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!
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>December 31, 2011</td>
<td>Last day early bird exhibit rates are applicable</td>
</tr>
<tr>
<td>January 2, 2012</td>
<td>Deadline for inclusion in exhibitor list printed in Advance Program (February 2012 issue of <em>Prism</em>).</td>
</tr>
<tr>
<td>January 9, 2012</td>
<td>Online registration and housing open.</td>
</tr>
<tr>
<td>February 15, 2012</td>
<td>Full payment is due on exhibit space.</td>
</tr>
<tr>
<td>March 1, 2012</td>
<td>Deadline for exhibitor-provided content to be included in Focus on Innovation supplement to April issue of <em>Prism</em>.</td>
</tr>
<tr>
<td>March 16, 2012</td>
<td>Advertising deadline for Focus on Innovation</td>
</tr>
<tr>
<td>March 21, 2012</td>
<td>Exhibitor online registration opens.</td>
</tr>
<tr>
<td>April 1, 2012</td>
<td>Exhibitor manual is available from GES.</td>
</tr>
<tr>
<td>April 6, 2012</td>
<td>Deadline for exhibitor-provided content to be included in Expo Guide</td>
</tr>
<tr>
<td>April 6, 2012</td>
<td>Deadline for inclusion in exhibitor list in Expo Guide and Final Program.</td>
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<tr>
<td>May 14, 2012</td>
<td>Advertising deadline for Final Program.</td>
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<tr>
<td>May 14, 2012</td>
<td>Deadline for inclusion in exhibitor list in Expo Guide and Final Program.</td>
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<tr>
<td>May 18, 2012</td>
<td>Housing closes.</td>
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<tr>
<td>June 9-10, 2012</td>
<td>Booth installation.</td>
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<tr>
<td>June 10-12, 2012</td>
<td>Exhibit Hall open.</td>
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<tr>
<td>June 12, 2012</td>
<td>Exhibit space draft for 2013 ASEE annual conference.</td>
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<tr>
<td>June 12-13, 2012</td>
<td>Booth dismantling.</td>
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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.
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.

**ACT NOW!**

**RESERVE YOUR BOOTH TODAY!**

Contact Scott Williamson, Director of Marketing & Sponsorships, at 202-331-3549 or s.williamson@asee.org
% of Attendees Expressing Interest in These Products/Services

- Textbooks: 35%
- Software & Hardware: 29%
- Laboratory & Research Equipment: 24%
- IT Services: 21%
- Other: 8%

% of Attendees by Academic Status/Title

- Professor: 31%
- Associate Professor: 24%
- Assistant/Associate Dean: 7%
- Instructor: 8%
- Dean: 8%
- Other: 14%
- Student: 8%

% of Attendees by Engineering Discipline

- Aerospace: 3%
- Architectural: 2%
- Bio/Biomedical: 4%
- Civil: 7%
- Computer: 11%
- Electrical: 5%
- Environmental: 4%
- Electrical: 3%
- Manufacturing: 2%
- Materials: 2%
- Mechanical: 8%
- Software Systems: 27%

% of Attendees by Job Function

- Teaching: 55%
- Research: 13%
- Administrative: 18%
- Industry: 3%
- Other: 3%
Exhibit Installation
Saturday, June 9
Sunday, June 10
8:00 a.m. - 5:00 p.m.
8:00 a.m. - 4:00 p.m.

Exhibit Dismantle/Move-Out
Tuesday, June 12
Wednesday, June 13
2:00 p.m. - 9:00 p.m.
8:00 a.m. - 1:00 p.m.

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

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Early Bird Rates (before Jan. 1, 2012)

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Standard Rates (after Jan. 1, 2012)

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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.
Past Exhibitors

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

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

Size of Booth requested: 

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

Early Bird Rates (before Jan. 1, 2012)

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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 ____________________________

Accepted by the American Society for Engineering Education
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 responsibility or commission in connection with this agency. The Exhibitor and his representative(s) hereby release and hold harmless from any and all liability, expense (including but not limited to attorney’s fees) and liabilities for loss or damage ensuing from any cause whatsoever.

2. REQUIREMENTS AND REQUISITES

A. Exhibitor shall assume the responsibility for the proper conduct of his exhibit or promotion, wholly or in part, that in its opinion is not in keeping with the spirit and mission of ASEE. B. Exhibitors are liable for any independent contractor requests, including 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 costs, expenses (including but not limited to attorney’s fees) and liabilities for loss or damage ensuing from any cause whatsoever.

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 or representative(s), nor any representative of ASEE, nor any subcontractor or 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.

5. SOLICITATION

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.

7. SUITES/HOSPITALITY ACTIVITIES

In the interest of the success of the conference and exhibit, ASEE reserves the right not to allow during the official conference programming or exhibit hours, including receptions or meal functions hosted by Exhibitors, to attendance by 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. BOOTHS/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 setup. The Exhibitor is restricted to materials that will pass inspection. Decorations of paper, pine boughs, leafy decorations, excelsior and similar materials are prohibited. Any substance prohibited by the City Fire & Safety Departments or authorities will not be permitted in the building or area. All electrical work and electrical wiring must be approved and installed in accordance with local regulations. Aisle and fire exit decorations, trees, etc. are prohibited. Exhibits. Any questionable materials to include helium, gas, etc., must be approved by ASEE Show Management.

10. AUDIO/SPEAKERS

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 assigned 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.

11. BOOTH STAFFING

In their best interest, and for security, Exhibitor shall keep personnel in the booth during the entire show. Each exhibiting company is entitled to four (4) exhibit only badges and one (1) full conference registration badge per person for attendance during all exhibit hours. 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.
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.
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.
Sponsorship Opportunities: Visionary

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 premier keynote address. The Plenary 2 session will feature the Best Paper Presentations & Meet the Board Town Hall, 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. Your company will have exclusive networking opportunity to exchange ideas and discuss current trends in engineering education and the high 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 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 in 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.
Sponsorship Opportunities: Pioneer

**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 PRISM 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.
Sponsorship Opportunities: Mentor

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:

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
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.
**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 appear 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.
Sponsorship Opportunities: Educator

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.
Sponsorship Opportunities: K-12 Workshop

2012 ASEE Workshop on
K-12 Engineering Education

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.

**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.

**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.

**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.

**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.

**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.

**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.

**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**.
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:

NCEES
Quanser
National Instruments

PIONEER:

Dassault Systems
DuPont
Northrop Grumman
MathWorks
hp
Khalifa University

MENTOR:

Purdue University
USC Viterbi School of Engineering
Agilent Technologies
Bentley
Boeing

Transamerica Retirement Management
Digilent
Cengage Learning
Heliocentris

Access Engineering
NetApp
Wiley
Texas Instruments

PTC

EDUCATOR:

Elsevier

The Power to Pass
www.ppi2pass.com
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.