



**ZUKEN**  
Innovation  
**WORLD**



# TWO EVENTS. ONE AMAZING CONFERENCE.

Conference Dates

**June 6–8, 2023**

Technology Showcase

**June 6–7, 2023**

**JW Marriott Scottsdale  
Camelback Inn Resort & Spa  
Scottsdale, Arizona**

## ABOUT THE EVENTS

Each year Zuken hosts **Zuken Innovation World (ZIW)**, an industry event that welcomes customers, partners, and industry professionals to participate in a technology and user conference supporting the mission to network, learn, and innovate.

In 2023, ZIW will be co-located with **Integrate23**, Vitech's event aimed at fostering dynamic, vibrant discussions around all areas of digital engineering, with a focus on open and connected solutions.

An exciting and varied agenda features multiple tracks with classes covering product training, customer and partner case studies, design best practices and forward-looking topics.

The Technology Showcase, combined with the Digital Engineering Hub and the Zuken and Vitech Expert Bars, provides unparalleled opportunities for one-on-one interaction with participants in an energetic environment.



## BENEFITS OF PARTICIPATING

Exhibitors and sponsors will have the opportunity to meet and interact with individuals from both the Zuken and Vitech user communities representing multiple industry sectors including automotive, military, aerospace, machinery, consumer products, and more. Your company will realize multiple benefits through participation at the 2023 events:

- **Reach a targeted audience of engineering professionals**
- **Promotion of your company brand, products, and services**
- **Speaking opportunities**
- **Multiple networking opportunities**
- **Full access to attend all conference classes**

## Our Attendees

A variety of EDA, MBSE, and digital engineering industry professionals from all organizational levels annually attend this event, including managers, purchasing influencers, and decision makers—making ZIW and Integrate23 an ideal forum to present your company, products, and services.

With networking identified as one of the top reasons people attend, you will have plenty of opportunities to make new contacts and develop relationships.



### EVENT APP

for quick access to schedules, updates, attendee info and more

**No other conference gives us the depth of exposure to prospects and thought leaders as ZIW/Integrate.**

**Scott Ragon, Ansys**

### NETWORKING

with industry professionals and specialists from two user communities: Zuken and Vitech

# 350

ATTENDEES



EDA, MBSE, and digital engineering industry professionals—managers, purchasing influencers, and decision makers

### MULTIPLE INDUSTRIES REPRESENTED

Automotive, Military, Aerospace, Machinery, Consumer Products and more

### EXCLUSIVE TECHNOLOGY SHOWCASE HOURS

**1:30–4:30 pm  
June 7**

### COMBINED ZIW & Integrate23 EXHIBIT AREA

# 90+

SESSIONS



covering technical, strategic and market topics



# Exhibit and Speaking Opportunities

## TECHNOLOGY SHOWCASE

The combined Technology Showcase takes place June 6–7, 2023. Centrally located within the conference venue, exhibitors will have multiple opportunities to interact with attendees throughout the day during breakfast, coffee breaks, and a dedicated 3-hour afternoon session on Wednesday, June 7.

As an exhibitor, your company will benefit from Zuken and Vitech's marketing to a vast audience of industry professionals prior to, during, and after the events. A mix of email, social media, and web promotions ensures that your company name is seen by individuals from a wide range of industry sectors.

### ALL EXHIBIT PACKAGES INCLUDE THESE BENEFITS:

- Listing in the printed program
- Logo and link on conference web sites
- Logo on promotional event emails
- Mobile App listing with full company description
- Logo on attendee welcome letter
- Promotion through Zuken and Vitech social media channels



Last year's events exceeded expectations

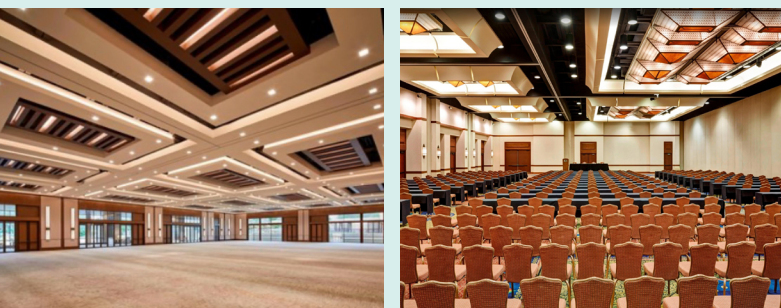
## SPEAKING OPPORTUNITIES

Exhibitors have the opportunity to secure a 45-minute speaking session on the conference agenda by purchasing a Platinum or Gold Exhibit Package. This is your opportunity to present non-commercial, innovative topics related to your company, products, and services. Class abstracts are subject to review and approval.

### TECHNOLOGY THEATER ADD-ON COST \$500

Grab the attention of attendees during a 20-minute session in the Technology Theater. The Technology Theater is located inside the Technology Showcase and is open on the afternoon of June 7. Presentations can be of a more commercial nature in this venue.

## Exhibitor Set-Up and General Information



JW Marriott Scottsdale Camelback Inn Resort & Spa

### MOVE-IN AND SET-UP TIMES

Monday, June 5	Noon–5:00 pm
Tuesday, June 6	6:00am–8:00 am

### TECHNOLOGY SHOWCASE HOURS

Tuesday, June 6	11:15 am–4:45 pm
Wednesday, June 7	7:15 am–4:30 pm

### MOVE OUT

Wednesday, June 7	4:30 pm–6:60 pm
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# Sponsorship and Promo Opportunities

We want to help you put your brand in front of each and every attendee. The following sponsorships and promos are available to maximize your visibility.

	Platinum \$12,000	Gold \$6,000	Silver \$2,500	Bronze \$1,250
	1 available	2 available		
<b>Mobile App Listing</b> Drive traffic to your website and gain more exposure before the event by listing your company on our mobile event app.	✓	✓	✓	✓
<b>Welcome Letter</b> Be the first to welcome participants. Each participant receives a welcome letter upon arrival at the hotel with important conference information. Include your logo to catch their attention early.	✓	✓	✓	✓
<b>8' Booth</b> Each booth is equipped with one 6-foot table, two chairs, and one power strip.	2	2	1	1
<b>Complimentary Staff Badges</b>	6	4	2	2
<b>Podium Recognition</b>	✓	✓		
<b>Guaranteed 45-minute Speaking Session</b> A 45-minute speaking session is included with the purchase of a premium package; two for the Platinum level and one for the Gold level package. A perfect way to share your company's knowledge and expertise!	2	1		
<b>Exhibitor Theater Session</b> A 20-minute session in the Technology Showcase on June 7 to highlight your company's product or service.	1	1	\$500 Add-on	\$500 Add-on
<b>Welcome Reception Sponsor</b> Highlight your company at the kickoff to the conference with special signage, logo cocktail napkins, push messages in the event app, and recognition during the event.	✓			
<b>Lunch Sponsor</b> Attendees are hungry for knowledge, so let them know who you are! Your company will be recognized on sponsor signage, in the mobile app, and in the first sessions of the afternoon.	✓			
<b>Breakfast Sponsor</b> Start the day off by putting your company name in front of attendees! Your company will be recognized on sponsor signs, in the mobile app, and in the first sessions of the day.		✓		
<b>Coffee Break Sponsor</b> Show your support for conference attendees as the coffee break sponsor. Signage will appear on all of the break stations and push messages in the app will let every attendee know your company is sponsoring the morning or afternoon coffee breaks.			✓	

## Zuken Innovation World + Integrate23

# Sponsorship Add-ons

### Conference Dinner

This event brings together all of the attendees for a high-energy, memorable evening. Sponsor receives special signage, along with mentions in promotional emails, in the mobile app, and at the dinner.

**\$6,000**

Two available

### Signature Drink Bar

Light up the night! Sponsorship includes special signage at the Conference Dinner along with branded light-up cocktail glasses for all attendees.

**\$4,000**

### Mobile App

Essential for every attendee, the mobile app allows users to stay connected with direct attendee-to-attendee messaging, a conference schedule, and all of the information they need to navigate ZIW and Integrate. Sponsor will benefit from thousands of impressions in the mobile app along with signage throughout the event.

**\$3,500**

### Technology Showcase

Over the course of two days attendees will have the opportunity to visit the Technology Showcase—the prime networking location—with dedicated hours on Wednesday. Technology Showcase Sponsors receive special signage, along with mentions in promotional emails and through the mobile app.

**\$2,000**

Two available

### Attendee Notepads

Keep your logo front and center with attendees throughout the event! Sponsor logo will appear on the cover of the notepad.

**\$2,500**

### Attendee Pens

Everyone needs a good pen! This takeaway with your logo will stay with attendees for months to come.

**\$2,000**

### Exhibitor Theater Session

Grab the attention of attendees during a 20-minute session in the Technology Theater. These sessions can include content of a more commercial nature. The Technology Theater runs during the afternoon of June 7 from 1:30 to 4:30 p.m.

**\$500**



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**+ Integrate23™**  
THE DIGITAL  
ENGINEERING  
SYMPOSIUM