



National Training and Simulation Association Point Paper

I/ITSEC Value Proposition

National Training and Simulation Association
2101 Wilson Boulevard
Suite 700
Arlington, VA 22201
www.nts.org

RADM James A. Robb, USN (Ret.)
President
Phone: (703) 247-2567
Email: jrobb@nts.org

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National Training and Simulation Association Point Paper – I/ITSEC

I/ITSEC has supported Warfighters and First Responders for over 50 years organized by the National Training and Simulation Association (NTSA) which is America’s premier non-profit organization representing the interests of the training and simulation community. We are dedicated to and proud to advocate for Training and Readiness. As such, I/ITSEC serves as a continuous point of contact for government, academia, industry, research organizations and the military to exchange information, share knowledge, align business interests, and in general stimulate the growth and overall dynamism of the industry.

NTSA pursues its goals through a series of conferences, meetings and exhibitions throughout the year. The largest of these, the Interservice/Industry Training, Simulation and Education Conference (I/ITSEC), is by far the world’s largest annual conference and exhibition dedicated to Training, Modeling and Simulation.

Purpose

This paper presents an overview of the I/ITSEC event with respect to sponsorship, responsibility, support and benefits for use by constituents as they weigh the cost and benefits of participation and attendance.

I/ITSEC Overview and Goals

The annual Interservice/Industry Training, Simulation and Education Conference (I/ITSEC) showcases simulation, education, modeling and training technology for the exchange of information among industry, the military, and the educational communities. I/ITSEC Goals:

- Promote the free exchange of information related to modeling and simulation, training and education.
- Promote a professional collaborative environment that encompasses a number of venues providing training and educational opportunities. These opportunities include exposure to emerging technology, technical paper presentations, training and M&S related tutorials, as well as educationally focused special events, and exhibits.
- Promote cooperation in support of learning and simulation technologies, methods, processes and systems, to identify common issues, to address national needs in training, simulation and education, and to develop solutions to problems in these areas.
- Advance the state of the art for synthetic battlespace through the use of training, simulation, modeling, and instructional technologies, and the development of training and education programs/processes to improve military combat readiness.
- Promote cross service discussion of requirements, ongoing programs and collaboration and access to international ideas, markets and partnerships.

- Encourage and support the Training and Education Community life-long Workforce Development and retention efforts.
- Address high level trends in technology, emerging concepts and acquisition reform that the services critically must embrace to continue to protect the nation. Most recently these themes have included Live Virtual Constructive (LVC) training applications, Big Data Analytics in support of improving human performance and Artificial Intelligence (AI).
- Support the industrial base highlighting the value of training systems to National Security.

I/ITSEC Sponsorship

The National Training and Simulation Association (NTSA), an affiliate of the National Defense Industrial Association (NDIA), is the sole sponsor and administrator of I/ITSEC. I/ITSEC is a Non-government Sponsored Conference as per the JFTR/JTR. NTSA is totally responsible for the content, administration and financial management for the conference, including the following major functions:

1. Organize the Conference Committee and coordinate committee activities to ensure applicable international, interservice, industry, and educational community representation.
2. Contract with appropriate conference and lodging facilities.
3. Manage exhibits support function to include sale of exhibit space, booth size, floor plan, and control of exhibits at the conference.
4. Manage conference logistics to include hall setup, Audio Visual support, telephone and internet, catering and press coverage.
5. Provide all conference administrative support to include signage, and entry control badges.
6. Provide for meeting, conference and administrative spaces for all participants.
7. Perform all registration and tracking functions.
8. Manage all technical paper solicitations, review, selection and publication.
9. Coordinate all special tours for VIPs, students, teachers, foreign dignitaries and veterans
10. Officially invite guest speakers identified by the Conference program schedule.
11. Manage all marketing and public affairs issues related to the conference.
12. Publish conference programs, daily publications and proceedings.
13. Perform all publicity functions, to include preparing, coordinating and distributing all publicity releases, and managing media publicity (including photographic support).
14. Establish and maintain an I/ITSEC World Wide Web home page.
15. Provide site security and connectivity with and to local authorities.
16. Administer the I/ITSEC scholarship/endowment programs.
17. Take appropriate measures to protect proprietary data and technology of all participants.

18. Approve the conference agenda as well as all special projects/events, demonstrations and extraordinary exhibits associated with the annual I/ITSEC whether they occur before, during or after each event.
19. Assure the I/ITSEC compliance with government regulations and policies.

Government Support

The main objective of the I/ITSEC is to provide a forum for dynamic interaction between government, industry and academia. NTSA, as a non-profit organization, provides a non-partisan interface between participants. OSD and DOD Service representatives and other government agencies and organizations are invited to participate in Conference Committee activities and to represent their interests within the program and agenda, and to demonstrate their requirements and capabilities on the exhibit floor.

While government participates in shaping the conference content and agenda, NTSA is solely responsible for the Conference sponsorship, management and liabilities associated with I/ITSEC planning and execution.

Government voluntary support for I/ITSEC is limited to the following functions:

1. Representation on the Conference Committee to ensure their interests and objectives are satisfied.
2. Representation on Conference Subcommittees related to assessment and selection of technical papers to be presented at the conference.
3. Recommendations for appropriate government speakers that will add value to the agenda – NTSA is responsible for formal invitations.
4. Contracting with NTSA for exhibit space and support as desired.

Note: Government organizations are responsible for logistics solely supporting their own presence at the conference. NTSA provides all other logistics conference logistics support.

I/ITSEC Legal and Ethics Standing

Government attendance at I/ITSEC meets the letter and intent of JFTR/JTR, Appendix R in the following ways:

1. Participation and attendance clearly furthers Service and DOD and other Agency programs.
2. Allows government to present scientific and technical papers which further the development of the U.S. resources.
3. Provides an agenda that allows the Services and DOD to maintain an effective professional, scientific, technical, managerial, and supervisory workforce.
4. All active government military and civilians attend the conference free of charge.

I/ITSEC Value Proposition

I/ITSEC Top Level Talking Points

I/ITSEC is attended by over 17,000 individuals each year. The core of the conference is presentation of over 140 technical papers on all aspects of Training, Simulation Education and innovation. Over 500 exhibitors join to present leading edge technology and innovative concepts related to the Training, Modeling and Simulation industries. It is the world's largest conference and display of training systems capabilities in the world.

The opportunities to network within the Training Systems community are endless. Not only are key government organizations represented, but key industry partners from across all training domains are present to include, transportation, health care, gaming, and education. The venue is host to numerous collateral meetings and discussion opportunities take advantage of the large number of government and industry leaders brought together in one venue. This represents a huge offset to separate meetings requiring separate travel and logistical support. In many cases, cross functional meetings between government, industry and academia would be impossible outside this venue.

1. I/ITSEC is the premier event for government to execute Market Research of cutting-edge concepts and capabilities.
2. Promote cross domain sharing of ideas, technology and innovations.
3. Share existing capabilities that are relevant cross domain.
4. Take advantage of R & D previously invested to lower transition costs.
5. See where small business agility and innovation can provide capability at lower cost.
6. Identify new markets for your products.
7. Share standards and best practices to improve productivity, efficiency and safety.
8. Share expertise related to twelve years of war – innovations in medical care, robotics, manikins and prosthesis'.

I/ITSEC as an International Venue – The “Paris Air Show” of Training Systems

1. I/ITSEC is the premier event to conduct market research with 500 vendors demonstrating state of the art training capabilities.
2. International participation for 2017 exceeded 1900 attendees from 60 countries.
3. Vendors from 21 countries demonstrated their capabilities.
4. There were 4 International Pavilions plus seven international participants in the Technology Showcase on the exhibit floor.
5. Four countries sent trade missions to the event.
6. Four countries hosted pavilions demonstrating regional capabilities and identifying key US capabilities that meet their requirements.
7. There were three special events sponsored by foreign entities within the conference agenda.

8. 16 foreign papers were presented at the conference
9. There were three tutorials presented with special interest to the international community

I/ITSEC Business and Mission Benefits

The I/ITSEC is built around a robust technical conference program that provides the following benefits:

1. As the largest event of its kind in the world, provides an environment for the government to accomplish all business objectives in one place, at one time each year.
2. NTSA provides a cost effective collaborative conference solution.
3. Provides a means for Orlando based government organizations to promote good community relations.
4. Brings together all key decision makers in the simulation and training community of practice.
5. Provides opportunities for the government to educate industry on their requirements.
6. Provides a forum for industry to inform the government of new and emerging technologies.
7. Informs government decision-making through access to the opinions and insights of the research and development, requirements and acquisition communities.
8. Offers numerous opportunities for key decision makers attending the conference to share best practices, lessons learned, program issues, and needs and requirements.
9. Provides an opportunity for government to inform industry on productive ways for them to effectively channel their internal R&D invest portfolio.
10. Supports Small Business by providing them a dynamic venue to expose their capabilities and network with larger Primes.
11. Allows access to high level government and industry decision makers:
 - a. High level Administration representatives
 - b. Members of Congress
 - c. Key Interagency leadership
 - d. Key OSD and Service leadership
 - e. Representatives from foreign governments and industries
 - f. Captains of Industry
 - g. Key leaders from academia and education
12. NTSA works with the TReX OTA Consortium to encourage rapid acquisition of prototypes and R&D.
13. NTSA supports a variety of contract accelerating activities like “Pitch Days” where white paper proposals are vetted by the government on site.

Note: NTSA works with conference support entities to get the very best prices for its constituents and negotiates large blocks at or below government per diem rates.

I/ITSEC as a Training and Workforce Development Venue

1. Provides an opportunity for government and industry entities to emphasize the value of Modeling, Simulation and Training to their constituents.
2. The conference and exposition provide an ideal environment for internal staff interaction and training with new concepts in simulation, training and education.
3. Ideal venue for engineers to be exposed to world-class M&S and Training technologies and innovations, and to engage in government, industry and academia crosstalk.
4. Provides efficient and effective opportunities to share lessons learned, program issues, and future trends in an environment that is data based and supported by research.
5. Provides a rich opportunity for government and industry personnel to share and learn best practices that have been evaluated and assessed, with data driven results.
6. Provides the opportunity to present, compare and debate training solutions.
7. Supports STEM in schools and Service Recruiting, Training and Transition efforts.
8. **Continuing Learning Points (CLP)**
 - a. "The U.S. Department of Defense (DoD) acquisition workforce members are expected to earn Continuous Learning Points (CLPs) to stay current in leadership and functional acquisition skills that augment the minimum education, training and experience standards established for certification purposes within their acquisition career fields.
 - b. It is each acquisition member's responsibility to meet the goal of 40 CLPs each year and to meet the mandatory requirement of 80 CLPs every two years. Acquisition Professional Activities are allowed to count toward CLPs.
 - c. CLPs are awarded in accordance with DoD-wide guidelines as augmented by Service-specific policies.
 - d. I/ITSEC provides an excellent opportunity for the DoD acquisition workforce members to earn mandatory CLPs."
9. **Continuing Education Credit (CEU)**
 - a. Government personnel have the opportunity to earn Continuing Educational Unit credit for attending specified paper and tutorial sessions.
 - b. Approximately 150 new papers, the latest research in the fields of modeling, training and simulation.
 - c. Twenty-four tutorials, covering a diverse set of topics essential to the modeling, simulation, training, and education communities. This program provides opportunities in foundational subjects, refreshers and more advanced learning opportunities and emerging topics of particular interest to I/ITSEC attendees.
 - d. Access to Professional Development Workshops presented and developed in conjunction with the University of Central Florida.
10. **Certified Modeling and Simulation Professional Program**
 - a. NTSA hosts a training curriculum leading to certification as a Modeling and Simulation Professional.

I/ITSEC as a Recruiting and Retention Venue

1. Over 500 highly qualified students from across the country attend I/ITSEC every year.
2. Over 20 high schools and 170 institutions of higher education are represented at I/ITSEC.
3. Service recruiting presence on the I/ITSEC exhibition floor provides direct access to this highly qualified talent pool.
4. Servicemen and women attending I/ITSEC are exposed to the latest in training and simulation technology.
5. Many servicemen and women present technical papers and are eligible for recognition and awards.
6. Service technical personnel can view all the latest concepts and innovations at one location.
7. Participation at an event as large as I/ITSEC supports good morale within commands associated with training and simulation.
8. Support for NTSA STEM initiatives boosts the number of qualified students available for military service.

I/ITSEC Support for STEM, Schools and Education

Each year I/ITSEC hosts a series of special events that reflect topical areas in the world of Modeling, Simulation and training. From looking into the future of medical simulation to seeing what Hollywood's most cutting-edge effects wizards can bring to the industry. Support and participation in these special events contribute to private and public STEM objectives and increase the caliber and qualification of tomorrow's workforce.

1. **Serious Games** – The Serious Games Showcase & Challenge (SGS&C) celebrates the use of games and game technology as a delivery medium for instructional material. After a rigorous evaluation, the top twelve entries from all received are selected as finalists and invited to showcase their games on the exhibit floor during I/ITSEC.
2. **Student Tours** – NTSA hosts Student Tours during I/ITSEC to allow students to experience first-hand, real-world Training, Simulation and Education solutions that will help bridge the gap between classroom theory and the applied used of Science, Technology, Engineering and Math (STEM) subjects. NTSA is investing in a program that will provide a “Virtual Student Tour” that will dramatically increase outreach.
3. **America's Teachers Program** – The goal of this program is to familiarize teachers of science, technology, engineering, and math with the field of modeling and simulation and support STEM education and careers.
 - a. The modeling and simulation industry is growing and it depends on a pool of talented engineers, computer scientists, and behavioral scientists.
 - b. Teachers' awareness of this field could help to guide young people toward preparing for modeling and simulation careers.

4. **Future Leaders' Pavilion** – The Future Leaders' Pavilion provides a venue for teams of secondary school students to demonstrate technical projects they have developed which focus on modeling, simulation and training.
 - c. The Pavilion also enables the students to experience the sights, sounds and learning about high-end, critical technology only available at I/ITSEC.
5. **Scholarships** – NTSA honors special achievement and Service during the conference and awards several NTSA scholarships to deserving students studying in the M&S Science. NTSA will award \$130,000 in graduate and post graduate scholarships in 2020.
6. **Job Fair** – NTSA hosts a job fair at I/ITSEC that provides government and industry opportunities to recruit the best talent available and support transitioning service members.

I/ITSEC FACTSHEET

- Over 75 hours of Continuing Education Units (CEU) opportunities in select Paper Sessions, Tutorials and the Post Conference Development Workshops.
- Over 17,000 industry attendees in 2019 including DoD, DHS, OSD, NASA, and other key government and industry leaders.
- Over 500 exhibiting companies occupying over 190,000sq ft of hall space.
- Over \$500m of Industry IRAD funds represented on the show floor.
- Free Government attendance includes representatives from the Administration, DoD, DHS, and NASA.
- Over 142 technical sessions and 34 tutorials.
- Annual attendance by the Congressional Modeling and Simulation Caucus.
- Over 1800 international attendees and 60 international partners seeking to discover training markets and engage US FMS.
- Operation Blended Warrior – three-year effort to better integrate LVC simulations on the I/ITSEC show floor. Resulted in a permanent integration lab at NAWCTSD. Over 50 entities contributed to this virtual consortium.
- An average of 7 graduate Modeling and Simulation Scholarships granted annually in the last ten years. ***Current I/ITSEC conference chair is an I/ITSEC scholarship recipient.***
- Over 8000 high school seniors toured the I/ITSEC show floor in the last decade.