



NAFEMS World Congress 2023

Tampa, Florida, USA – May 2023

A Sponsorship Opportunity Like No Other

nafems.org

THE INTERNATIONAL ASSOCIATION FOR THE ENGINEERING MODELLING, ANALYSIS, AND SIMULATION COMMUNITY.



AGENDA

01

What *is* NAFEMS?

02

NAFEMS World Congress - History

03

NAFEMS World Congress 2023

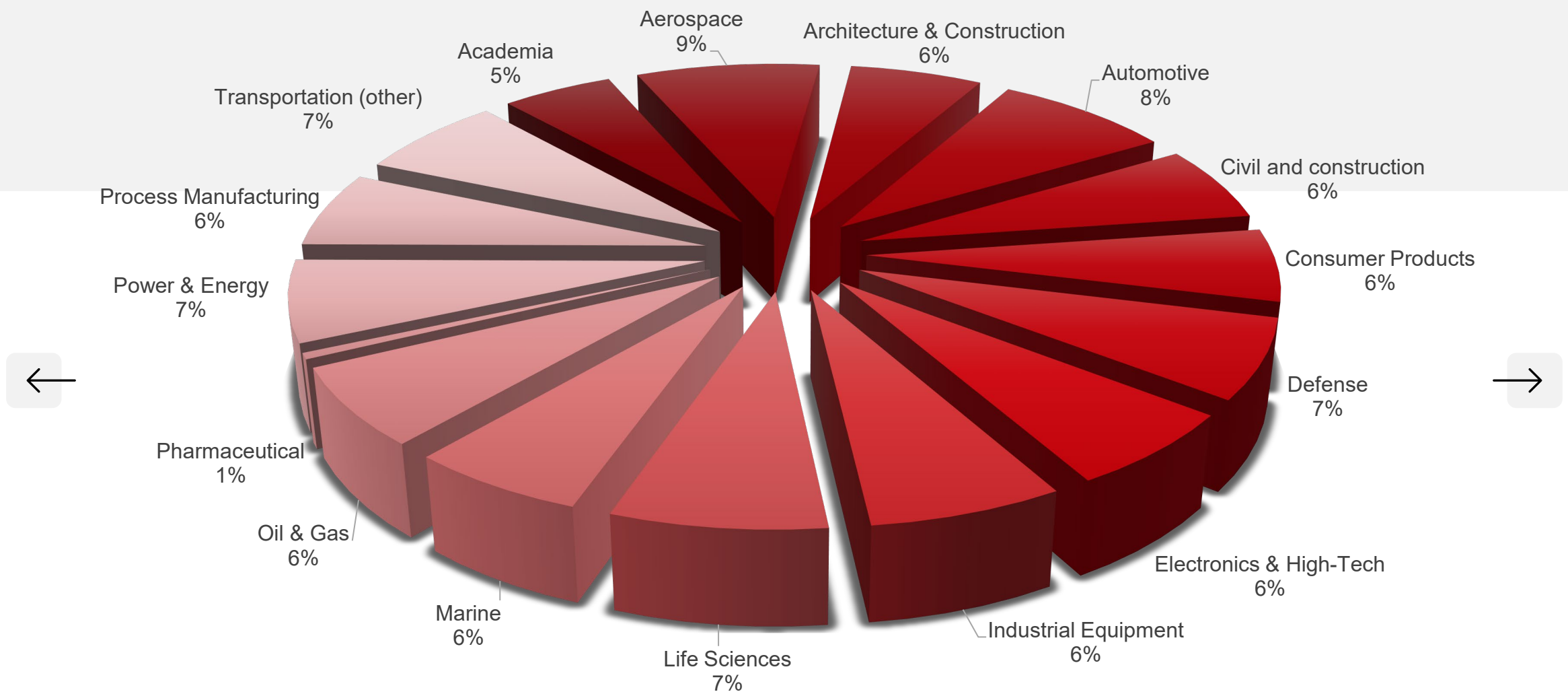
We are the International Association for the Engineering Modelling, Analysis, & Simulation Community

- 25,000 individuals
- 1,500 organisations
- *1 community*



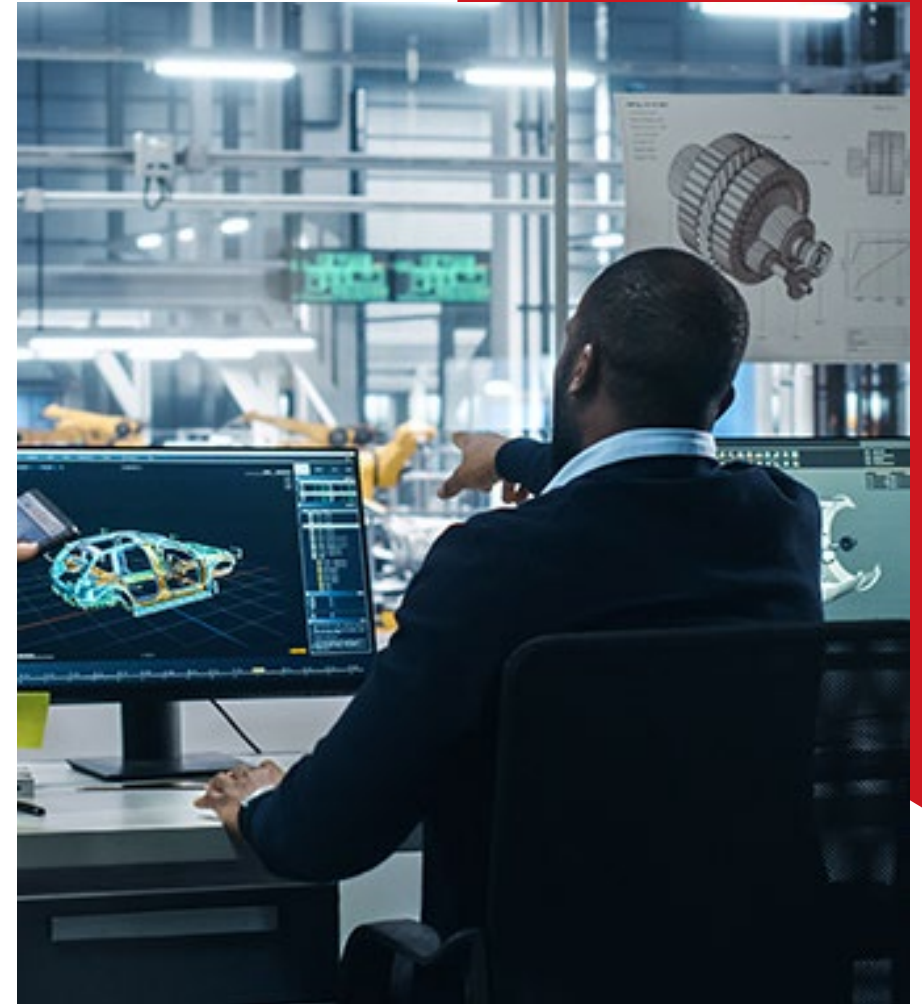
Non-profit and vendor-neutral

Member Industries



Our key goals

- Be the recognised independent authority and trusted source for communicating engineering simulation knowledge, and for sharing best engineering modelling, analysis, and overall simulation practices in developing reliable products and innovative solutions.
- Facilitate unbiased worldwide communication and collaboration between industries, academia, and government organisations for the advancement of best practice in multidisciplinary engineering simulation expertise.
- Develop and deliver training and personal educational opportunities that are aligned with the rapidly-advancing engineering simulation technologies.
- Have a strong impact on product quality, development efficiency and safety.



How do we do that?

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NAFEMS WORLD CONGRESS
A WORLD OF ENGINEERING SIMULATION

15-18 May 2023

Tampa | Florida | USA



02

NAFEMS World Congress *History*

NAFEMS World Congress (NWC)

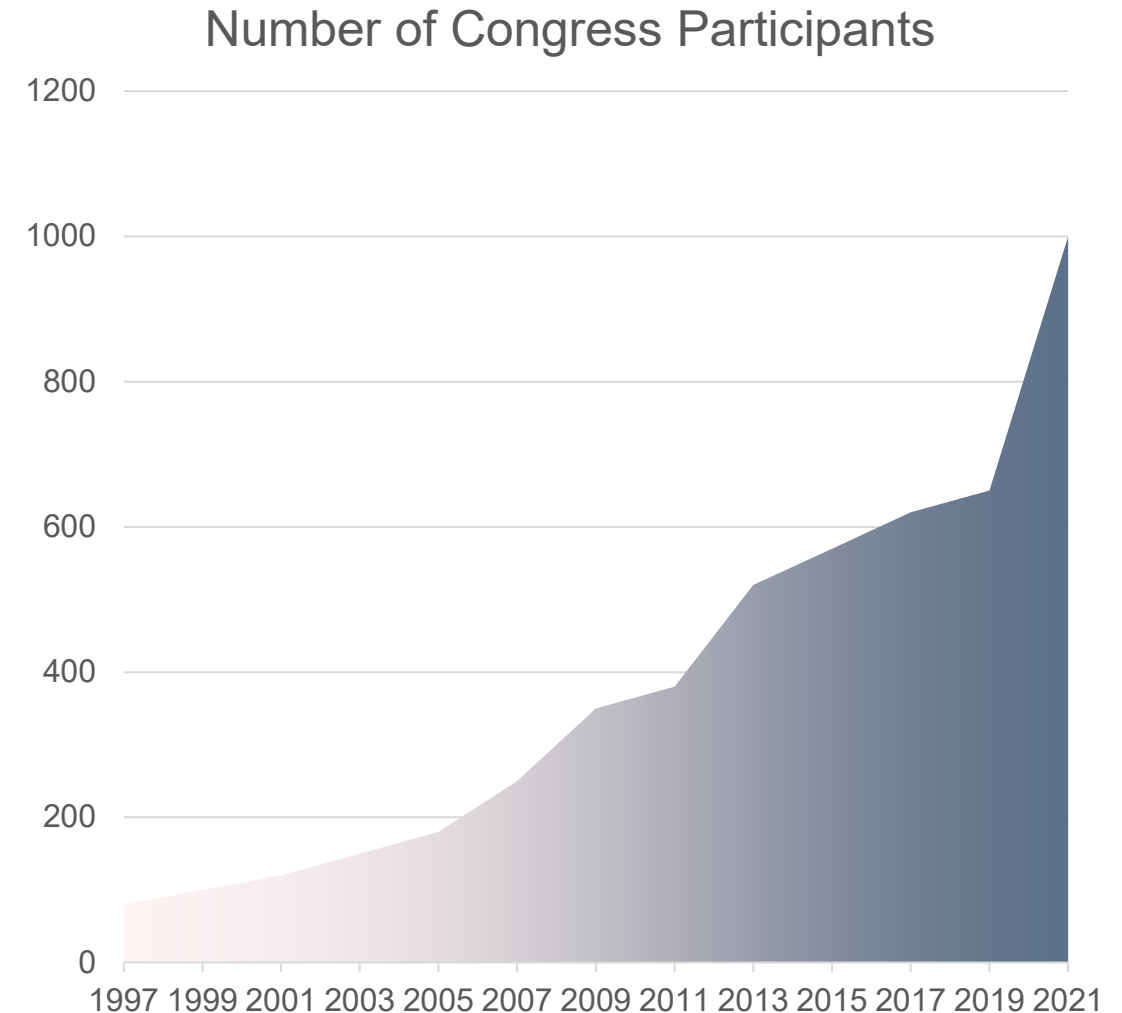
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- A trusted brand established in 1997
- Thousands of attendees, presenters, exhibitors and sponsors since then
- Firmly established as an independent international event dedicated solely to engineering analysis and simulation, and the community that uses that technology

Growing Each Time

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1)	1997	Stuttgart	Germany
2)	1999	Rhode Island	USA
3)	2001	Como	Italy
4)	2003	Orlando	USA
5)	2005	Malta	Malta
6)	2007	Vancouver	Canada
7)	2009	Crete	Greece
8)	2011	Boston	USA
9)	2013	Salzburg	Austria
10)	2015	San Diego	USA
11)	2017	Stockholm	Sweden
12)	2019	Quebec City	Canada
13)	2021	Virtual	Online





03

NAFEMS World Congress 2023

To 2023



NWFC23

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- First in-person Congress since 2019
- Quebec 2019 welcomed over 600 attendees
- 2021 saw an online version welcome almost 1,000 participants
- Holding the in-person event in response to community feedback
- Presentations, training courses, workshops, discussion sessions, working group meetings and much more
- Once again, this will be A World of Simulation



Why should you sponsor?

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Because this is **your** community, and this is **your** Congress.

Show your customers past, present *and future*, that you are a leading part of that community.

As a community, we are stronger.



Sponsorship Opportunities

- Platinum Sponsorship
 - Our premium package. Limited numbers, and endless customisation options. A real partnership
- Gold Sponsorship
 - Get the exposure your company needs, and be recognised as a high-level player in the community
- Silver Sponsorship
 - Want to exhibit with a little extra on top? Silver sponsorship is for you
- Exhibitor
 - As ever, the simple option to ensure you have a presence at the greatest simulation conference in town.

How many people will you see?

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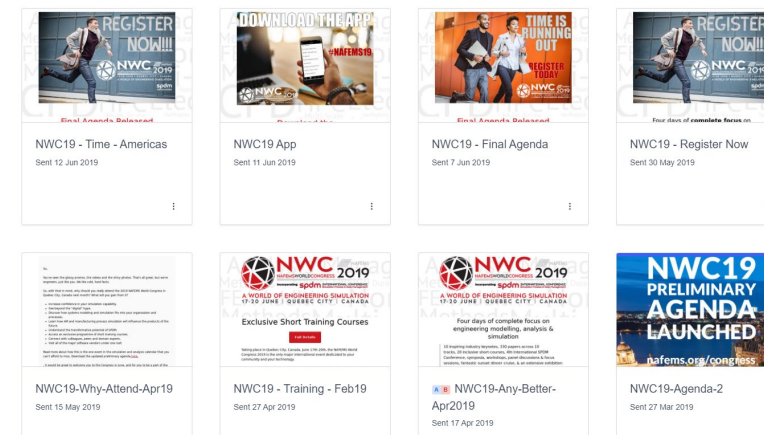
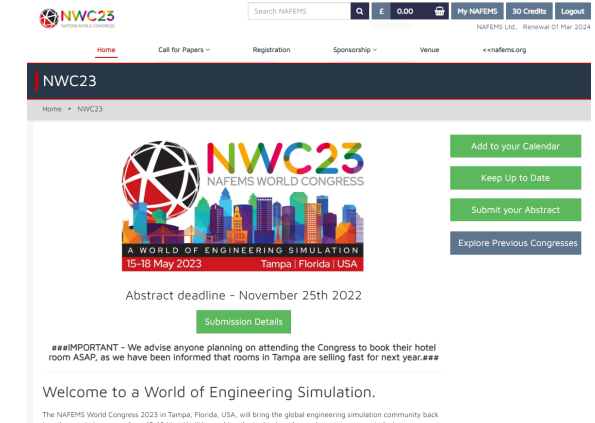
- The previous in-person Congress, 2019 Quebec, saw over 600 attendees.
- All activities are based around the exhibition area. For three days, pre-event meetings, coffee breaks, lunches, networking drinks receptions and more will be held here.
- We give you time – evening receptions, breaks and lunches are long enough to make sure you maximise booth traffic. At least 15 hours exhibition time.
- Unlike other events, every person attending has an interest in your product, so they are likely to be open to conversation.



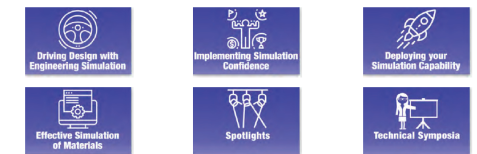
How many people will see you?

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- You are listed and linked on nafems.org/congress
 - For NWC19, this page recorded 23,511 unique visitors
- You are included in all email promotion
 - For NWC19, from this point, 13 email promotions were sent to an average of 31,000 qualified, opt-in individuals
 - Total of 331,914 individual emails
- You are included in several social media posts
 - We promote your sponsorship regularly on social media, tagging your organisation pages
- You are advertised in benchmark magazine
 - Several ads placed depending on sponsor level
 - International readership of 20,000 across all platforms



Explore the Themes



Sponsorship Opportunities

Sponsorship is an excellent way of raising the visibility of your company with delegates, many of whom are in a position to influence, or approve, the purchase of software, hardware and consultancy solutions.



It's about the brand

- NAFEMS is independent, trustworthy, community-minded, customer focussed, internationally recognised, and a trail-blazer in pushing engineering simulation forward. We're not about profit.
 - Sponsoring makes you part of that
- Many will attend. Many more will see your name.
 - Your logo and company name will be seen alongside the Congress brand for almost 6 months before the event, and for weeks afterwards
- Your customers, existing and potential, will see that you are part of it
 - All of the major users of simulation will be there. All of your competitors will likely be there. If you're not there, you'll be missed.



What do we expect?

- Call for abstracts has been strong as usual
- We anticipate a smaller Congress than 2019, but not by much
- Appetite is there for an in-person Congress once again
- Every aspect of simulation will be covered
- Decision-makers and end-users will be part of it





NWWC23

NAFEMS WORLD CONGRESS

**Join us in
Tampa**