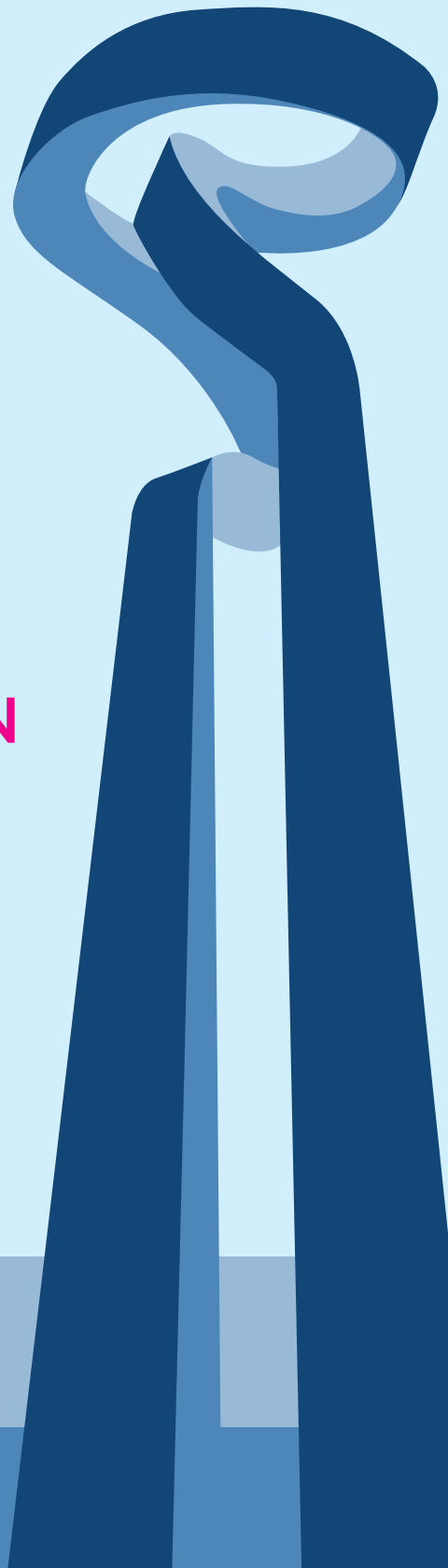


ASEE ANNUAL CONFERENCE MARKETING KIT

San Antonio

2012 ASEE ANNUAL CONFERENCE & EXPOSITION

June 10-13, 2012, Henry B. Gonzalez Convention Center



Deep in the Heart of Texas

Join the American Society for Engineering Education in San Antonio - home of The Alamo - for the 119th Annual ASEE Conference and Exposition!

Founded in 1893, the American Society for Engineering Education (ASEE) has, for over a century, provided cutting edge leadership and innovative programs and services as the largest and most prestigious membership society for the U.S. engineering education community. **Nearly 90% of all U.S. engineering colleges are ASEE members.** The ASEE Annual Conference & Exposition provides a three day forum for over 3,700 leaders in the field from more than 400 university and college engineering schools, including professors, deans, instructors, and students, to present papers, exchange ideas, and interact with their colleagues and industry counterparts. Join companies like Autodesk, Dassault Systemes, HP, Northrop Grumman and National Instruments in reaching this prime target market!

The ASEE Annual Conference and Exposition is the only conference dedicated to all disciplines of engineering education. It is committed to fostering the exchange of ideas, enhancing teaching methods and curriculum, and providing prime networking opportunities for engineering and technology education stakeholders such as deans, faculty members and industry and government representatives.

Don't miss this opportunity to position your brand in front of these key decision makers.

RESERVE YOUR BOOTH SPACE TODAY!

LEVERAGE YOUR EXHIBIT SPACE WITH A COST EFFECTIVE SPONSORSHIP!



Tower over your competition by effectively activating one of these dynamic sponsorship opportunities that have proven to be particularly successful for past ASEE sponsors!



Important Dates to Remember



December 31, 2011

Last day early bird exhibit rates are applicable

January 2, 2012

Deadline for inclusion in exhibitor list printed in Advance Program (February 2012 issue of *Prism*).

January 9, 2012

Online registration and housing open.

February 15, 2012

Full payment is due on exhibit space.

March 1, 2012

Deadline for exhibitor-provided content to be included in Focus on Innovation supplement to April issue of *Prism*.

March 16, 2012

Advertising deadline for Focus on Innovation

March 21, 2012

Exhibitor online registration opens.

April 1, 2012

Exhibitor manual is available from GES.

April 6, 2012

Deadline for exhibitor-provided content to be included in Expo Guide

May 14, 2012

Deadline for inclusion in exhibitor list in Expo Guide and Final Program.

May 14, 2012

Advertising deadline for Final Program.

May 18, 2012

Housing closes.

June 9-10, 2012

Booth installation.

June 10-12, 2012

Exhibit Hall open.

June 12, 2012

Exhibit space draft for 2013 ASEE annual conference.

June 12-13, 2012

Booth dismantling.



**EDC/CMC Dinner.
Want to network
with ASEE
member deans?**

Yes please!



Why Exhibit?



Attendee tote bag.

**IMPRESSIONS.
IMPRESSIONS.
IMPRESSIONS.**

Location. Location. Location.

The ASEE annual conference and exposition provides your company with an outstanding opportunity to display your products and services to the largest gathering of engineering educators in the country. ASEE member faculty, department heads and deans are procurement and curriculum decision makers representing more than 400 universities and 45 engineering disciplines. ASEE has reserved almost 19,000 square feet of exhibit space in San Antonio, a highly visible platform to communicate your brand value proposition to over 3,700 engineering educators and administrators.

The Exhibit Hall is the central meeting place for ASEE Conference attendees and the location of poster sessions, Focus on Exhibits events featuring complimentary food and beverages, technology demonstrations, special prize drawings and the 2 Year College National Design Competition. Other attractions in the hall include the Innovation Hub, presented by Quanser, and the ASEE Mobile Classroom - a high visibility platform for ASEE corporate partners to showcase their products and services with interactive product demonstrations and technical sessions. These exciting, experiential attractions generate tremendous foot traffic in the hall.

The very popular “**Focus on Exhibits**” events are daily hospitality events held in the exhibit hall. These are exclusive events. **No sessions or other events are held during this time**, providing an excellent networking and sales opportunity in a festive, dynamic atmosphere. Over the course of the conference, there will be over 4 hours devoted to “Focus on Exhibits”, which will include **complimentary food and beverage service**.



Why Exhibit?



Exhibiting at the ASEE annual conference provides your organization with cost-effective, value-added opportunities to:

- **PROMOTE YOUR BRAND** – Create brand awareness and build brand loyalty among a targeted audience of engineering educators and administrators, including over 200 deans.
- **DRIVE SALES REVENUE** – Gather new leads, build relationships with prospects and cultivate current customers at the largest multi-disciplinary gathering of engineering educators in the U.S.
- **AUGMENT YOUR RECRUITING EFFORTS** – Cultivating relationships with ASEE members is a great way to build a competitive advantage when you're recruiting their best and brightest students.
- **DISPLAY CORPORATE LEADERSHIP** - Highlight your commitment to promoting innovation and excellence in engineering and engineering technology education.

Utilize the ASEE annual conference & exposition's one stop shop access to ASEE members to:

- Influence over 3,700 attendees from ASEE member institutions, representing over 500,000 engineering undergraduate and graduate students.
- Take advantage of multiple B to B networking and prospecting opportunities.
- Leverage exposure in event print and online promotional materials (*Prism* magazine, annual conference program and web site, Focus on Innovation, Expo Guide, etc.) to maximize your ROI.
- Plug into pre-event marketing support to better leverage your exhibit hall presence.

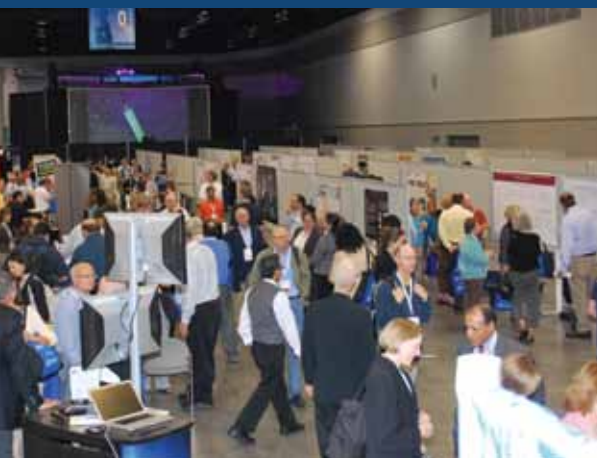


Name badge holders. Each attendee becomes your own walking mini-billboard, without the messy glue.

ACT NOW!

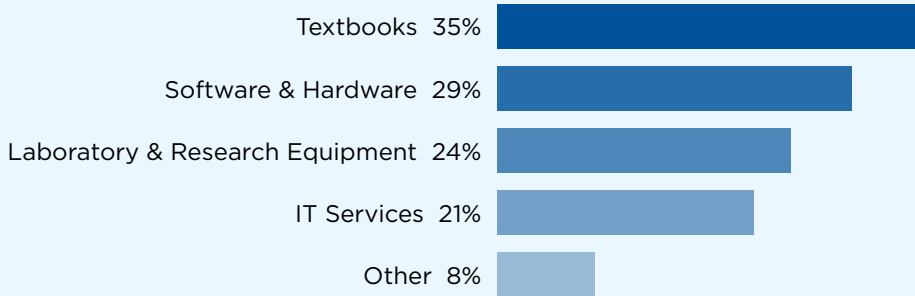
RESERVE YOUR BOOTH TODAY!

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

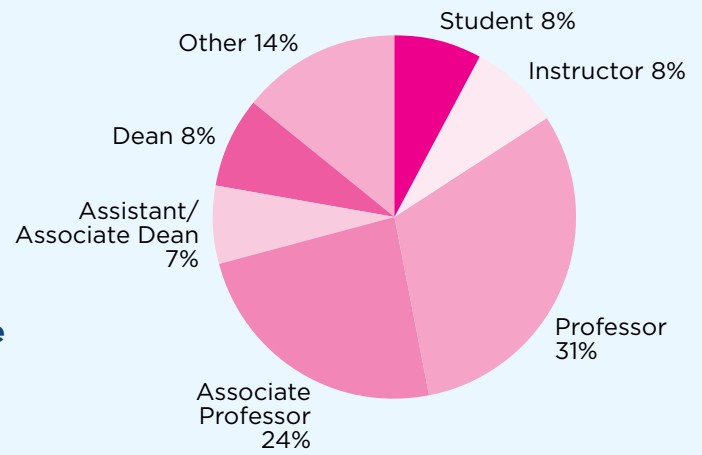


ASEE Annual Conference Attendee Demographics

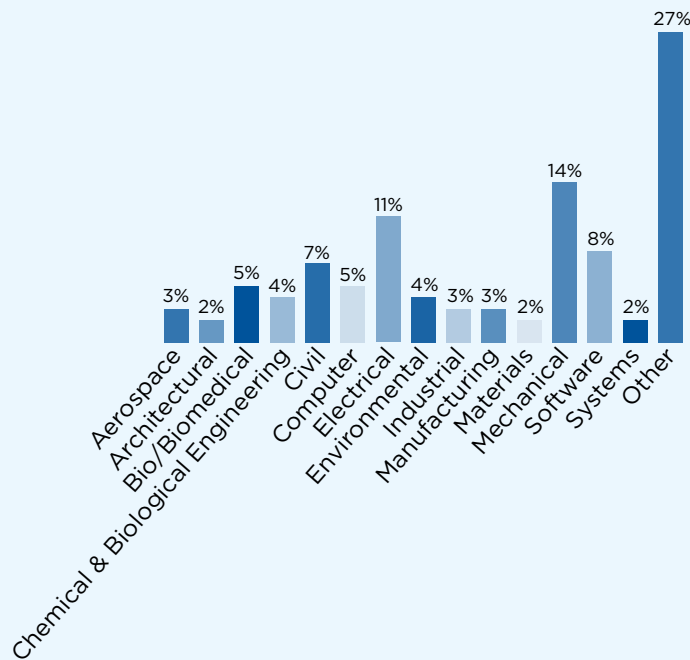
% of Attendees Expressing Interest in These Products/Services



% of Attendees by Academic Status/Title



% of Attendees by Engineering Discipline



% of Attendees by Job Function

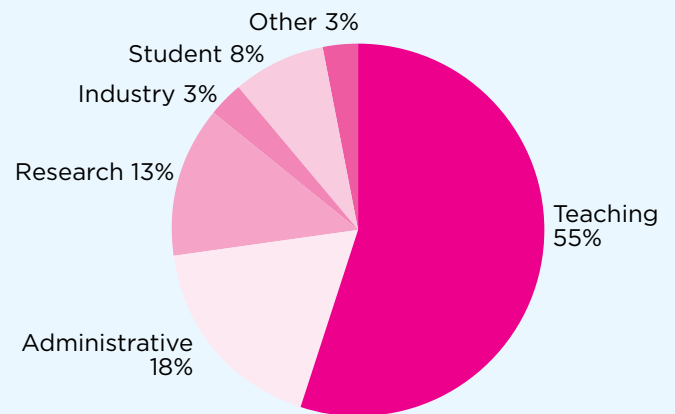




Exhibit Installation

Saturday, June 9 8:00 a.m. - 5:00 p.m.
 Sunday, June 10 8:00 a.m. - 4:00 p.m.

Exhibit Hours

Sunday, June 10 6:00 p.m. - 7:30 p.m.
 Monday, June 11 10:30 a.m. - 5:00 p.m.
 Tuesday, June 12 8:45 a.m. - 2:00 p.m.

Exhibit Dismantle/Move-Out

Tuesday, June 12 2:00 p.m. - 9:00 p.m.
 Wednesday, June 13 8:00 a.m. - 1:00 p.m.

*** Please note: Exhibitors may NOT dismantle their booth prior to the official closing time for the exhibit hall, Tuesday June 12 at 2:00 p.m. ...NO EXCEPTIONS!**

Exhibition Fees

Early Bird Rates
(before Jan. 1, 2012)

Standard Rates
(after Jan. 1, 2012)

Booth Size	Booth Square Feet	Corporate Member	Non Corporate Member	Corporate Member	Non Corporate Member
10x10	100	\$1,975	\$2,475	\$2,475	\$2,975
10x20	200	\$3,950	\$4,950	\$4,950	\$5,950
20x20	400	\$7,110	\$8,910	\$8,910	\$10,710
20x30	600	\$9,480	\$11,880	\$11,880	\$14,280

Please note: Booth space is sold as it appears on the floor plan

Payment Terms

Invoice is net 30. After Feb. 15, 2012, full payment of exhibit fee is required with the completed application and contract. Space will NOT be assigned without full payment.

Exhibit Space Amenities:

- Booths are 10' x 10', or multiples thereof
- Booths include 8' drape in back and 3' drape on sides
- Signage with company name and location is complimentary
- Furniture and accessories, internet access, electrical requirements, booth carpet, and booth cleaning are the responsibility of the exhibitor.

Additional Exhibitor Benefits Include:

- One (1) full conference registration and four (4) "Exhibits only" registrations per 10' x 10' space contracted.
- Ten (10) complimentary Client Passes.
- Use of both the pre-and post-conference attendee opt-in registration lists.

Cancellation Policy

Exhibitor may cancel or withdraw from the exposition subject to the following conditions:

- The exhibitor shall give the ASEE Director of Marketing & Sponsorships written notice of cancellation or booth reduction. Such notice will be considered official on the date of receipt by ASEE.
- Notice of cancellation or booth reduction received prior to October 1, 2011 will result in ASEE refunding 50% of the total booth cost to exhibitor. Cancellation or booth reduction notice received between October 2, 2011 and February 15, 2012, will result in a 25% refund of total booth cost. After February 15, 2012, no refund will be given for cancellations or booth reductions.



**Mobile Classroom
 Product Demonstrations
 and Technical Sessions.
 Provide quality face
 time and hands on
 interaction with
 targeted prospects and
 customers. Your value
 proposition is ready for
 its close up!**

Past Exhibitors

Don't delay...join this impressive roster of innovative engineering and technology companies. Become an ASEE Annual Conference exhibitor today!

Agilent Technologies	LEGO Education North America
Air Force Office of Scientific Research	Little River Research & Design
Aldebaran Robotics	Maplesoft
Altair Engineering	Marine Advanced Technology Education (MATE) Center
Altium, Inc.	MathWorks
American Institute of Aeronautics and Astronautics (AIAA)	McGraw - Hill
American Society of Civil Engineers (ASCE)	McGraw - Hill Professional
ARM	MentorNet
Armfield	Merlan Scientific
ASCENT - Center for Technical Knowledge	Microchip Technology, Inc.
ASEE Diversity Booth sponsored by DuPont	Minitab
ASM International	Momentum Press
ASME	Morgan & Claypool Publishers
ASTM International	Museum of Science, Boston -National Center for Technological Literacy
Automation Studio (Famic Technologies)	NAMEPA
Begell House Inc. Publishers	NASA
Bentley Systems, Inc.	National Instruments
Boca Bearing	National Science Foundation
Cambridge University Press	National Science Foundation ATE Centers
CD-adapco	NCEES - National Council of Examiners for Engineering & Surveying
Cengage Learning	NCSL International
Center for Engineering Learning and Teaching (CELT)	NetApp
Clarkson University - Coulter School of Engineering	NISH
Clemson University Dept. of Engineering & Science Education	NOGLSTP
CleveMed	Northrop Grumman
Conference for Industry and Education Collaboration (CIEC)	Objet Geometries
CRC Press - Taylor & Francis Group	Oxford University Press
Cypress Semiconductors	PASCO scientific
Dassault Systemes	Pearson
Defense Intelligence Agency	Photo-Sonics, Inc.
Delmar Cengage Learning	Piazza
Department of Defense Office of Corrosion Policy and Oversight	PPI
Design Simulation Technologies	Project Management Institute
DesignSoft	PTC/EAC Product Development Solutions
Digilent	Purdue Engineering Education
Edibon International	Quanser Inc.
Elsevier	SAS Institute, Inc. - JMP Division
Emona Instruments	Siemens
ENGAGE - Engaging Students in Engineering	Society of Manufacturing Engineers (SME)
Feedback	Society of Women Engineers
Freescale	SpectraQuest
Frontiers in Education - University of Kansas	SPIE
Fujitsu	Stratasys/Dimension 3D Printing
Gears Educational Systems LLC	Systems Link International
German Academic Exchange Service (DAAD)	TECQUIPMENT
GlobalLinks Learning Abroad	Tektronix
Granta Design	Test Equipment Plus (TEP)
Great Minds in STEM	Texas Instruments
Hampden Engineering Corp.	Transamerica Retirement Management
Heliocentris	Tufts Center for Engineering Education and Outreach
Hewlett-Packard Company	US Didactic
ICE Publishing	Utah State University - Engineering Education
IEEE Xplore Digital Library	VA Tech Dept. of Engineering Education
IET Inspec	Vernier Software & Technology
IIE - Council for International Exchange of Scholars	VEX Robotics
Industrial Press	WEPAN
Institute of Electronics, Information and Communications Engineers (IEICE)	Wolfram Research
John Wiley & Sons	Xilinx Inc.
Kaplan Construction Education	Vernier Software & Technology
Khalifa University of Science, Technology and Research	WEPAN
Knovel	Wolfram Research
Laboratory for Innovative Technology & Engineering Education - LITEE	Xilinx Inc.
Lab-Volt Systems	

Application & Contract for Exhibit Space



2012 ASEE ANNUAL CONFERENCE & EXPOSITION June 10-13, 2012, Henry B. Gonzalez Convention Center - Hall A, San Antonio TX

Company Name: _____
(Used for program and expo guide listing and booth identification signage)

Company Website: _____

Primary Business: _____

PRIMARY CONTACT INFORMATION (Will receive all event communications including invoice, exhibitor kit, e-newsletters, sponsorship opportunities, etc.)

Name and Title: _____

Mailing Address: _____ City: _____ State: _____

Zip/Postal Code: _____ Country: _____

E-Mail: _____ Phone Number: (_____) _____

BOOTH SELECTION SPECIFICATIONS (BOOTHS ARE SOLD AS THEY APPEAR ON THE FLOOR PLAN)

Size of Booth requested: _____ x _____ Check here if a corner booth is more important than location

Type of Booth requested: Corner In-line Island

Preferred Location/Booth # (first choice= 1; last choice=5): 1) _____ 2) _____ 3) _____ 4) _____ 5) _____

Companies you would like to be separated from: _____

Companies you desire to be near: _____

Should company booth proximity information supersede your booth location request? Yes No

EXHIBITION FEES

Booth Size	Booth Square Feet	Early Bird Rates (before Jan. 1, 2012)		Standard Rates (after Jan. 1, 2012)	
		Corporate Member	Non Corporate Member	Corporate Member	Non Corporate Member
10x10	100	\$1,975	\$2,475	\$2,475	\$2,975
10x20	200	\$3,950	\$4,950	\$4,950	\$5,950
20x20	400	\$7,110	\$8,910	\$8,910	\$10,710
20x30	600	\$9,480	\$11,880	\$11,880	\$14,280

PAYMENT TERMS:

Exhibitors participating in the exhibit space draft will be invoiced in November, 2011 for the total amount due. After January 1, 2012, space will not be assigned without full payment. Contracts must be received by January 1, 2012 to be eligible for the early bird rate.

TERMS OF ACCEPTANCE:

Exhibitor agrees to comply with all Contract regulations and to the conditions under which displays in the Gonzalez Convention Center may be held, both of which are given herein. Exhibitor agrees to enclose the designated fee for its reservation and agrees to abide by the Cancellation policy set forth in the Rules To Exhibit. Exhibitor understands full payment is due on February 15, 2012. Failure to comply risks loss of booth reservation.

Exhibitor Authorized Representative Signature: _____ **Date:** _____

Fax or email completed contract. If paying by check, please mail to: ASEE Convention & Seminar Corp., Attn: Scott Williamson, Director of Sales & Marketing 1818 N St. NW, Suite 600, Washington DC 20036. Telephone: 202-331-3549; Fax: 202-265-8504; Email: s.williamson@asee.org.

Payment Amount: \$ _____

Payment Type: Check Visa Master Card American Express

Credit Card #: _____ **Exp. Date:** _____ **Signature:** _____

ASEE Use Only

Corporate Member **Booth Cost: \$** _____ **Booth Number Assigned:** _____

Non-member **Booth Size:** _____ **Deposit Received: \$** _____ **Balance Due: \$** _____

Booth Assignment Date: _____ **By** _____

Rules to Exhibit

1. AGENT/PRINCIPAL

A. The American Society for Engineering Education (ASEE) acts for the Exhibitor and representative(s) in the capacity of agent or principal. ASEE assumes no liability for any act of omission or commission in connection with this agency. The Exhibitor and his representative(s) hereby release and hold harmless from any and all costs, expenses (including but not limited to attorney's fees) and liabilities for loss or damage ensuing from any cause whatsoever.

B. All parties involved in the exhibit, including specifically, but not limited to, the exhibit hall, the owner, the leasing association, the sponsor and the individual Exhibitor, respectively agree to pay any and all claims arising out of their own negligence of that of their respective employees or grants.

2. REJECTED DISPLAYS

A. ASEE determines eligibility of any company or product for exhibit. ASEE may forbid installation or require removal or discontinuance of any exhibit or promotion, wholly or in part, that in its opinion is not in keeping with the spirit and mission of ASEE.

B. Unethical conduct or infractions of rules on the part of Exhibitor or his representative(s) or both will subject the Exhibitor or his representative(s) to dismissal from exhibit areas, in which event it is agreed that no refund shall be made and further that no demand for redress will be made by the Exhibitor or his representative(s).

C. Exhibitors and their representative(s) who fail to observe these conditions of contract or who, in the opinion of ASEE, conduct themselves unethically may be dismissed without refund or appeal for redress.

3. EXHIBIT DAMAGE/LOSS/THEFT

A. ASEE will endeavor to assist in the protection of Exhibitor by providing 24-hour guard service. However, due to the tremendous value of exhibits, it is impractical and impossible to insure the Exhibitor's equipment against loss, theft, damage, and breakage. Neither the Gonzalez Convention Center, nor any facility, nor any of its employees nor representative(s), nor any representative of ASEE, nor any subcontractor will be responsible for any injury, loss, or damage to the Exhibitor, the Exhibitor's employees or property, however caused.

B. The Exhibitor must assume responsibility for damage to the Gonzalez Convention Center, or facility property and indemnify and hold harmless the Gonzalez Convention Center, or facility from liability, which might ensue from any cause whatsoever, including accidents or injuries to Exhibitor, its guests or employees. The Exhibitor must also assume responsibility for any accident, injury, or property damage to any person viewing his exhibit where such accident, injury, or property damage is caused by the negligence of the Exhibitor, his agent or employees.

C. ASEE Show Management will cooperate fully, but cannot assume responsibility for damage to Exhibitor's property, lost shipments, either arriving or departing the premises, or for moving costs. Any damage due to inadequately packed property is Exhibitor's own responsibility. If exhibit fails to arrive, Exhibitor will nevertheless be responsible for booth rent and no refund will be made. Exhibitor should carry insurance against such risks.

4. LIABILITY/INSURANCE

A. Each party agrees to be responsible for its own property, through insurance or self insurance, and shall hold harmless any and all parties from any damage caused by theft and other perils normally covered by fire and extended coverage of policies.

B. Exhibitor is urged to place "extraterritorial" and other coverage on equipment and exhibits, and arrange for extended public liability insurance with their regular insurance carrier, particularly if they are conducting experiments or demonstrations using heat or high voltage.

C. Exhibitor must submit Certificates of Insurance to ASEE Show Management prior to approval of Third Party Contractors at least 45 days before conference start date.

5. SPACE ASSIGNMENTS

Space assigned to Exhibitor may be transferred by ASEE Show Management to affect balance against congestion, to avoid confusion in company names, to solve competitive conditions, or similar reasons. No such transfer will be made without notifying the Ex-

hibitor. An Exhibitor may not share or sublet space to another party. Name signs or courtesy cards on equipment loaned to an Exhibitor should be approved by ASEE.

6. HEIGHT AND SPACE RESTRICTIONS

A. All in-line exhibits, back walls and decorations will be limited to 8 feet in height and not extending more than 3 feet from the back wall except actual equipment that in normal operation exceeds this height. Permission to exhibit equipment with abnormal heights must be obtained from ASEE Show Management.

B. Island and peninsula solid booth walls may not exceed 10 feet in height and may not obstruct the sightlines of the surrounding booths.

C. Exhibits should not project beyond the space allotted. They should not obstruct the view or interfere with traffic to other exhibits. The wings of an exhibit should not project more than 3 feet from the back wall.

7. SOLICITATION

A. ASEE may, at its sole discretion, withhold or withdraw permission to distribute souvenirs, advertising, or other material it considers objectionable. Novelty gifts or souvenirs should be submitted to ASEE Show Management for review before distribution.

B. Direct selling of products or services is prohibited. The Exhibitor agrees that selling goods or services in the exhibition hall will result in closing of the exhibit. It is agreed that no refund of exhibit fees and no demand for redress will be made by the Exhibitor or his representative(s) in this event. No soliciting for business shall be permitted in aisles or other Exhibitor's booths. Samples, catalogues, pamphlets, publications, or promotional materials may only be distributed by Exhibitor strictly within the confines of its own premises. No Exhibitor will be permitted to give away any premium items, or to conduct any prize drawings for awards for signing of names and addressees, or other extreme promotions without first obtaining written permission from ASEE Show Management.

C. Advertising, canvassing, solicitation of business, conferences in the interest of business, etc., are not permitted except by companies that have engaged from ASEE space to exhibit and then and only then in the space assigned.

D. Solicitation of advertising by magazines or publishers from other Exhibitors on the floor of the exhibit hall is prohibited.

E. Interviews should not take place inside the booths in order to avoid infringement of rights and privileges of Exhibitor.

8. SUITES/HOSPITALITY ACTIVITIES

In the interest of the success of the conference and exposition, all hospitality suites/functions will not be allowed during the official conference programming or exhibit hours, including receptions or meal functions hosted by ASEE for all conference attendees. If transportation is required, it cannot start until after the last event concludes. Exhibitor should not extend invitations, call meetings, or otherwise encourage absence of attendees from the conference or exhibit hall. All requests for hospitality activities must be submitted in writing to ASEE. Hotel contacts will inform ASEE Director of Sales & Marketing of the rentals of suites that coincide with official conference programming.

9. BOOTH MATERIALS/FIRE REGULATIONS

All Exhibit and booth materials must comply with Federal and City Fire laws, Insurance Underwriter and Hotel and Facility Safety regulations, and must be flameproof. All packing containers, excelsior and similar materials are to be removed from the exhibition area upon completion of the booth set-up. The Exhibitor is restricted to materials that will pass inspection. Decorations of paper, pine boughs, leafy decorations, tree decorations or tree branches are prohibited. Any substance prohibited by the City Fire & Safety Departments or authorities will not be permitted in the exhibition area. In addition, all electrical work and electrical wiring must be approved and installed in accordance with local regulations. Aisles and fire exits must not be blocked by Exhibits. Any questionable materials to include helium, gas, etc., must be approved by ASEE Show Management.

10. AUDIO AND VIDEO

A. Motion picture projectors and apparatus must conform to the fire regulations of the facility. Only safety

film may be used. Sound film may be exhibited only in an enclosed room or soundproof booths. Silent films should be arranged so that aisles are not blocked. Projection of motion pictures must be supervised by a licensed operator where required.

B. An exhibitor with audible electric sound motion pictures, or other microphones or devices which ASEE, in its sole discretion, deems objectionable to other Exhibitors, will be required to discontinue this method of promotion. Microphones must be preapproved by ASEE Show Management.

11. BOOTH STAFFING

In their best interest, and for security, Exhibitor shall keep staff in their booth(s) during all exhibit hours. Each exhibiting company is entitled to four (4) exhibit only badges and one (1) full conference registration badge per 100 sq feet of leased exhibit space. An exhibit staff badge is for personnel responsible for working in your booth during show hours, and it will not provide access to any other event. A full conference badge will allow the key contact to attend the Exposition, plus any of the sessions he or she chooses. Badges must be worn at all times for admission to the exhibit hall.

12. INSTALLING/DISMANTLING/REMOVING BOOTHS

A. The exhibit hall will be available to Exhibitors on Saturday and Sunday, June 9-10, 2012 from 8:00 am to 4:00 pm for the installation of displays. All exhibits must be operational by 4:00 pm, Sunday, June 10, 2012. After this time, no installation will be permitted without special written permission from ASEE. Space not occupied by that time may be re-assigned for other purposes by ASEE. Any Exhibitor failing to occupy contracted space is not relieved of the obligation to pay for such space at the full rental price, and ASEE shall have the right to use such space as it deems appropriate to eliminate blank space in the exhibit hall.

B. No Exhibit may be dismantled before the specified time, nor may any part of the Exhibit or equipment be removed, once it has been set up, without permission of ASEE Show Management.

C. Before any Exhibit may be removed from the building, Exhibitor must make arrangements satisfactory to ASEE and the facility for payment of any charges incurred by the Exhibitor in connection with the exposition therein.

13. THIRD PARTY CONTRACTORS

Any independent contractor requests, including installation and dismantle companies, must be made in advance to the ASEE Conferences Director. Electrical service must be coordinated by the official contractor. In addition, Exhibitor must submit Certificates of Insurance to ASEE Show Management prior to approval of such contractors at least 45 days before conference start date.

14. PAYMENT PROCEDURES/CANCELLATION POLICY

A. Exhibitors participating in the exhibit space draft will be invoiced in November, 2011 for the total amount due. After January 1, 2012, space will not be assigned without full payment. Contracts must be received by January 1, 2012 to be eligible for the early bird rate.

B. If final payment is not received by May 1, 2012, space can be made available for resale without notification and Exhibitor will not be allowed to move into the Gonzalez Convention Center.

C. Cancellation Policy—Any Exhibitor may cancel or withdraw from the exposition subject to the following conditions:

- 1) The exhibitor shall give the Director of Marketing and Sponsorships notice in writing to cancel or withdraw from the exposition and the date the exhibitor's written request of cancellation is received by ASEE will be considered the official cancellation date;
- 2) To any company that withdraws prior to February 15, 2012, ASEE will refund 50% of total booth cost. After February 15, 2012, no refund will be given for cancellations or booth reductions.

15. ADA

All parties involved with the Exhibit agree to comply with the Americans with Disabilities Act.

16. AMENDMENT TO RULES

Any and all matters or questions not specifically covered by the preceding Rules and Regulations shall be subject solely to the discretion of ASEE.



HENRY B. GONZALEZ CONVENTION CENTER, HALL A

Exhibit Installation

Saturday, June 9 8:00 a.m. - 5:00 p.m.
 Sunday, June 10 8:00 a.m. - 4:00 p.m.

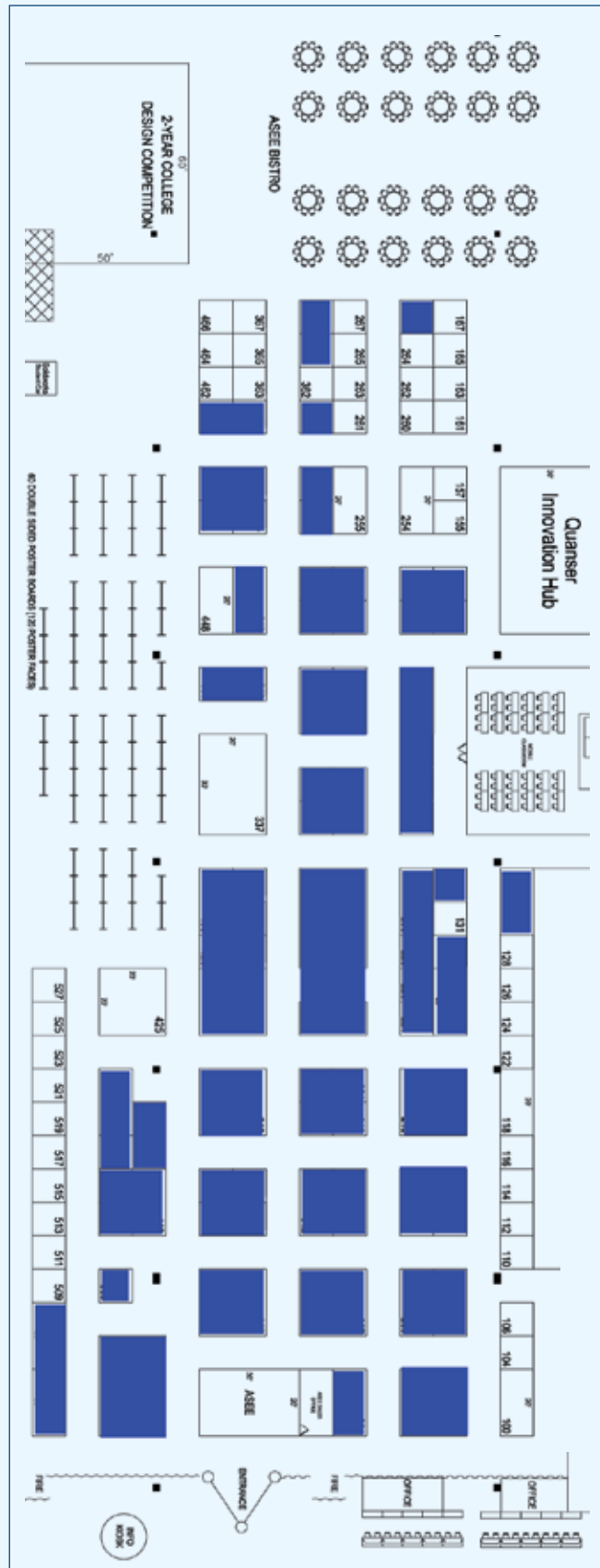
Exhibit Hours

Sunday, June 10 6:00 p.m. - 7:30 p.m.
 Monday, June 11 10:30 a.m. - 5:00 p.m.
 Tuesday, June 12 8:45 a.m. - 2:00 p.m.

Exhibit Dismantle/Move-Out

Tuesday, June 12 2:00 p.m. - 9:00 p.m.
 Wednesday, June 13 8:00 a.m. - 1:00 p.m.

 **Space Reserved**



Sponsorship Opportunities



Name badge lanyards. ASEE attendees will have your brand top of mind (and around their necks)!

Sponsorship of the ASEE annual conference provides your company with a cost-effective, value-added opportunity to:

- Create brand awareness and increase brand loyalty among a targeted audience of engineering educators
- Introduce a new product/service offer to a captive group of decision makers
- Drive sales by reinforcing your brand messaging and effectively leveraging your exhibit space
- Differentiate yourself from your competition and benefit from the shared imagery of an ASEE sponsorship - highlighting your commitment to furthering excellence in engineering and engineering technology education

Sponsorship Levels/Fees:

- Visionary \$50,000
- Innovator \$25,000
- Pioneer \$10,000
- Mentor \$5,000
- Educator \$2,500

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.

**MAKE AN INTEGRATED, STRATEGIC INVESTMENT IN
ENGINEERING EDUCATION
— BECOME AN ASEE SPONSOR TODAY!**

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





VISIONARY \$50,000

Benefits:

- Six (6) full page, 4C ads in PRISM magazine
- One (1) full page, 4C, cover position ad in annual conference final program
- Sixteen (16) complimentary full registrations (non-transferable)
- Two (2) time slots for product demonstration and/or technical session
- Complimentary exhibit booth space (up to 20' x 30')
- Twelve (12) 4C banners displayed in high traffic areas at the Henry B. Gonzalez Convention Center
- Complimentary 1 year ASEE corporate membership
- Prominent recognition in the advance program (February 2012 double issue of *PRISM*)
- Prominent recognition in the annual conference final program
- Company logo w/ hotlink in Sponsors section of the annual conference web site
- Use of 'opt in' electronic mailing list of pre- and post-conference registered attendees
- Prominent recognition on thank you signage located in high traffic areas of the Henry B. Gonzalez Convention Center

PLUS, **exclusive** sponsorship rights to your choice of one of these premier events:

ASEE Division Mixer

New this year! Create tremendous brand awareness and visibility while fostering brand loyalty by sponsoring this exciting new networking event. Integrate your brand messaging into this experiential sponsorship opportunity that will serve as a great kickoff to the 2012 ASEE Annual Conference. Your exclusive sponsorship includes:

- Verbal recognition and a brief speaking opportunity for a company representative to welcome attendees.
- Highly visible branded signage throughout the venue, to include:
 - One (1) 20' x 4' welcome banner w/ sponsor logo
 - Three (3) 4' x 6' foamcore signs or banners w/ sponsor provided graphics/ads
 - Table tent cards w/ sponsor logo
- Opportunity to distribute promotional material and develop onsite interactive attractions.
- Use of opt in electronic mailing list for pre- and post-event marketing.

Main Plenary and Plenary 2

The ASEE Main Plenary is traditionally the most highly attended session at the conference. Put your company name and logo in front of over 2,000 attendees at this conference keynote address. The Plenary 2 session will feature the Best Paper Presentations & Meet the Board with Hillis sure to attract a large audience. Sponsorship benefits include a 30 or 60 second ad or video to be shown immediately prior to these sessions, marcom handout opportunity, verbal recognition and branded signage throughout the ballroom.



Sponsorship Opportunities: Innovator

INNOVATOR \$25,000

Benefits:

- Three (3) full page, 4C ads in PRISM
- One (1) time slot for product demonstration or technical session
- Eight (8) complimentary full registrations
- Complimentary exhibit booth space (up to 20' x 20')
- Six (6) 4C banners displayed in high traffic areas of the Henry B. Gonzalez Convention Center
- One (1) B/W 2 page spread ad OR one (1) full page, 4C cover position ad in annual conference final program (based on availability)
- Complimentary 1 year ASEE corporate membership
- Recognition in the advance program (February 2012 double issue of PRISM)
- Recognition in the annual conference final program
- Company logo w/ hotlink in Sponsors section of the annual conference web site
- Use of 'opt in' electronic mailing list of both pre- or post-conference registered attendees
- Recognition on thank you signage located in high traffic areas of the Henry B. Gonzalez Convention Center

PLUS, **non-exclusive** sponsorship rights to your choice of one of the following:

Conference Connections Daily E-Newsletter

As a sponsor of this popular service, your company's name and logo will appear throughout the e-newsletter that will include conference highlights, daily announcements/reminders, digital photos of conference events and sessions, etc. In addition, you may include advertising (a 180x150 button ad) and promotional messaging. This is a great opportunity to reach ASEE annual conference attendees with customized programming by delivering your message directly to their email account!

! EDC/CMC Dinner

Sponsor this exclusive, invitation-only gathering of deans, ASEE Board members, government officials and executives from some of the world's leading technology companies and all the networking opportunity to exchange ideas and discuss current trends in engineering education and the global tech sector. Associate your brand with engineering's best and brightest at this annual gathering of members of ASEE's Engineering Deans Council and Corporate Member Council. Sponsors will receive verbal recognition, exposure on signage throughout the ballroom and will have the opportunity for a company executive to make a brief (1-2 minutes max) welcome remarks to the dinner attendees.

ASEE Diversity Booth

A wonderful opportunity to showcase your company's commitment to fostering diversity in engineering education. The ASEE Diversity Booth is a large, 20' x 30' booth centrally located in the exhibit hall which provides six worthy engineering diversity organizations a chance to highlight their programs and services. Your sponsorship will provide these organizations with the opportunity to interact with over 3,700 conference attendees and 125 exhibitors while aligning your brand with an important strategic mission of ASEE. Sponsorship benefits include highly visible branded signage at the booth and special recognition on the conference web site and in the conference final program.

! All Day Technical Session Series

Showcase a new product or service offer in an intimate classroom setting. You will have exclusive use of a meeting room at the Gonzalez Convention Center for an entire day of hands-on product demonstrations and/or technical sessions. Take advantage of pre-conference promotional opportunities to highlight your interactive presentations. This is an excellent opportunity to provide hands-on instruction to conference attendees who are leaders in their field and are always looking for new technology to use in the classroom and in their own research. Sponsorship benefits include F&B selections from a standard menu of light snacks and drinks.



PIONEER

\$10,000

Benefits:

- One (1) full page, B/W ad in annual conference final program
- One (1) time slot for product demonstration or technical session
- Four (4) complimentary full registrations
- Two (2) 4C banners displayed in high traffic areas of the Henry B. Gonzalez Convention Center
- Complimentary 1 year ASEE corporate membership
- Recognition in the advance program (February 2012 double issue of *PRISM*)
- Recognition in the annual conference final program
- Company logo w/ hotlink in Sponsors section of the annual conference web site
- Use of 'opt in' electronic mailing list of both pre- or post-conference registered attendees
- Recognition on thank you signage located in high traffic areas of the Henry B. Gonzalez Convention Center

PLUS, **non-exclusive** sponsorship rights to your choice of one of the following:

ASEE Awards Reception and Banquet

The 119th Annual ASEE Awards Banquet is the final official event of the 2012 ASEE Annual Conference & Exposition and is your chance to leave a lasting impression. Sponsorship benefits include verbal recognition and your company name and logo on signage throughout the banquet room and in the Awards Banquet Program.

Focus on Exhibits Welcome Reception

New this year! The Focus on Exhibits Welcome Reception will be held on Sunday, June 10th from 6:00 pm to 7:30 pm in the exhibit hall. **No sessions or other events are held during this time**, providing an excellent networking and sales opportunity in a dynamic atmosphere. Sponsors will have name and logo recognition on 'Thank you' signage throughout the exhibit hall and will have the opportunity to supply guests with a promotional item or handout upon entry to the hall - a perfect way to promote a raffle or giveaway in your booth! Take advantage of multiple opportunities to pre-promote and leverage your sponsorship of this exciting new kickoff event!

Focus on Exhibits Lunch

New this year! The Focus on Exhibits Lunch will be held on Tuesday, June 12th from 12:30 pm to 2:00 pm in the exhibit hall. **No sessions or other events are held during this time**, providing an excellent networking and sales opportunity in a dynamic atmosphere. Sponsors will have name and logo recognition on 'Thank you' signage throughout the exhibit hall and will have the opportunity to supply guests with a promotional item or handout upon entry to the hall - a perfect way to promote a raffle or giveaway in your booth! Take advantage of multiple opportunities to pre-promote and leverage your sponsorship of this new event!

Sponsorship Opportunities: Pioneer

Focus on Exhibits Brunch

The Focus on Exhibits Brunch will be held on Monday, June 11th from 10:30 am to 12 Noon in the exhibit hall. **No sessions or other events are held during this time**, providing an excellent networking and sales opportunity in a dynamic atmosphere. Sponsors will have name and logo recognition on 'Thank you' signage throughout the exhibit hall and will have the opportunity to supply guests with a promotional item or handout upon entry to the hall - a perfect way to promote a raffle or giveaway in your booth! Take advantage of multiple opportunities to pre-promote and leverage your sponsorship of this popular event!

! Attendee Tote Bag

All ASEE Annual Conference attendees will receive a tote bag at registration. Take advantage of this opportunity to brand a high value item that will be extensively utilized by each of the 3,700+ attendees.

Focus on Innovation

Be the presenting sponsor of the 'Focus on Innovation' magazine that will be distributed to over 14,000 engineering educators as a supplement to the April 2012 issue of *ENR* magazine. Exposure elements on this glossy, 4C, high impact marcom piece include your company name and logo on the front cover, plus exclusive space on the back cover for a company message or advertisement. Take advantage of this cost-effective opportunity to reach a wide audience of decision makers by showing your support of the largest, most popular engineering education meeting in the world.

Distinguished Lecturers Series

Associate your brand with this series of discussions led by the thought leaders in engineering education and technology. Sponsors will receive thank you signage with your company name and logo at the main entrance of the ballroom and a mention in the final conference program. These popular talks are an excellent opportunity to increase your brand recognition with ASEE members.





MENTOR

\$5,000

Benefits:

- Complimentary 1 year ASEE corporate membership
- Two (2) complimentary full registrations
- Recognition in the advance program (February 2012 double issue of *PRISM*)
- Recognition in the annual conference final program
- Company logo w/ hotlink in Sponsors section of the annual conference web site
- Use of 'opt in' electronic mailing list of both pre- or post-conference registered attendees
- Recognition on thank you signage located in high traffic areas of the Henry B. Gonzalez Convention Center

PLUS, **non-exclusive** sponsorship rights to your choice of one of the following:

1 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.

1 Name Badge Holders

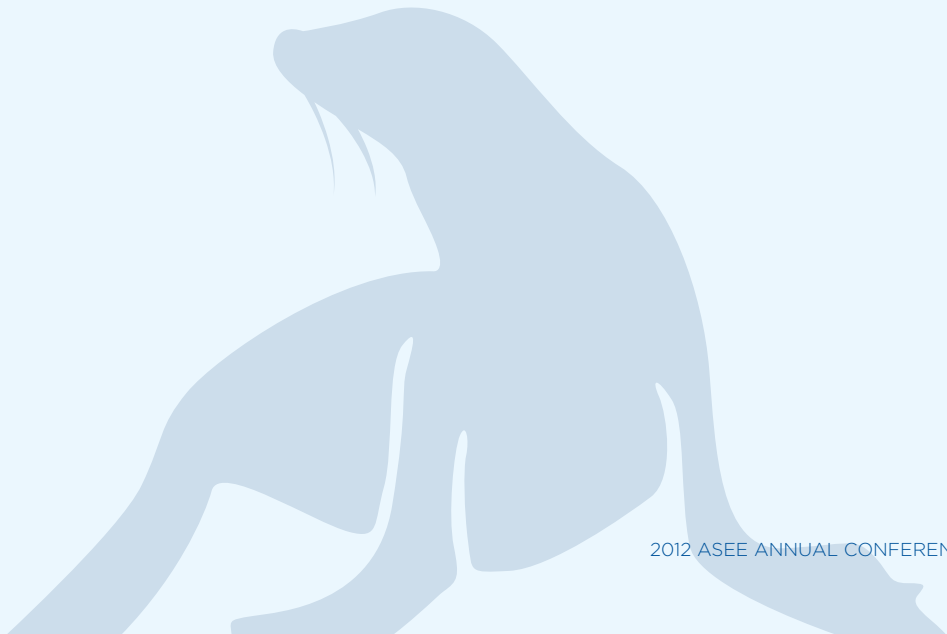
Take advantage of this opportunity to reinforce your brand in the minds of conference attendees. Your company name and logo will be printed on the name badge holder each attendee will receive upon registering.

Focus on Exhibits Ice Cream Social

The Focus on Exhibits Ice Cream Social will take place on Monday, June 11th from 3:45 pm to 4:15 pm in the exhibit hall and is one of the most popular events held during the ASEE Annual Conference. **No sessions or other events are held during this time**, providing an excellent networking and sales opportunity in a dynamic atmosphere. Sponsors will have name and logo recognition on 'Thank you' signage throughout the exhibition hall and will have the opportunity to supply guests with a promotional item or handout upon entry to the hall - a perfect way to promote a raffle or giveaway in your booth! Take advantage of multiple opportunities to pre-promote and leverage your sponsorship of this popular event.

SOLD

SOLD



Sponsorship Opportunities: Mentor

Product Demonstration or Technical Session

Showcase a new product or service offer in an intimate classroom setting. You can choose to take advantage of the Mobile Classroom in the exhibit hall or one of the meeting rooms in the convention center. Take advantage of pre-conference promotional opportunities to highlight your interactive presentation. This is an excellent opportunity to provide hands-on instruction to ASEE Annual Conference attendees who are leaders in their field and are always looking for new technology to use in the classroom and in their own research. There will be several one hour and 90 minute time slots available. Benefits include F&B selections from a standard menu of light snacks and drinks and plenty of pre-event promotional assistance to include listing in the final program and in the online session locator. Reserve your time slot today!

EDC Business Lunch

This sponsorship opportunity provides your company with prime exposure to the cream of ASEE membership...our deans. Benefits include company name and logo on room signage, verbal recognition and an opportunity to place promotional materials on meeting room chairs.

ASEE Bistro

This unique sponsorship opportunity offers breakthrough differentiation as your company is associated with a valuable and much appreciated service being provided at the ASEE Annual Conference. Sponsorship benefits include the opportunity to provide branded napkins and/or beverage sleeves as well as signage throughout this high traffic area adjacent to the exhibit hall.

Internet Stations

Your company's name and logo will be on signage adjacent to these widely used computers located just outside the exhibit hall. These internet stations are greatly appreciated by attendees catching up on their email and make an excellent branding opportunity.





EDUCATOR \$2,500

Benefits:

- Recognition in the advance program (February 2012 double issue of *PRISM*)
- Recognition in the annual conference final program
- Company logo w/ hotlink in Sponsors section of the annual conference web site
- Use of 'opt in' electronic mailing list of both pre- or post-conference registered attendees
- Recognition on thank you signage located in high traffic areas of the Henry B. Gonzalez Convention Center

PLUS, **non-exclusive** sponsorship rights to your choice of one of the following:

Conference Proceedings on CD-ROM

The official 2012 ASEE Annual Conference Proceedings are a collection of all the papers presented by conference speakers. These papers are displayed in an interactive CD-ROM format that allows users to conduct searches by topic, name, or title of each presentation. All attendees receive a free copy of the CD-ROM. The conference proceedings are a valuable reference tool that attendees, members, and nonmembers repeatedly utilize. Benefits include branding of the CD-ROM with your company name and logo.

Conference Pens

Pens with your company name and logo will be given to each attendee at the registration desk and will also be placed at all ASEE registration counters and the ASEE information booth; a nice branding opportunity that provides each attendee with a much needed item during the conference.

Attendee Tote Bag Insert

This is your opportunity to reach ASEE annual conference attendees with customized content by delivering your message directly to their hands! Take advantage of this opportunity to reinforce your brand in the minds of conference attendees. Your company marcom piece will be inserted into the tote bag each attendee will receive upon registering. Leverage your exhibit hall presence by launching a new product or communicating a promotion via this prime direct outreach vehicle. Marcom piece to be inserted must be no larger than 8" x 11" and weigh less than 7 oz.

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.

**MAKE AN INTEGRATED, STRATEGIC INVESTMENT IN ENGINEERING EDUCATION
— BECOME AN ASEE SPONSOR TODAY!**

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

2012 ASEE Workshop on K-12 Engineering Education

PRESENTED BY



Saturday, June 9, 2012 | 8:00 A.M. to 5:00 P.M.
Henry B. Gonzalez Convention Center, San Antonio, TX

- A day-long immersion in K-12 engineering education for more than 400 San Antonio area teachers and engineering educators from across America, with interactive workshop sessions and table-top displays highlighting innovative and effective K-12 engineering education programs and services.
- Promote your brand while showcasing your K-12 engineering and technology educational materials to potential users.
- Network with national leaders in the STEM field from industry, government, and higher education.

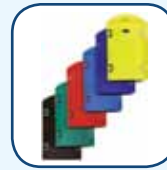


Sponsorship Opportunities: K-12 Workshop



Attendee Tote Bags: \$5,000

All workshop attendees will receive a tote bag at registration. Take advantage of this opportunity to brand a high-value item that will be extensively utilized by each attendee. This opportunity is non-exclusive.



Name Badge Holders: \$3,000

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



Meal: \$5,000

Your sponsorship of the continental breakfast or luncheon includes a brief speaking opportunity (2-3 minutes) for a company representative, as well as your company name and logo on 'Thank you' signage in the room, plus verbal recognition and recognition in the workshop program.



Table-top Display: \$1,500

Showcase your K-12 engineering and technology educational materials to potential users. Displays will be available to workshop attendees all day long in the main function room.



Interactive Workshop Session: \$3,000

Reserve a 75-minute workshop slot to present your educational products or services to up to 25 attendees. Multiple workshop sessions are available, concurrently or consecutively.



Refreshment Break: \$1,500

Reserve the right to be recognized as a sponsor of this excellent networking opportunity. Benefits include company name and logo on 'Thank you' signage in the room, plus verbal recognition.



Name Badge Lanyards: \$3,000

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



Branded Give-Away Item: \$1,500

Take advantage of this cost-effective opportunity to contribute one (1) branded promotional item in the attendee tote bag.

PAST SPONSORS: Dassault Systèmes • Boeing • National Instruments • Autodesk • Intel

For more information, please contact **SCOTT WILLIAMSON**,
Director of Marketing & Sponsorships,
at 202-331-3549 or s.williamson@asee.org.

K-12
WORKSHOP



Previous Sponsors

These ASEE sponsors have reaped the benefits of effectively leveraging their exhibit hall presence while displaying a superior commitment to promoting quality and innovative engineering and technology education. WILL YOU?? Become a 2012 ASEE Annual Conference sponsor today!

VISIONARY:

Autodesk®

INNOVATOR:



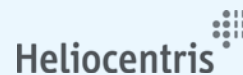
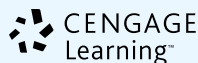
PIONEER:



NORTHROP GRUMMAN



MENTOR:



EDUCATOR:



Advertising Opportunities



ASEE Annual Conference Final Program

Leverage your exhibit space and increase your visibility to every ASEE attendee by placing an ad in the conference final program. This directory is used by all attendees as a daily guide and key to planning their schedules. Every activity, session, and event is listed in this informative 200-page program guide. Remember, this guide will be carried by each attendee at the conference and kept to use, as a reference tool, throughout the year.

Available full page positions:

- ~~Back cover, four-color~~ ~~\$5,000~~ **SOLD**
- ~~Inside front cover, four-color~~ ~~\$4,000~~ **SOLD**
- Inside back cover, four-color \$4,000
- Insert, four-color \$3,000
- Individual page, B&W \$2,000

Focus on Innovation

Stand out from your competition by placing an ad in this glossy supplement to the April issue of Prism. This is your opportunity to highlight a new product or service and reinforce your brand awareness efforts prior to the conference. Focus on Innovation will reach over 14,000 faculty, department heads, and deans.

Available positions:

- Inside front cover, four-color \$4,000
- Inside back cover, four-color \$4,000
- Individual page, four-color \$2,000

Conference Connections Daily E-Newsletter

Place your 180x150 banner ad on the front page of this widely read e-newsletter that includes conference highlights, daily announcements/reminders, digital photos of conference events and sessions, etc. Conference Connections is published once a day for 6 straight days the week of the ASEE annual conference. This is a great opportunity to reach ASEE annual conference attendees with targeted advertising by delivering your message directly to their email account!

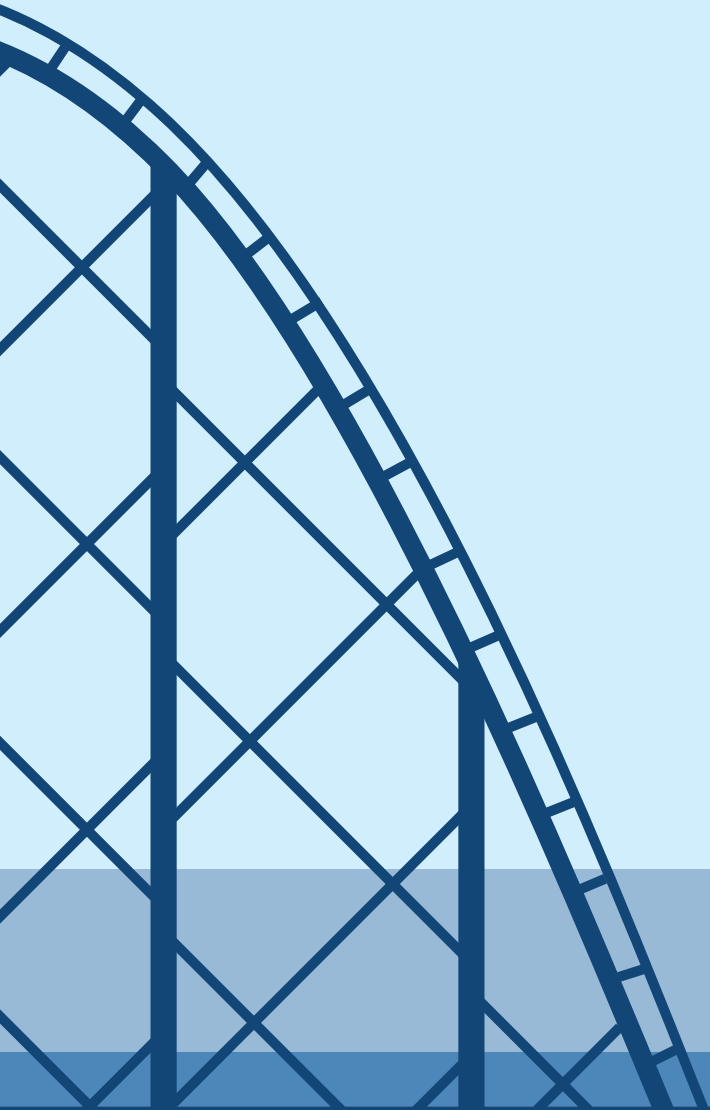
- Ad Rate: \$2,500

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



All day series of technical sessions. Exclusive use of a private meeting room + effective pre-event and onsite promotion = outstanding ROI.





American Society for Engineering Education
1818 N Street, N.W.
Suite 600
Washington, DC 20036
Phone (202) 331-3500
Fax (202) 265-8504
www.asee.org

