country forward. Making STEM education a priority is important, for our nation’s short and long-term future.

Source Report: www.isa.org, Francis Eberle, Ph.D. Executive Director, NSTA

How does I/ITSEC Support the STEM Initiative?

- Future Leaders Pavilion
- Serious Games Challenge
- Student Tours
- Americas Teachers at I/ITSEC (ATAI)
- Simulation Technician Scholarships (Community College Level)
- Post-Graduate Scholarships (Masters’ and Doctorate)
- Continuing Education Units (CEU)
- Professional Development Seminar (Post I/ITSEC)
- Teacher TechPath Program

Review all the opportunities and support the STEM Initiative!

MISCELLANEOUS STEM OFFERINGS



America’s Teachers at I/ITSEC

To further education in Science, Technology, Engineering and Mathematics (STEM) teachers from across the U.S. are invited to take part in I/ITSEC. The goal is to instigate interest in teachers who can then pass on their new appreciation for M&S to their students. In 2018, I/ITSEC hosted teachers from across the U.S., with your sponsorship help we hope to host even more in 2019!

Sponsorship Includes: Recognition on America’s Teachers signage located throughout OCCC and at America’s Teachers booth located within I/ITSEC Exhibit Hall, sponsor recognition in Program Guide and recognition when comments/articles speak of the America’s Teachers at I/ITSEC.

INVESTMENT: \$3,000 (PER TEACHER, MINIMUM OF 5 AVAILABLE)

Student Tours

In 2018, over 600 students from across Central Florida participated in the unique learning environment of visits to the I/ITSEC exhibits. Students take these tours seriously as they learn about the basic building blocks required to deliver high fidelity modeling and simulation products across a broad range of training environments. What better way to get your name out to the masses than on over 600 moving billboards of your logo.

Sponsorship Includes: Sponsor name on Student name badges, logo recognition on signage located in the OCCC, sponsor recognition in Program Guide, recognition when comments/articles speak of the Student Tours and logoed bags that each student will carry throughout their tours of the exhibit. In addition, the logoed bags will be distributed at the Future Leaders Pavilion located within the STEM Pavilion.

INVESTMENT: \$3,000 (4 AVAILABLE)



Veterans at I/ITSEC

In an effort to inform US Veterans about the dramatic changes in training methodologies and systems since their time in Service, a program was initiated in 2006 at I/ITSEC to have a select group of Central Florida Veterans Organization members visit the exhibits. The success of that experience in broadening the Veterans’ understand of today’s training transformation as well as

the appreciation of the other attendees in seeing the Veterans, some in their uniforms and with their decorations, has resulted in continuing and growing the program for years. Help us thank them for their service, by becoming a sponsor for this great group!

Sponsorship Includes: Sponsor name on Veterans’ name badges, logo recognition on signage located in the OCCC, sponsor recognition in Program Guide and recognition when comments/articles speak of the Veterans.

INVESTMENT: \$2,000 (ONLY 2 AVAILABLE!)

FUTURE LEADERS PAVILION



The charter of the Future Leaders Pavilion at I/ITSEC is to offer high school students the opportunity to experience the many advanced applications of the sciences they study: physics, mathematics, computer science, modeling and simulation in addition to presenting projects of their own. FLP participants take the knowledge gained at I/ITSEC back to their schools and incorporate it into their lives as they move forward into college.

As a result of the many hours of mentoring from the I/ITSEC community, many of these students eventually return to work for these very companies who have championed their cause during their school years. They begin their professional careers as a prepared, experienced and committed workforce. I/ITSEC and its member companies show them what they can become and how they can forge a career in the M&S marketplace.

Take a look at the great opportunities and Sponsor the Future of the M&S Industry!

Diamond Package

Prominent logo on: I/ITSEC sponsorship website, Pavilion panel, all flyers (placed in all conference bags), digital media

- Mention on all STEM and public broadcasting announcements, co-presentation of Award for First Place, two tickets to the I/ITSEC Awards Banquet

INVESTMENT: \$5,000

Platinum Package

Logo on: I/ITSEC sponsorship website, Pavilion panel, all flyers (placed in all conference bags), digital media

- Mention on all STEM and public broadcasting announcements, co-presentation of award for Second Place, one ticket to the I/ITSEC Awards Banquet

INVESTMENT: \$2,500

Gold Package

Logo on: I/ITSEC sponsorship website, Pavilion panel, all flyers (placed in all conference bags), digital media

- Mention on all STEM and public broadcasting announcements, one ticket to the I/ITSEC Awards Banquet

INVESTMENT: \$2,000

Silver Package

Logo on: Pavilion panel, all flyers (placed in all conference bags)

- Mention on STEM announcements

INVESTMENT: \$1,000

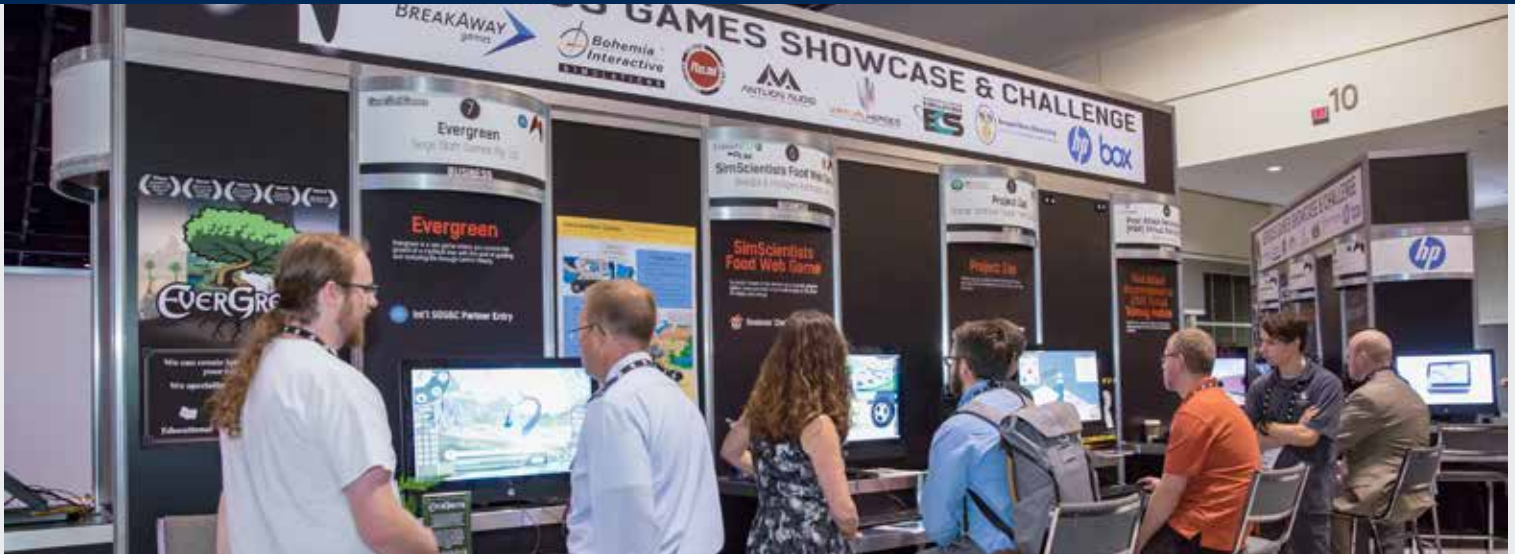
Bronze Package

Logo on: Pavilion panel, all flyers (placed in all conference bags)

INVESTMENT: \$500

SPONSORSHIP CONTACT:

Shannon Burch, CEM • NTSA Director of Exhibits & Sponsorships • (703) 247-9473 • sburch@ndia.org



People's Choice Award (EXCLUSIVE) INVESTMENT: \$5,000

Logo on: SGS&C website, overhead and side booth signage, every SGS&C ballot printed, voting booth pod, award

- Co-presentation of award at the SGS&C awards ceremony, mention in any SGS&C media announcement, one ticket to the I/ITSEC Awards Banquet

Best Business Game Award (EXCLUSIVE) INVESTMENT: \$2,000

Logo on: SGS&C website, overhead and side booth signage, award

- Co-presentation of award at the SGS&C awards ceremony, mention in any SGS&C media announcement, one ticket to the I/ITSEC Awards Banquet

Best Government Game Award (EXCLUSIVE) INVESTMENT: \$2,000

Logo on: SGS&C website, overhead and side booth signage, award

- Co-presentation of award at the SGS&C awards ceremony, mention in any SGS&C media announcement, one ticket to the I/ITSEC Awards Banquet

Best Student Game Award (EXCLUSIVE) INVESTMENT: \$2,000

Logo on: SGS&C website, overhead and side booth signage, award

- Co-presentation of award at the SGS&C awards ceremony, mention in any SGS&C media announcement, one ticket to the I/ITSEC Awards Banquet

Innovation Award (EXCLUSIVE) INVESTMENT: \$2,000

Logo on: SGS&C website, overhead and side booth signage, award

- Description of Company interest in innovative serious games posted on SGS&C website
- Co-presentation of award at the SGS&C awards ceremony, mention in any SGS&C media announcement, one ticket to the I/ITSEC Awards Banquet

Best XR Award (EXCLUSIVE) INVESTMENT: \$2,000

Logo on: SGS&C website, overhead and side booth signage, award

- Description of Company interest in sponsoring the selected theme on the SGS&C website
- Co-presentation of award at the SGS&C awards ceremony, mention in any SGS&C media Announcement, one ticket to the I/ITSEC Awards Banquet

Students' Choice Award (EXCLUSIVE) INVESTMENT: \$2,500

Logo on: SGS&C website, overhead and side booth signage, every student evaluation form, award

- Co-presentation of award at the SGS&C awards ceremony, mention in any SGS&C media announcement, one ticket to the I/ITSEC Awards Banquet.

Platinum Package (EXCLUSIVE) INVESTMENT: \$3,000

Logo on: SGS&C website, Lobby Sponsor Boards, Overhead Booth Banner, side booth panels, prominent logo placement

- Mention in any SGS&C Media Announcement
- Formal Acknowledgement/Participation at SGS&C Award Ceremony
- Two invitations to Speakers' Reception
- Two Tickets to I/ITSEC Awards Banquet

Gold Package INVESTMENT: \$2,000 (2 AVAILABLE)

Logo on: SGS&C website, Lobby Sponsor Boards, Side booth signage, middle logo placement

- Single datasheet of company collateral available for handout
- Mention in SGS&C Media Announcement
- Acknowledgement at SGS&C Award Ceremony
- One Ticket to Speakers' Reception & Awards Banquet

Silver Package INVESTMENT: \$1,000 (3 AVAILABLE)

Logo on: SGS&C website, Lobby Sponsor Boards, side booth panels, lower logo placement

- Mention in SGS&C Media Announcement
- Acknowledgement at SGS&C Award Ceremony
- One ticket to Speakers' Reception

Academia/Bronze Package INVESTMENT: \$750 (4 AVAILABLE)

Logo on: Lobby Sponsor Boards, side booth panels, lower logo placement

- Academia collateral on Serious Games Curriculum available for handout at booth
- Collateral on company Serious Games initiatives