

# 17th World Congress on Engineering Asset Management

Sheraton Hotel  
Ho Chi Minh City  
Viet Nam

18-20 October 2023

17th WCEAM Partner Package





# Agenda

- Partnership invitation letter
- 17th WCEAM Introduction
- Conference Program
- Registration Fee
- Partnership Package
- Partnership Benefit

# Partnership Invitation Letter

On behalf of the WCEAM 2023 Organising Committee, we invite you to join us as a partner of the 17th World Congress on Engineering Asset Management, being held at the Ho Chi Minh City, Vietnam, from 18-20 October, 2023.

- The World Congress on Engineering Asset Management (WCEAM, <http://wceam.com/about-us/>) is an annual international conference of the [International Society of Engineering Asset Management \(ISEAM\)](#).
- The activities, annual meetings and events of WCEAM provide opportunity for industry, educators, policy makers, practitioners, researchers, and trainers to engage in intellectual discourse on the development and advancement of the body of knowledge and practice of managing engineered assets. The intensive intellectual discourses are peer-reviewed, and the outcomes are edited and collated as the Scopus indexed WCEAM Proceedings published by Springer.
- WCEAM **brings** together academics, industry, practitioners and scientists from all around the world:
  - to promote research, development and application in the field of Engineering Asset Management
  - to strengthen the link between academic researchers and industrial practitioners in the field
  - to showcase the state-of-the-art systems and technology in Engineering Asset Management.

# Program Outline



18 Oct		19 Oct		20 Oct
9.00am-9.45am	Welcome – Opening Ceremony	9.00am-11.00am	03 Plenary sessions	03 Plenary sessions
9.45am-10.00am	Coffee Break	11.00am-11.15am	Coffee Break	Coffee Break
10.00am-12.00pm	03 Plenary sessions	11.15am-12.00pm	Keynote	Keynote
12.00pm-1.00pm	Lunch	12.00pm-1.00pm	Lunch	Lunch
1.00pm-3.00pm	03 Plenary sessions	1.00pm-3.00pm	03 Plenary sessions	Industry Panel Discussion
3.15pm-3.30pm	Coffee Break	3.15pm-3.30pm	Coffee Break	Best Paper Award & Closing Ceremony
3.30pm-4.15pm	Keynote	3.30pm-5.30pm	03 Plenary sessions	
4.15pm-5.15pm	Industry Workshop	5.30pm-6pm	Industry Workshop	
6.30pm-8.30pm	Welcome Reception	6.30pm-8.30pm	Gala dinner – Industry Night	



# 17th WCEAM Introduction

**Conference Date:** 18-20 October 2023

**Venue:** [Sheraton Saigon Hotel & Towers](#), Ho Chi Minh City, Vietnam

**Expected number of attendants:** 300 academics, industry, practitioners and scientists from all around the world.

Hosted by RMIT University Vietnam, the School of Science, Engineering & Technology.

**Website:** <https://2023.wceam.com/>

**Theme: Sustainable Management of Engineered Assets in a Post-Covid World, Industry 4.0, Digital Transformation, Society 5.0 and beyond**

17<sup>th</sup> WCEAM will bring together academic, policy and industry expertise from diverse economies, geographies, public and private industry sectors to proffer discourse on how to exploit 4IR technologies to sustainably manage engineered assets in a manner consistent with Society 5.0 ideals.

# Registration Fee



	Before 27 August 2023 Early Bird (USD)	From 27 August 2023 Standard Fee (USD)
ISEAM Fellow/Member	400	450
Non-Member	500	550
Master/PhD student (proof required)	250	300
Regional Authors (proof required)	100	150

## Ticket for partner

	Ticket (USD)
Welcome Reception	60
Dinner	80

# Benefits of Partner

Partnering at the Congress will provide an excellent opportunity to promote your company and products and to project a high profile within engineering asset management. Early confirmation will ensure the highest level of exposure. An extensive promotional campaign including advertisements, direct mail campaigns, email broadcasts and web exposure will be implemented in the lead up to the Congress and the opportunity exists for your company to be represented as a key supporter.

- The Congress will “open doors” and facilitate networking with key decision makers
- Your representatives can network with key Congress participants to update their knowledge and understanding of your product and service offerings
- **Partnership** is the most cost-effective way to reach this global audience with a comprehensive promotional campaign
- The Congress will provide the opportunity for your organisation to showcase its latest products/ services/ technologies
- The Congress can also directly support your organisation’s marketing and sales efforts by offering brand positioning/image association, differentiation from competitors, target marketing, brand loyalty, and customer involvement, all of which may ultimately lead to increased sales
- Your organisation will be openly and prominently demonstrating its continued commitment to and active support of future research programs for the development of engineering asset management

# Partner Options



No	Title
1	Hosting the Welcome Reception
2	Hosting the Gala Dinner
3	Hosting a keynote presentation
4	Organising panel discussion
5	Hosting an industry workshop
6	Booth Exhibition



# Package Proposal



No	Title	Value (USD)
1	Platinum Partner	5,500
2	Gold Partner	3,500
3	Silver Partner	2,000
4	Welcome Reception Partner	3,000
5	Gala Dinner Partner	5,000
6	Booth exhibition	1,500

# Partnership Packages



**WCEAM**  
World Congress on  
Engineering Asset Management

No	Benefit	Platinum	Gold	Silver
1	Company banner at Congress Dinner	X		
2	Company Banner at Welcome Reception	X	X	
3	Logo, company profile and link to company website on WCEAM 2023 website	X	X	X
4	Partner's logo and link to company website featured on all promotional material	X	X	X
5	Congress App Banner Advertisement	X	X	X
6	Tickets to attend 03-day conference including Welcome Reception & Gala Dinner	3	2	1
7	A keynote presentation	X		
8	An industry workshop	X	X	
9	A panel discussion	X	X	X
10	Optional: Booth with additional price of USD 1,500	X (exclusive double booth)	X	X

# Gala Dinner Partner



## Branding Benefits:

As the Congress Dinner Partner your brand will be exposed to the WCEAM 2023 delegates, prior to, during and after the 2023 event, through the numerous benefits listed below.

## Naming rights to the Congress Dinner:

- Congress Dinner Partner to be recognised as the naming rights partner of the Congress Dinner.
- Company logo printed on all social function dinner tickets, menus etc.

## Opportunity to address delegates:

- Opportunity to present a five-minute welcome presentation at the Congress Dinner

## Advertising and promotional Material:

- Logo display, company profile and link to the company's corporate home page on WCEAM 2023 Website.
- **Partner** logo, linked to the company's corporate home page, will appear on all WCEAM 2023 promotional email campaigns.
- Opportunity to provide up to four free-standing banners to be displayed at the Congress Dinner venue.

# Welcome Reception Partner



## Branding Benefits:

As the Welcome Reception Partner your brand will be exposed to the WCEAM 2023 delegates, prior to, during and after the 2023 event, through the numerous benefits listed below.

## Naming rights to the Congress Dinner:

- Welcome Reception Partner to be recognised as the naming rights partner of the Congress Welcome Reception.
- Company logo printed on all social function reception tickets, menus etc.

## Opportunity to address delegates:

- Opportunity to present a five-minute welcome presentation at the Congress Welcome Reception

## Advertising and promotional Material:

- Logo display, company profile and link to the company's corporate home page on WCEAM 2023 Website.
- **Partner** logo, linked to the company's corporate home page, will appear on all WCEAM 2023 promotional email campaigns.
- Opportunity to provide up to four free-standing banners to be displayed at the Congress Welcome Reception venue.

# Booth Exhibition



## 3m x 2m (x 2.4m high) standard booth including

- Company profile and logo listed in Congress website
- 02 complimentary Congress registration – including Congress dinner and Welcome Reception attendance
- Booth and Positioning Information
- Clothed table and two chairs
- Power outlet
- Space is allocated to sponsors first and then in order of receipt of booking form and payment.

# Contact information



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