ASEE Annual Conference
Host & Sponsorships

Making Value for Society

2015 ASEE Annual Conference & Exposition
June 14-17, 2015
Washington Convention Center
Seattle, WA
Making Value for Society

Join the American Society for Engineering Education in Seattle for its 122nd Annual Conference & Exposition! June 14-17, 2015

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 percent 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 500 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 Dassault Systèmes, National Instruments, Pearson, Texas Instruments and Boeing in reaching this prime market!

The ASEE Annual Conference & 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 curricula, and providing prime networking opportunities for engineering and engineering technology education stakeholders, including deans, department chairs, all levels of faculty, 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!

Outtrace your competition while turbocharging your brand presence at the ASEE annual conference with one of these dynamic sponsorship opportunities. They’re proven to succeed!
Important Dates to Remember

January 1, 2015
The last day to obtain early-bird exhibit rates.

January 5, 2015
Online registration and housing open for conference attendees.

January 16, 2015
Deadline for exhibitors to secure a listing in the printed Advance Program (appearing in the February 2015 *Prism* magazine).

February 13, 2015
Full payment is due for exhibit space.

April 1, 2015
Deadline for exhibitor-provided content to be included on the Exhibitor Highlights webpage.

April 1, 2015
Exhibitor online registration opens.

April 8, 2015
Exhibitor manual is available.

April 17, 2015
Deadline for exhibitor-provided content to be included in the Expo Guide.

May 1, 2015
Deadline for inclusion in exhibitor list in the Expo Guide and Final Program.

May 24, 2015
Housing closes.

June 13-14, 2015
Booth installation.

June 14-16, 2015
Exhibit Hall opens.

June 16, 2015
Exhibit space draft for 2015 ASEE annual conference.

June 16-17, 2015
Booth dismantling.
Exhibiting Opportunities

WHY EXHIBIT?

Location. Location. Location. The ASEE Annual Conference & Exposition provides your organization with an outstanding opportunity to get your product or service, value proposition, and brand in front of 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 450 colleges and universities and 31 engineering disciplines. ASEE has reserved more than 19,000 square feet of exhibit space in Seattle, a highly visible platform to reach more than 3,700 ASEE member 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, the Focus on Innovation Student Winners and the Two-Year College National Design Competition. These exciting experiences generate tremendous foot traffic in the hall.

The very popular “Focus on Exhibits” events held each day in the exhibit hall are exclusive. No sessions or other events are held during this time, assuring exhibitors an excellent networking and sales opportunity in a festive, dynamic atmosphere. Over the course of the conference, there will be over 5 hours devoted to “Focus on Exhibits,” which will include complimentary food and beverages.
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 United States.
- **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.

The conference offers one-stop access to ASEE members and the chance 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 web site, Interactive Conference Planner, Expo Guide, conference newsletters, 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 Ashley Krawiec, Manager of Event Sales, at (202) 649-3838 or a.krawiec@asee.org**
AVERAGE INCOME

- **Full Professor**: $123,103
- **Associate Professor**: $93,768
- **Assistant Professor**: $81,592

ENGINEERING DISCIPLINE MARKET SHARE

- General Eng. (52.6%)
- Mechanical (28.3%)
- Nuclear (9.2%)
- Aerospace (27.1%)
- Chemical (27%)
- Industrial/Mfg. (23.7%)
- Civil (23%)
- Agriculture (21.2%)
- Biomedical (14.2%)
- Environmental (14%)
- Electrical/Electrical (18.9%)
- Engineering Mgmt (31%)
- Eng. Science/Physics (24.3%)
- Architecture (2.1%)
MEMBERSHIP BY GENDER

Male 73.6%
Female 26.4%

ENGINEERING DISCIPLINE AS PERCENTAGE OF MEMBERSHIP

% OF ATTENDEES EXPRESSING INTEREST IN THESE PRODUCTS/SERVICES

MEMBERSHIP BY GENDER

Male 73.6%
Female 26.4%

ENGINEERING DISCIPLINE AS PERCENTAGE OF MEMBERSHIP

% OF ATTENDEES EXPRESSING INTEREST IN THESE PRODUCTS/SERVICES

% of attendees expressing interest in these products/services:

- Textbooks (35%)
- Software & hardware (29%)
- Laboratory & research equipment (24%)
- IT services (21%)
- Other (8%)
**MEMBERSHIP BY AGE GROUP**

- **65 AND UP**: 22.9%
- **45 TO 54**: 22.9%
- **55 TO 64**: 23.5%
- **35 TO 44**: 17.4%
- **UNDER 35**: 13.3%

**MEMBERSHIP BY RACE & ETHNICITY**

- **BLACK, NON-HISPANIC**: 5.3%
- **HISPANIC**: 4.5%
- **NATIVE AMERICAN**: 0.3%
- **DECLINED TO ANSWER**: 8.1%
- **ASIAN/PACIFIC**: 13.4%
- **WHITE, NON-HISPANIC**: 68.4%

**DIVISION PARTICIPATION AS PERCENT OF TOTAL MEMBERSHIP**

- **DESIGN IN ENGINEERING EDUCATION (DEED)**: 4.6%
- **EDUCATION RESEARCH AND METHODS (ERM)**: 7.3%
- **ENTREPRENEURS**: 2.9%
- **MATERIALS**: 4.4%
- **COMPUTING AND INFORMATION TECHNOLOGY**: 4.4%
- **ELECTRICAL**: 4.9%
- **MECHANICAL**: 5.2%
- **MULTIDISCIPLINARY ENGR.**: 6.1%
- **ENERGY, CONVERSION, CONSERVATION (ECC)**: 6.3%

Leverage your booth position in the exhibit hall by sponsoring an aisle banner, connection lounge, or charging station!

Additional information on page 22.
MEMBERSHIP BY ACADEMIC RANK

- **PROFESSOR**: 37.8%
- **ASSOCIATE PROF.**: 16.0%
- **ASSIST. PROF.**: 12.3%
- **CORP./GOV.**: 6.1%
- **INSTRUCTOR**: 5.0%
- **OTHER ACAD.**: 22.6%

YEARS OF MEMBERSHIP

- **UNDER 2 YEARS**: 22.9%
- **2 TO 4 YEARS**: 18.4%
- **5-9 YEARS**: 18.6%
- **10-19 YEARS**: 19.2%
- **1 TO 2 YEARS**: 11.6%
- **20+ YEARS**: 16.6%

ENGINEERING DISCIPLINE AS PERCENTAGE OF MEMBERSHIP

- **ENGR. SCIENCE & PHYSICS**: 11.9%
- **ENVIRONMENTAL**: 22.4%
- **CIVIL**: 12.7%
- **CHEMICAL**: 13.3%
- **METAL/MATERIALS**: 13.5%
- **COMPUTER SCIENCE**: 13.8%
- **OTHER ENGR.**: 14.1%
- **ARCHITECTURAL**: 14.3%
- **GENERAL ENGR.**: 14.5%
- **INDUSTRIAL/MFG.**: 16.3%
- **ENG. MGMT.**: 17.6%
- **BIO MEDICAL**: 18.4%

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!
**Exhibitor 411**

**Exhibit Installation**
Saturday, June 13, 2015 8:00 am – 5:00 pm  
Sunday, June 14, 2015 8:00 am – 3:00 pm

**Exhibit Hours**
Sunday, June 14, 2015 6:00 pm – 7:30 pm  
Monday, June 15, 2015 10:30 am – 5:00 pm  
Tuesday, June 16, 2015 8:45 am – 5:00 pm

**Exhibit Dismantle/Move-Out**
Tuesday, June 16, 2015 5:00 pm – 9:00 pm  
Wednesday, June 17, 2015 8:00 am – 12:00 pm

*Please note: Booth space is sold as it appears on the floor plan. Floor plan on page 14.*

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**Exhibition Fees**

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**Payment Terms**
Invoice is net 30.

**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, A/V hardware, internet access, electrical requirements, booth carpet, booth cleaning, etc. are the responsibility of the exhibitor and ARE NOT included in the exhibit fee.

**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.
- Additional full conference or exhibit hall passes will be available for purchase.

**Cancellation Policy**
**Exhibitor may reduce their booth size or cancel or withdraw from the exposition subject to the following conditions:**
- The exhibitor shall give the Manager of Event Sales notice in writing to reduce booth size, cancel or withdraw from the exposition and the date the exhibitor’s written cancellation is received by ASEE will be considered the official cancellation date.
- To any company that withdraws prior to January 15, 2015, ASEE will refund 25% of total booth cost. After January 15, 2015, no refund will be given for booth reductions or cancellations.
Don't delay...Join this impressive roster of innovative engineering and technology organizations. Become an ASEE Annual Conference exhibitor today.

<table>
<thead>
<tr>
<th>Past Exhibitors</th>
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<td>AAAS</td>
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<td>ABET</td>
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<td>Altair Engineering</td>
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<td>Amatrol, Inc.</td>
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<td>American Experience/PBS</td>
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<td>American Society of Civil Engineers</td>
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<td>American Society of Mechanical Engineers</td>
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<td>ARM Inc.</td>
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<td>Armfield Incorporated</td>
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<td>ASM International</td>
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<td>AUVSI Foundation</td>
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<td>Begell House Inc.</td>
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<td>Bentley Systems</td>
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<td>Cambridge University Press</td>
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<td>CD-adapco</td>
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<td>Cengage Learning</td>
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<td>Center for Engineering Learning and Teaching (CELT)</td>
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<td>Clarkson University</td>
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<td>Clemson University</td>
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<td>Cognisro Technologies Inc.</td>
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<td>Conference for Industry and Education Collaboration (CIEC)</td>
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<td>Cradle North America Inc.</td>
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<td>CRC Press - Taylor &amp; Francis Group</td>
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<td>Cypress Semiconductor Corp.</td>
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<td>Dassault Systems</td>
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<td>De Lorenzo USA, LLC</td>
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<td>Depco, LLC</td>
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<td>Design Assistance Corporation</td>
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<td>Digi//t, Inc.</td>
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<td>Edibon USA LLC</td>
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<td>Elsevier</td>
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<td>Emona Instruments Pty. Ltd.</td>
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<td>Engineering Leaders</td>
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<td>EPICS</td>
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<td>ExOne</td>
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<td>Exploring Robotics</td>
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<td>Famic Technologies, Inc.</td>
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<td>Feedback, Inc.</td>
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<td>Freescale Semiconductor</td>
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<td>Frontiers in Education</td>
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<td>German Academic Exchange Service (DAAD)</td>
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<td>Global e-Training</td>
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<td>Great Lakes NeuroTechnologies</td>
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<td>Heliocentrins Energy Systems, Inc.</td>
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<td>Institute of International Education</td>
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<td>Inteltek, Inc.</td>
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<td>John Wiley &amp; Sons, Inc.</td>
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<td>Kaplan Professional Education -- Kaplan AEC Education</td>
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<td>Lab-Volt Systems, Inc.</td>
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<td>LEGO Education North America</td>
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<td>Little River Research and Design</td>
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<td>Lucas-Nuelle</td>
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<td>Morgan and Claypool Publishers</td>
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<td>National Council of Examiners for Engineers &amp; Surveyors</td>
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<td>Oxford University Press</td>
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<td>Tufts Center for Engineering Education and Outreach</td>
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<td>University of Minnesota, St. Paul</td>
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<td>US Patent and Trademark Office</td>
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<td>Utah State University - Engineering Education</td>
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<td>Vernier Software &amp; Technology</td>
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Application & Contract for Exhibit Space

2015 ASEE Annual Conference & Exposition
June 14-17, 2015  Washington State Convention Center – Halls 4A - B  Seattle, Washington

Company/organization/institution/program name: ________________________________
(brand name will be used in all exhibit marcom: exhibitor floor plan, exhibitor list on web site, in printed program and expo guide, booth ID signage, etc.)
Website: ___________________________________________________________________
Primary Business: ___________________________________________________________________

Primary contact information (Will receive all event communications including invoice, exhibitor kit, registration info, e-newsletters, sponsorship opps, etc.)
Name and title: ___________________________________________________________________
Mailing Address: ________________________________________________________________ City: __________________ State: ____________
Zip/Postal Code: ______________________________ Country: __________________________ 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

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<thead>
<tr>
<th>Booth Size</th>
<th>Sq. Ft.</th>
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Payment Terms: Exhibitors participating in the exhibit space draft will be invoiced in October, 2014 for the total amount due. After January 1, 2015, space will not be assigned without full payment. Contracts must be received by January 1, 2015 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 Washington State 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 13, 2015. Failure to comply risks loss of booth reservation.

Exhibitor Authorized Representative Signature: __________________________ Date: __________

Payment Amount: __________________________ Payment type □ Check □ Visa □ MasterCard □ American Express
Credit Card #: __________________________________ Exp. date: __________ Signature: __________________________

ASEE Use Only
□ Corporate Member  □ Non-member
Booth cost: __________________________ Boothe # Assigned: __________________________
Booth Size: __________________________ Deposit Received: $ __________ Balance due: $ __________
Booth Assignment date: __________________________ By __________________________

Accepted by the American Society for Engineering
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 ASEE 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 case 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, 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 24-26 hr guard service. However, due to the tremendous value of exhibits, it is impractical and impossible to insure the Exhibitor’s equipment against all theft, loss, damage, or property damage caused by the negligence of the Exhibitor, his agent or employees.
   B. The Exhibitor must assume responsibility for damage to the Indiana Convention Center, or facility property and indemnify and hold harmless the Indiana 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 perils normally covered by fire and extended coverage of policies.
   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 upon notification of the Exhibitor. Space may not be sublet to another party, unless written permission is granted by ASEE.

6. HEIGHT AND SPACE RESTRICTIONS
   A. In-line exhibits, back walls and decorations will be limited to the height of 20 ft from the floor. Any independent contractor requests, including installation and dismantle companies, must be made in advance to the ASEE Show Management prior to approval of such contractors at least 45 days before conference start.
   B. Island and peninsula solid booth walls may not exceed 10 feet in height and may not obstruct the sight-lines of the surrounding booths. When a peninsula booth backs up to two linear booths, the back wall is restricted to 4 ft within 5 ft of each aisle.
   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 ft 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 by the Director of Corporate Marketing. 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 in the confines of its own premises. No Exhibitor will be permitted to give away any premium items, or to conduct any activities which are against the Indiana Convention Center policies.

8. SUITES/HOSPITALITY ACTIVITIES
   In the interest of the success of the conference and exhibition, no Exhibitor hosted hospitality functions will be allowed during the official conference program, excepting home or exhibit, during which business, etc., are not permitted except by companies that have engaged from ASEE space to exhibit and then only then in the space assigned.
   C. Solicitation of advertising by magazines or publishers from other Exhibitors on the floor of the exhibit hall is prohibited.

9. BOOTH MATERIALS/FIRE REGULATIONS
   A. All exhibits and exhibit materials used 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 during the official conference program, excepting home or exhibit. 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. ASEE Show Management will cooperate fully, but cannot assume responsibility for any and all claims arising out of their own negligence of that of their respective employees or grants.
   B. All parties involved with the exhibit agree to comply with the Americans with Disabilities Act.
   C. Cancellation Policy—Any Exhibitor may reduce their booth size or cancel or withdraw from the exhibition subject to the following conditions: 1) The Exhibitor shall give the Director of Corporate Marketing notice in writing to reduce booth size, cancel or withdraw from the exhibition and the date the exhibitor’s written cancellation is received by ASEE will be considered the official cancellation date. 2) To any company that withdraws prior to January 15, 2014, ASEE will refund 75% of total booth cost. After January 15, 2014, no refund will be given for booth reductions or cancellations.
   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 may submit Certificates of Insurance to ASEE Show Management prior to approval of such contractors at least 45 days before conference start.
   14. PAYMENT PROCEDURES/CANCELLATION POLICY
   A. Exhibitors participating in the exhibit space draft will be invoiced in October, 2013 for the total amount due. After January 1, 2014, space will not be assigned without full payment. Contracts must be received by January 1, 2014 to be eligible for the early bird rate.
   B. Exhibitor understands full payment is due on February 15, 2014. Failure to comply risks loss of booth reservation. All final payment is not received by April 1, 2014 space can be made available for reseal without notification.
   C. Cancellation Policy—Any Exhibitor may reduce their booth size or cancel or withdraw from the exhibition subject to the following conditions: 1) The Exhibitor shall give the Director of Corporate Marketing notice in writing to reduce booth size, cancel or withdraw from the exhibition and the date the exhibitor’s written cancellation is received by ASEE will be considered the official cancellation date. 2) To any company that withdraws prior to January 15, 2014, ASEE will refund 25% of total booth cost. After January 15, 2014, no refund will be given for booth reductions or cancellations.
   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.

Rules to Exhibit
Visit https://www.asee.org/mobile/exhibits/2/expo_map for the live updated version of the floor plan.
**WHY SPONSOR?**

**Sponsorship of the ASEE annual conference provides your organization 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 $15,000
- Focus on Innovation Student Winners $15,000
- Interactive Conference Planner $10,000
- Mentor $7,500
- Educator $3,500

**Advertising & A La Carte Options**

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

**LOOKING TO PARTICIPATE IN THE 2015 ASEE ANNUAL CONFERENCE AS A HOST OR CO-HOST UNIVERSITY?**

Please visit [www.asee.org/documents/conferences/annual/2015/2015_ASEE_Annual_Conference_Host_and_Cohost_Sponsorships.pdf](http://www.asee.org/documents/conferences/annual/2015/2015_ASEE_Annual_Conference_Host_and_Cohost_Sponsorships.pdf)

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

Contact Ashley Krawiec, Manager of Event Sales, at 202-649-3838 or a.krawiec@asee.org.
Visionary

$50,000

BENEFITS:

- Two (2) full page, 4C ads in the February Advance Program and Summer issues of Prism Magazine
- One (1) full page, 4C, cover position ad in annual conference final program
- Sixteen (16) complimentary full registrations (non-transferable)
- Three (3) time slots for product demonstration and/or technical session
- Complimentary exhibit booth space (up to 30’ x 20’)
- Complimentary 1-year ASEE corporate membership
- Prominent recognition in the Advance Program (February, 2015 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
- Prominent recognition on “Thank you” signage located in high-traffic areas of the Washington Convention Center

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

**ASEE Division Mixer**
Create tremendous brand awareness and visibility while fostering brand loyalty by sponsoring this exciting networking event. A prelude to the Exhibit Hall welcome reception on Sunday evening, the mixer will serve as a great kickoff to the 2015 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 room, to include:
  - Slide with sponsor information on center screen
  - Table tent cards w/ sponsor logo

**Main Plenary and Plenary II**
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 II session will feature the Best Paper Presentations and 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, and verbal recognition.
BENEFITS:
• One (1) full page, 4C insert OR one (1) full page, 4C cover position ad in annual conference final program (based on availability)
• Eight (8) complimentary full registrations
• Two (2) time slots for product demonstration and/or technical session
• Complimentary exhibit booth space (up to 20’ x 20’)
• Complimentary 1-year ASEE corporate membership
• Recognition in the advance program (February 2015 double issue of *Prism*)
• Recognition in the annual conference final program
• Company logo w/ hotlink in Sponsors’ section of the Annual Conference web site
• Recognition on “Thank you” signage located in high-traffic areas of the Washington Convention Center

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

**Conference Connection Daily E-Newsletter**
As a sponsor of this popular service, your company can place its name and logo throughout the e-newsletter, which includes 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!

**ASEE Councils 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 – a valuable 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, Corporate Member Council and Engineering Research Council. Sponsors will receive verbal recognition and exposure on signage throughout the ballroom, and will have the opportunity for a company executive to make brief (1-2 minutes max) welcoming 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. It 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 120 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 Washington 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. Amenities include Internet access and light snacks and drinks for your attendees.
BENEFITS:
• Four (4) complimentary full registrations
• One (1) time slot for product demonstration or technical session
• Complimentary 1-year ASEE corporate membership
• Recognition in the Advance Program (February 2015 double issue of Prism)
• Recognition in the Annual Conference Final Program
• Company logo w/ hotlink in Sponsors section of the Annual Conference web site
• Recognition on “Thank you” signage located in high-traffic areas of the Washington Convention Center

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

Pre-Conference E-Newsletter
As “Presenting Sponsor,” your company can place its name and logo throughout the e-newsletter, which will include conference updates and reminders. There will be four (4) issues of the e-newsletter: April 15, May 1, May 15, and June 1, providing you with an excellent platform to reach ASEE members and Annual Conference registered attendees in the weeks leading up to the conference. Your sponsorship includes advertising (a 180x150 button ad) and promotional messaging opportunities. This is a great opportunity to reach attendees with a targeted message just prior to the Annual Conference.

ASEE Awards Ceremony
Celebrate excellence in engineering education by sponsoring the 122nd Annual ASEE Awards Ceremony. Held on Monday night from 5:15 pm to 6:30 pm and hosted by ASEE’s Board of Directors, the ceremony recognizes all ASEE Award recipients. Sponsorship benefits include verbal recognition and your company’s name in the Awards Ceremony Program.

President’s Farewell Reception
Join ASEE’s President for a final sendoff from the 2015 ASEE Annual Conference & Exposition. This is the President’s last official act and a final chance to make an impression on ASEE leaders and members. Come chat with the current President and President-elect. Open to all attendees on Wednesday, June 16th from 6:00 pm to 7:30 pm. Sponsorship benefits include verbal recognition and the sponsor’s name in the scrolling slide on the center screen.

Focus on Exhibits Welcome Reception
This exciting kickoff event will be held on Sunday, June 15 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
The Focus on Exhibits Lunch will be held on Tuesday, June 16 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 event!

Focus on Exhibits Brunch
The Focus on Exhibits Brunch will be held on Monday, June 15 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 used by each of the 3,700-plus attendees.
**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 conference Final Program. These popular talks are an excellent opportunity to increase your brand recognition among ASEE members.

**Focus on Innovation Student Winners $15,000**
Support ASEE’s 2015 Student Winners! Each year, ASEE invites 10 or more National Student Award winners to demonstrate their innovations in the Exhibit Hall at the Focus on Innovation Pavilion.
- Exclusive sponsorship of the Focus on Innovation Pavilion
- Recognition in the Advance Program as primary sponsor of FOI Pavilion
- Recognition in the Annual Conference Final Program as primary sponsor
- Dinner with ASEE’s President and student winners on Sunday, June 14th
- Moderate the introduction and Q&A session during the Student Winners presentation in the Focus on Innovation Pavilion on Monday, June 15th from 10:30 am to 12:00 pm
- Banner in the Focus on Innovation Pavilion
- Opportunity to have student winners wear branded item (hat, shirt, etc.)

**Interactive Conference Planner $10,000**
Push your brand to the forefront by sponsoring ASEE’s Interactive Conference Planner. Established in 2014, the ICP allows all attendees to access session information, the program schedule, hours of operation, and Exhibit Hall information via their mobile devices prior to and during the conference. Sponsorship benefits include:
- Logo placed in the Interactive Conference Planner button ad, which runs on the ASEE Website and in Conference Connection, Connections, The Accelerator, Pre-Conference Newsletter, and Capitol Shorts.
- Recognition on homepage and all subsequent pages of the ICP
- Recognition in the advance program as primary sponsor of the ICP
- Recognition in the annual conference final program as primary sponsor
Mentor $7,500

**BENEFITS:**
- Two (2) complimentary full registrations
- Complimentary 1-year ASEE corporate membership
- Recognition in the Advance Program (February 2015 double issue of *Prism*)
- Recognition in the Annual Conference Final Program
- Company logo w/ hotlink in Sponsors section of the annual conference web site
- Recognition on “Thank you” signage located in high-traffic areas of the Washington 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 logo will be printed on the name badge lanyard each attendee will receive upon registering. Exclusive sponsorship; first-come, first-serve basis.

**Name Badge Holders**
Take advantage of this opportunity to reinforce your brand in the minds of conference attendees. Your company logo will be printed on the name badge holder each attendee will receive upon registering. Exclusive sponsorship; first-come, first-serve basis.

**Focus on Exhibits Summertime Social**
The Focus on Exhibits Summertime Social, held June 15 from 4:00 pm to 5:00 pm in the Exhibit Hall, is one of the most popular events of the ASEE Annual Conference. No sessions or other events occur 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. 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 90-minute time slots available Monday through Wednesday. Amenities include Internet access and light snacks and drinks for your attendees. ASEE provides plenty of pre-event and onsite promotional assistance to help you drive attendance to your session(s), including a listing in the Final Program and inserts in the attendee tote bags and the online session locator. Reserve your time slot today!

**EDC Business Breakfast**
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, associating your company with a valuable and much appreciated service at the ASEE Annual Conference. Sponsorship benefits include the opportunity to provide branded napkins and/or beverage sleeves as well as marcom materials on the tables throughout a high-traffic area in the Exhibit Hall.
**Benefits:**

- Recognition in the advance program (February 2015 double issue of *Prism*)
- Recognition in the annual conference final program
- Company logo w/ hotlink in Sponsors section of the annual conference web site
- Recognition on “Thank you” signage located in high traffic areas of the Washington Convention Center

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

**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. Exclusive sponsorship; first-come, first-serve basis.

**Attendee Tote Bag Insert**

This is your opportunity to reach ASEE Annual Conference attendees with customized content by placing your message directly in 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.

**Pre-Conference E-Newsletter**

As a sponsor of this new feature, your company can place its name and logo alongside conference updates and reminders. There will be four (4) issues of the e-newsletter: April 15, May 1, May 15, and June 1, providing you with an excellent platform to reach ASEE members and registered attendees in the weeks leading up to the Annual Conference. Your sponsorship includes a 180x150 button ad. This is a great opportunity to reach attendees with a targeted message just prior to the Annual Conference.
Advertising Opportunities

ASEE Prism Advance Program – February 2015 Double Issue
Stand out from other exhibitors and sponsors by placing an ad in the double issue of Prism Magazine. The February issue includes 25-plus pages previewing the 2015 ASEE Annual Conference. With information such as a location profile, event schedule, and participating universities, this special section is your opportunity to highlight your participation at the conference and reinforce your brand awareness. The Advance Program will reach over 12,000 faculty, department heads, and deans.

Available full page positions:
- Inside front cover, four-color $3,500
- Inside back cover, four-color $3,500
- Individual page, four-color $2,500

Conference Connection Daily E-Newsletter
Place your 180x150 banner ad on the front page of this widely read e-newsletter, which includes conference highlights, daily announcements/reminders, digital photos of conference events and sessions, etc. Conference Connection is published once a day for six 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 (6 issues of Conference Connection)

Pre-Conference E-Newsletter
Advertise in this very popular e-newsletter, which will include conference updates and reminders. There will be four (4) issues of the e-newsletter: April 15, May 1, May 15, and June 1, providing you with an excellent platform to reach ASEE members and registered attendees with your 180x150 button ad in the weeks leading up to the Annual Conference. This is a great opportunity to reach ASEE Annual Conference attendees with a targeted message just prior to the annual conference.

- Ad Rate: $2,500 (4 issues)

Attendee Tote Bag Insert
This is your opportunity to reach ASEE annual conference attendees with customized content by placing your message directly in 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.

- Sponsorship Rate: $500

Sponsored Aisle Banners in Exhibit Hall
Promote your presence in the Exhibit Hall by sponsoring one of the numbered aisle banners! Each aisle throughout the hall features two (2) 4’x6’ double sided banners. Each side of the banner will include a 2’x4’ position for a sponsor logo. Package includes two (2) logo positions in one row, on the same banner or on separate banners. Only logos approved by ASEE will be printed on banners.

- Sponsorship Rate: $1,000

Ask me about other a la carte options, such as charging stations and turning your booth into a Connection Lounge!

For more information contact Ashley Krawiec, Manager of Event Sales at 202-649-3838 or a.krawiec@asee.org
Previous Sponsors

These ASEE sponsors reaped the benefits of an effective Exhibit Hall presence while demonstrating their strong commitment to high-quality, innovative engineering and engineering technology education. WILL YOU?? Become a 2015 ASEE Annual Conference sponsor today!

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advancing licensure for engineers and surveyors

NATIONAL INSTRUMENTS™

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AccessEngineering

EDUCATOR

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