

CONFERENCE OVERVIEW

9TH ANNUAL ASEE GLOBAL COLLOQUIUM ON ENGINEERING EDUCATION SINGAPORE MARINA BAY SANDS HOTEL OCTOBER 18-21, 2010

The American Society for Engineering Education (ASEE) presents an annual Global Colloquium on Engineering Education that unites the diverse elements of the international engineering education world and focuses on the issues of strategic interest to that global community.

The 2010 Colloquium, strategically located in Singapore — a global center of engineering education, is designed to provide a cutting edge and effective platform for communication and collaboration among the world's stakeholders in the profession. The Colloquium will co-locate for the first time with at least five unique international events and is aimed at bringing together and impacting engineering deans/rectors, students, teachers, researchers, continuing education professionals, governmental officials and representatives of the World Bank.

The Colloquium, held in past years in Berlin, Beijing, Sydney, Rio de Janeiro, Istanbul, Cape Town, and Budapest, with the assistance of engineering education organizations from the host country, links engineering education stakeholders from across the globe to exchange best practices, cutting edge ideas, viewpoints and strategies.

Sponsorship of the global colloquium provides your company with a cost-effective, value-added opportunity to:

- Increase brand awareness and cultivate brand loyalty among a targeted audience of international engineering educators and technology company executives.
- Drive sales revenue by reaching a targeted audience of global prospects.
- Highlight your commitment to furthering excellence in engineering and engineering technology education.
- Augment your recruiting and research efforts by plugging into a global network of engineering graduates and be interacting directly with the 100+ global engineering students in attendance.

Sponsorship Levels and Fees:

Platinum	\$40,000
Gold	\$20,000
Silver	\$10,000
Bronze	\$5,000

Note: All sponsorship packages can be customized to meet your specific marketing objectives. All sponsorship agreements will be executed on a first-come, first-served basis.

BECOME A GLOBAL COLLOQUIUM SPONSOR TODAY!

Contact **SCOTT WILLIAMSON**, Director of Sales & Marketing, at **202-331-3549** or **s.williamson@asee.org**.



PREVIOUS SPONSORS

JOIN THIS IMPRESSIVE ROSTER OF INNOVATIVE ENGINEERING AND TECHNOLOGY ORGANIZATIONS WHO ARE COMMITTED TO FURTHERING GLOBAL EXCELLENCE IN ENGINEERING AND ENGINEERING TECHNOLOGY EDUCATION...BECOME A GLOBAL COLLOQUIUM SPONSOR TODAY!

PLATINUM

Autodesk

 **NATIONAL
INSTRUMENTS**


**DASSAULT
SYSTEMES**

See what you mean

GOLD

 [®]
hp
i n v e n t

BRONZE

 The MathWorks

IBM [®]


QUANSER
INNOVATIVE EDUCATION

DesignSoft

 **CENGAGE
Learning**



SPONSORSHIP OPPORTUNITIES & BENEFITS

PLATINUM

\$40,000

BENEFITS:

- Twelve (12) complimentary conference registrations
- One (1) full page, 4C, cover position ad in conference program.
- Four (4) full page, 4 color ads in Prism magazine.
- Special recognition in pre-event print and electronic marketing communications.
- Use of electronic mailing list for pre- and post-show marketing
- Opportunity to conduct a technical session or workshop, subject to program committee approval.
- Promotional display opportunity in exhibit room
- Company name and logo, plus a link to company web site, displayed in Sponsors section of the ASEE Global Colloquium web site.
- Complimentary 1 year ASEE corporate membership.
- Recognition in the conference program.
- Opportunity to submit speaker and content suggestions for session discussions. Descriptions and topics will be forwarded to the colloquium program chair to determine relevance for consideration.
- Opportunity to insert one (1) branded item or marcom piece into attendee tote bag.

PLUS, non-exclusive 'Presenting Sponsor' rights to your choice of one of these premier events:

DINNER AND ENTERTAINMENT, THURSDAY, OCTOBER 21

Integrate your brand into this delightful close to the Global Colloquium. Don't miss this opportunity to create a powerful and memorable brand experience for Colloquium attendees. Sponsorship benefits include a brief speaking opportunity by a company representative, verbal recognition, signage and the opportunity to provide a takeaway gift for all attendees.

MAIN PLENARY, TUESDAY, OCTOBER 19

The Main Plenary is traditionally the most highly attended session at the conference. Put your company name and logo in front of over 400 attendees at this conference keynote address. Sponsorship benefits include verbal recognition, a marcom handout opportunity and branded signage throughout the ballroom. In addition, you will have the opportunity to submit video content that will run as people enter the ballroom and your company logo will be used as part of the stage backdrop during the entire program.

WELCOME RECEPTION, MONDAY, OCTOBER 18

Sign on as a sponsor of this elegant reception to welcome attendees to Singapore. Set atop the three soaring hotel towers of the Marina Bay Sands is a breathtaking sky park offering 360-degree views of Singapore's skyline. This one-hectare tropical oasis in the sky features lush greenery, beautifully sculptured gardens, restaurants and a swimming pool. Enjoy the wonderful ambiance poolside while networking with global engineering faculty, deans and your industry counterparts. Sponsorship benefits include a brief speaking opportunity by a company representative, verbal recognition and your company name and logo on thank you signage.

GOLD

\$20,000

BENEFITS:

- Eight (8) complimentary conference registrations
- One (1) 2 page spread ad or one (1) full page, 4C, cover position ad (if available) in conference program
- Two (2) full page, 4C ads in Prism magazine.
- Recognition in pre-event print and electronic marketing communications.
- Use of electronic mailing list for pre- and post-show marketing
- Opportunity to conduct a technical session or workshop, subject to program committee approval.
- Promotional display opportunity in exhibit room
- Company name and logo, plus a link to company web site, displayed in Sponsors section of the ASEE Global Colloquium web site.
- Complimentary 1 year ASEE corporate membership.
- Recognition in the conference program.

PLUS, exclusive rights to your choice of one of the following:

ROOM DROPS

This is your opportunity to reach ASEE global colloquium attendees with customized content by delivering your message directly to their hotel room! Leverage your GC presence by utilizing this effective direct outreach vehicle.

ATTENDEE TOTE BAG

Each conference attendee will receive a tote bag when they check in at registration. Take advantage of this exclusive opportunity to brand a high value item that will be extensively utilized by each of the 400+ attendees.

CONTINUES ON THE BACK ...



SILVER

\$10,000

BENEFITS:

- Four (4) complimentary conference registrations.
- One (1) full page, 4C ad in conference program.
- Promotional display opportunity in exhibit room
- Recognition in pre-event print and electronic marketing communications.
- Use of electronic mailing list for pre- and post-show marketing
- Opportunity to conduct a technical session or workshop, subject to program committee approval.
- Company name and logo, plus a link to company web site, displayed in Sponsors section of the ASEE Global Colloquium web site.
- Complimentary 1 year ASEE corporate membership.
- Recognition in the conference program.

PLUS, sponsorship of one of the following:

BREAKFAST - TUESDAY, OCTOBER 19 OR WEDNESDAY, OCTOBER 20 OR THURSDAY, OCTOBER 21

Your sponsorship includes a 20 minute speaking opportunity for a company executive to discuss a topic relevant to the conference program (subject to program committee approval) and one (1) complimentary table (rounds of 10) for client/customer/prospect entertainment. This breakfast will be an exclusive event, no other events will be scheduled in its time slot. Additional benefits include company name and logo on 'Thank you' signage in the room, plus verbal recognition.

LUNCHEON - TUESDAY, OCTOBER 19 OR WEDNESDAY, OCTOBER 20 OR THURSDAY, OCTOBER 21

Your sponsorship includes a 20 minute speaking opportunity for a company executive to discuss a topic relevant to the conference program (subject to program committee approval) and one (1) complimentary table (rounds of 10) for client/customer/prospect entertainment. This lunch will be an exclusive event, no other events will be scheduled in its time slot. Additional benefits include company name and logo on 'Thank you' signage in the room, plus verbal recognition.

BRONZE

\$5,000

BENEFITS:

- Two (2) complimentary conference registrations.
- Promotional display opportunity in exhibit room
- Recognition in pre-event print and electronic marketing communications.
- Use of electronic mailing list for pre- and post-show marketing
- Opportunity to conduct a technical session or workshop, subject to program committee approval.
- Company name and logo, plus a link to company web site, displayed in Sponsors section of the ASEE Global Colloquium web site.
- Complimentary 1 year ASEE corporate membership.
- Recognition in the conference program.

PLUS, sponsorship of one of the following assets:

DAILY REFRESHMENT BREAKS, MONDAY - THURSDAY, OCTOBER 18-21

Reserve the right to be recognized as a sponsor of these excellent networking opportunities. The morning and afternoon breaks will provide attendees with a needed respite between sessions and afford them the opportunity to network with colleagues. Benefits include company name and logo on 'Thank you' signage in the room, plus verbal recognition.

CONFERENCE PROCEEDINGS CD-ROM

Sponsor this collection of all papers presented by conference speakers, as well as the multi-media presentations. Benefits include company name and logo on CD-ROM cover and welcome message content.

NAME BADGE LANYARDS

Take advantage of this opportunity to reinforce your brand in the minds of conference attendees. Your company name and logo will be printed on the name badge lanyard each attendee will receive upon registering.

NAME BADGE HOLDERS

All ASEE Global Colloquium attendees must wear a badge. Take advantage of this opportunity to let each of the 400+ attendees be your walking billboard for the duration of the conference.

HOSPITALITY SUITE

Reserve the right to be recognized as a sponsor of this prime gathering place for deans and their spouses. Attendees can relax, talk, check their email and grab a bite to eat in an informal, relaxed atmosphere. An excellent branding opportunity! Sponsor will receive verbal recognition and your company name and logo will be on identification signage throughout the room.

Note: All sponsorship packages can be customized to meet your specific marketing objectives. All sponsorship agreements will be executed on a first-come, first-served basis.

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SPONSORSHIP RESERVATION FORM

9TH ASEE GLOBAL COLLOQUIUM ON ENGINEERING EDUCATION SINGAPORE MARINA BAY SANDS HOTEL OCTOBER 18-21, 2010

Contact Name _____ Title _____

Organization _____

Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ Email _____

SPONSORSHIP LEVEL:

- Platinum \$40,000
- Gold \$20,000
- Silver \$10,000
- Bronze \$5,000

PLEASE INDICATE WHICH ASSET YOU WOULD LIKE TO SPONSOR AT YOUR CHOSEN LEVEL:

(For example, the Welcome Reception at the Platinum sponsorship level)

PAYMENT INFORMATION:

Credit Card: Visa MasterCard AMEX

Card Number _____ Exp. Date _____

Name on Card _____

Your Signature _____

Check: Enclosed is a check for \$ _____. Please make check payable to ASEE. Thank you!

Please invoice

RETURN THIS FORM TO:

AMERICAN SOCIETY FOR ENGINEERING EDUCATION SCOTT WILLIAMSON

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Washington DC 20036
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