

Partnership proposal

Canadian Regional University
Conference of Industrial Engineers

January 24 to 27, 2025



CAPSISE
BOUNDARIES
— **ULAVAL 2025** —

Capsize Boundaries ! - *Renverse les frontières !*

Université Laval will host for the first time in the city of Quebec, the **42nd edition of the annual conference of the Institute of Industrial and Systems Engineers (IISE)**, which will take place from **January 24 to 27, 2025**, under the theme “Capsize Boundaries.”

IISE, a partner in organizing the event, is an international non-profit association dedicated to supporting the industrial engineering profession.

The 2025 edition of the IISE conference is a **national event** focused on **the application of industrial engineering** in all its forms. As part of this 42nd edition, the exploration of the multiple possibilities offered by **engineering in the field of transport and mobility** will be highlighted.

Participants

More than 10 Canadian universities are represented by over **400 future candidates to the industrial engineering profession**. This is an opportunity for them to participate in various competitions, attend diverse conferences, and experience networking with the industry on a wide range of topics.

Event Summary

The event takes place over 3 days, from Friday to Sunday.

The main activities are as follows:

Day 1

Opening ceremony

Arrival of students at the hotel, welcome speech, presentation of delegations and main partners.



Day 2

University competitions

Day of academic and cultural competitions for student delegations.

Customized Company Visits

Guided visits to partner sites.

Networking Event

Networking and recruitment event between partners and participants.



Day 3

Conferences and workshops

Workshops and conferences by partners, recruitment booths, final presentations of competitions, speed networking opportunities.

Closing ceremony

Banquet, closing speech, award ceremony.



Detailed description of Partnership opportunities

The event provides several opportunities for you to interact with participants and share knowledge with the Canadian student community in industrial engineering

Day 1

The Opening ceremony marks the official launch of the event. During this evening, participating delegations present a promotional video showcasing their university's colors, which will be evaluated by the panel of official partners. **The official partners can showcase a promotional video for their company in front of all participants.**

Day 2

Academic or Cultural competitions allow teams from different universities to challenge themselves. **Sponsoring a competition provides an opportunity to showcase your company and its values, as well as establish a privileged connection with the delegates.**

Sponsoring a competition also involves representing the company on the juries, displaying the company's logo on the trophies, and having the opportunity to announce the winners during the closing banquet. The sponsored competition is customized with the partner's colors and shared on the congress's social networks as well as those of the participating universities

The Academic competitions

- **The Case Study** competition is where teams of four students representing their universities compete to solve a real-world problem encountered in business. This competition spans two days, beginning with a company visit and a quick information gathering session by the participants. Subsequently, there is a five-hour closed-door brainstorming period during which the 10 participating teams prepare a presentation that will support their solution pitch the next morning in front of an expert jury. This competition is often favored by students nearing the end of their academic cycle
- **The Simulation** is a competition where teams of three delegates receive information as early as November. They must design a simulation that addresses a real-world issue, adhering to several imposed constraints in order to achieve the optimal solution



- **The Theoretical Exam** involves four members from each delegation testing their knowledge in a comprehensive exam that covers various aspects of industrial engineering. Designed by the event organizers in close collaboration with the teaching staff at Université Laval, this exam presents a challenging opportunity for students to showcase their academic talents and teamwork abilities.
- **The Technical Paper** allows selected members from the delegations to present their achievements through academic projects. Participants present a technical paper they've worked on during their university studies to a designated jury.
- **The CAPSIZE Competition** is a brand-new competition highlighting collaboration and ingenuity among participants during a whimsical manual challenge. It will be presented to a jury following the networking evening.

The Cultural competitions include a sports event, a trivia competition and an E-Game tournament to cater to various interests.

The private recruitment cocktail Targeted at sponsors interested in supporting a competition. This cocktail provides a unique mentoring opportunity for delegates to interact with participants. Delegates highly value this moment, seeking constructive feedback and improvement suggestions related to their performance. It can also serve as a platform for companies to present suggested solutions and offer enriching professional interactions.

The Networking Event concludes the day of competitions. Partners are invited to showcase their presence at a booth, where over 400 future engineers gather for networking purposes.

Day 3

The Conferences and Workshops take place in various formats, including expert panels, roundtable discussions, and traditional conferences. The goal is to offer a variety of topics that not only showcase examples of logistics, resource optimization, systems projects, etc., but also highlight the different challenges faced by industrial engineers and their teams across multiple domains. These conferences aim to be interactive and relevant for participants, encouraging idea exchange and active audience engagement.

Speed networking meetings occur in reserved interview rooms, allowing representatives and participants to discuss job and internship opportunities.

The Closing ceremony is one of the most anticipated events during the IISE 2025 congress. It honors the laureates and announces the overall winners. This moment is significant because it provides a valuable opportunity to recognize participants' contributions, symbolized by trophy presentations. During that time, a banquet is held in collaboration with the official partner and the competitions sponsors.



Partnership Plans	Official Partner 25 000 \$	Major Partner 15 000 \$	Grand Partner 5 000 \$	Partner 2 000 \$
Exclusive Conference	✓			
Speech at the networking event	✓			
Tickets for the opening ceremony	2 tickets	2 tickets		
Official Case Study Partner	✓			
Company presentation during the competitions day	✓			
Tickets for the closing ceremony	2 tickets	2 tickets		
Announcement of winners at the closing ceremony	✓			
Company name on trophies	✓			
Access to interview rooms	✓	✓		
Advertising in the participant's guide	✓	✓	✓	
Recruitment booth at workshops and conferences day	Large booth	Large booth	Small Booth	
Tickets for the conference day	4 tickets	4 tickets	2 tickets	
Advertising in the conference brochure	✓	✓	✓	
Advertising on the conference website	✓	✓	✓	
Recruitment booth at networking event	Large booth	Large booth	Small Booth	Small Booth
Tickets for the networking event	4 tickets	4 tickets	2 tickets	2 tickets
Access to the CV Database	✓	✓	✓	✓
Distribution of promotional items	✓	✓	✓	✓
Acknowledgments on social media	Personalized	Personalized	Personalized	General

A la carte

Company visit	<i>Pay for Transportation</i>
Sponsored Meal	3 000 \$
Sponsored Snack break	2 000 \$
Tickets for the conference day (2)	1 000 \$
Tickets for the networking event	1 000 \$
Sponsor an academic competition	2 500 \$
Sponsor a cultural competition	1 500 \$
Private recruitment cocktail	2 000 \$

*Sponsorship of an academic competition is only available to 'Major,' 'Grand,' and 'Official' Partners.

**Note that some offers are limited in quantity and are available on a first-come, first-served basis.

Become an IISE 2025 Partner !

Choosing to be one of our partners at the 42nd edition of the IISE congress means connecting with over 400 future engineers and gaining significant visibility for your organization among an engaged academic and professional audience.

CONTACT US

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The organizing committee sincerely appreciates your interest in the annual IISE congress. We hope to have you as one of our partners for this eagerly awaited 42nd edition!