Join the American Society for Engineering Education in Long Beach for its 128th Annual Conference & Exposition! June 27–30, 2021

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 approximately 4,000 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, Lockheed Martin, Northrop Grumman 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.
IMPORTANT DATES TO REMEMBER

SEPTEMBER 8, 2020
Abstract, Workshop, and Distinguished Lecture Submission Opens on the ASEE.org website.

OCTOBER 12, 2020
Abstract Submission Closed.

NOVEMBER 2, 2020
Abstract Accept or Reject Notification to Author Deadline.

JANUARY 4, 2021
Online registration and housing open for conference attendees.

JANUARY 15, 2021
Deadline for sponsors to secure a listing in the printed Advance Program (appearing in the February 2021 Prism magazine). Must be signed up by this date.

APRIL 12, 2021
Author registration deadline.

APRIL 30, 2021
Abstract deadline for all sponsor technical sessions. All sponsor tech session descriptions must be finalized and uploaded by this date for the printed program.

JUNE 4, 2021
Housing closes.

JUNE 28 – 30, 2021
Exhibit Hall opens.
# ASEE Demographics

## Total Membership

<table>
<thead>
<tr>
<th>Year</th>
<th>Membership</th>
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<tbody>
<tr>
<td>2020</td>
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<tr>
<td>2017</td>
<td>11,174</td>
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<td>2016</td>
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## Corporate Members

<table>
<thead>
<tr>
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<td>Association</td>
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<tr>
<td>Corporate</td>
<td>21</td>
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<td>Corporate Affiliate</td>
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## Current Membership Breakdown

<table>
<thead>
<tr>
<th>Category</th>
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<tbody>
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<td>Academic Professional Online</td>
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<td>Life</td>
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<td>Non-Academic Contact Representative</td>
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<tr>
<td>Non-Academic Professional</td>
<td>156</td>
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<tr>
<td>Non-Academic Professional Online</td>
<td>35</td>
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<tr>
<td>P-12 Professional</td>
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<td>Student Online</td>
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<td>Retired</td>
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ASEE DEMOGRAPHICS

INSTITUTIONAL MEMBERS

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
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<td>College Affiliate</td>
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<td>Canadian</td>
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<td>International</td>
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<td>P-12</td>
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YEARS OF CONTINUOUS MEMBERSHIP

<table>
<thead>
<tr>
<th>Years</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>0 TO 1 YEAR</td>
<td>11.6%</td>
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<tr>
<td>1+ TO 2 YEARS</td>
<td>9.7%</td>
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<tr>
<td>2+ TO 5 YEARS</td>
<td>14.9%</td>
</tr>
<tr>
<td>5+ TO 10 YEARS</td>
<td>15.4%</td>
</tr>
<tr>
<td>10+ TO 20 YEARS</td>
<td>25%</td>
</tr>
<tr>
<td>20+ YEARS</td>
<td>23.4%</td>
</tr>
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</table>

CURRENT MEMBERSHIP ROSTER BY COUNCIL

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<thead>
<tr>
<th>Council</th>
<th>Count</th>
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<tbody>
<tr>
<td>Corporate Member Council</td>
<td>47</td>
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<tr>
<td>Engineering Deans Council</td>
<td>338</td>
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<tr>
<td>Engineering Research Council</td>
<td>265</td>
</tr>
<tr>
<td>Engineering Technology Council</td>
<td>78</td>
</tr>
</tbody>
</table>

MEMBERSHIP BY GENDER

- Male: 68.9%
- Female: 26.8%
ASEE DEMOGRAPHICS

- **CURRENT MEMBERSHIP BY ACADEMIC RANK**

  - 37.8% Professor
  - 15% Assoc. Prof.
  - 13.4% Assis. Prof.
  - 5.8% Instructor
  - 23.9% Other Acad.
  - 4.1% Corp./Gov.

- **MEMBERSHIP BY RACE & ETHNICITY**

  - 52.9% White, Non-Hispanic
  - 22.0% Non-Responders
  - 10.8% Asian/Pacific Islander
  - 5.4% Declined to Answer
  - 4.7% Black, Non-Hispanic
  - 4.1% Hispanic
  - 0.2% Native American

14.5% Racial Minorities
ASEE DEMOGRAPHICS

CURRENT MEMBERSHIP BY SECTIONS

KEY

- PAC NORTHWEST
- PAC SOUTHWEST
- GULF SOUTHWEST
- ROCKY MOUNTAIN
- NORTH MIDWEST
- MIDWEST
- ILLINOIS-INDIANA
- SOUTHEAST
- NORTH CENTRAL
- NORTH MIDWEST
- MIDDLE ATLANTIC
- NEW ENGLAND
- ST. LAWRENCE

1,911
1,016
1,013
408
609
796
327
505
567
426
760
680
796
1,013
1,911

**ASEE Demographics**

### Membership by Age Group

- **11%** Under 35
- **14.6%** 35 to 44
- **15.3%** 45 to 54
- **18.7%** 55 to 64
- **19.7%** 65 and up
- **20.7%** Unknown

### Zone Membership

<table>
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<th>Zone</th>
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<tr>
<td>Zone 1</td>
<td>2,030</td>
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<td>Zone 2</td>
<td>3,607</td>
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<tr>
<td>Zone 3</td>
<td>1,691</td>
</tr>
<tr>
<td>Zone 4</td>
<td>1,690</td>
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</tbody>
</table>

### Top Members per Institution

- University of Tennessee at Knoxville: 162
- California Polytechnic State University, San Luis Obispo: 151
- University of Alberta: 131
- The Ohio State University: 113
- Texas A&M University: 109
- University of Michigan: 72
- Georgia Institute of Technology: 68
- Virginia Polytechnic Institute and State University: 65
- North Carolina State University at Raleigh: 59
- Pennsylvania State University: 57
ASEE CONFERENCE DEMOGRAPHICS

The 2020 ASEE Annual Conference and Exposition was held virtually due to the COVID-19 pandemic. All 2020 stats are from the Virtual Conference, not an in-person conference. All previous years include stats from an in-person meeting.

TOTAL ATTENDANCE

<table>
<thead>
<tr>
<th>Year</th>
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<tr>
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<td>2018</td>
<td>3,880</td>
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<tr>
<td>2017</td>
<td>4,061</td>
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<td>2016</td>
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INTERNATIONAL ATTENDEES

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<th>Year</th>
<th>Attendees</th>
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</thead>
<tbody>
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</tr>
<tr>
<td>2019</td>
<td>151</td>
</tr>
<tr>
<td>2018</td>
<td>155</td>
</tr>
<tr>
<td>2017</td>
<td>110</td>
</tr>
<tr>
<td>2016</td>
<td>230</td>
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</tbody>
</table>

2020 TOP ATTENDEES BY INSTITUTION LOCATION – VIRTUAL CONFERENCE

- California: 226
- Florida: 117
- Indiana: 167
- Michigan: 131
- North Carolina: 115
- New York: 122
- Ohio: 108
- Pennsylvania: 154
- Texas: 182
- Virginia: 160
ANNUAL CONFERENCE ATTENDEE DEMOGRAPHICS

2020 TOP ATTENDEE TITLES VIRTUAL CONFERENCE:

ASSISTANT DEAN 21
ASSISTANT PROFESSOR 377
ASSOCIATE DEAN 48
ASSOCIATE PROFESSOR 255
DEAN 62
DIRECTOR 111
ENGINEERING LIBRARIAN 53
GRADUATE ASSISTANT/STUDENT 109
LECTURER 65
PHD STUDENT 37
PROFESSOR 380
STUDENT 75

DEAN ATTENDEES

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>2020</td>
<td>62</td>
<td>87</td>
<td>78</td>
<td>81</td>
<td>113</td>
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STUDENT ATTENDEES

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<tr>
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<td>486</td>
<td>654</td>
<td>738</td>
<td>861</td>
<td>849</td>
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</table>
ANNUAL CONFERENCE ATTENDEE DEMOGRAPHICS

2019 TOP ATTENDEE TITLES:

- ASSISTANT DEAN 21
- ASSISTANT PROFESSOR 354
- ASSOCIATE DEAN 68
- ASSOCIATE PROFESSOR 248
- DEAN 87
- DIRECTOR 110
- ENGINEERING LIBRARIAN 35
- GRADUATE ASSISTANT 33
- LECTURER 51
- PROFESSOR 381

2019 TOP ATTENDEES BY INSTITUTION LOCATION

- CALIFORNIA 149
- FLORIDA 172
- INDIANA 183
- MICHIGAN 116
- NORTH CAROLINA 95
- NEW YORK 113
- OHIO 106
- PENNSYLVANIA 141
- TEXAS 160
- VIRGINIA 142
SPONSORSHIP OPPORTUNITIES

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
- Mentor $8,000
- Leader $5,000
- 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.

MAKE AN INTEGRATED, STRATEGIC INVESTMENT IN ENGINEERING EDUCATION

BECOME AN ASEE SPONSOR TODAY!

Reserve your booth today!
Contact Ashley Krawiec, Manager of Event Sales,
at (202) 649-3838 or a.krawiec@asee.org
SPONSORSHIP OPPORTUNITIES: VISIONARY

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
- Ten (10) complimentary full registrations (non-transferable)
- Three (3) time slots for product demonstration and/or technical session
- Complimentary exhibit booth space (up to 20’ x 20’)
- Complimentary 1 year ASEE corporate membership
- Prominent recognition in the Advance Program (February 2021 double issue of Prism)
- Prominent recognition in the Annual Conference Final Program
- Organization 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 Long Beach Convention Center

PLUS, 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 2021 ASEE Annual Conference. Your non-exclusive sponsorship includes:

- Verbal recognition and a brief speaking opportunity for an organization representative to welcome attendees.
- Highly visible branded signage throughout the room.
- Opportunity to distribute promotional material and develop onsite interactive attractions.
SPONSORSHIP OPPORTUNITIES: VISIONARY

MONDAY PLENARY – MONDAY, JUNE 28TH
The ASEE Monday Plenary is traditionally the most highly attended session at the conference. Put your organization name and logo in front of over 2,000 attendees at this conference keynote address. Sponsorship benefits include a 30- or 60-second ad or video to be shown immediately prior to this session, highly visible branded signage throughout the room, and verbal recognition.

TUESDAY PLENARY – TUESDAY, JUNE 29TH
The Tuesday Plenary session features the Best Paper Presentations and the Corporate Member Council Keynote speaker, which is sure to attract a large audience. Put your organization name and logo in front of over 2,000 attendees at this conference keynote address. Sponsorship benefits include a 30- or 60-second ad or video to be shown immediately prior to these sessions, highly visible branded signage throughout the room, and verbal recognition. Non-exclusive.

FOCUS ON INNOVATION STUDENT WINNERS
Support ASEE’s 2021 Student Winners! Each year, ASEE invites 10 or more National Student Award winners to demonstrate their innovations in the Exhibit Hall at the Student Display Pavilion.

- Sponsorship of the Student Display Pavilion
- Recognition in the Advance Program as primary sponsor of Student Display Pavilion
- Recognition in the Annual Conference Final Program as primary sponsor
- Dinner with ASEE’s President and student winners on Sunday, June 16th
SPONSORSHIP OPPORTUNITIES: INNOVATOR

INNOVATOR $25,000

BENEFITS:

- One (1) full page, 4C insert OR one (1) full page, 4C cover position ad in annual conference final program (based on availability)
- Six (6) complimentary full registrations
- Two (2) time slots for product demonstration and/or technical session
- Complimentary 1 year ASEE corporate membership
- Complimentary exhibit booth space (up to 10’ x 20’)
- Recognition in the advance program (February 2021 double issue of Prism)
- Recognition in the annual conference final program
- Organization logo w/ hotlink in Sponsors’ section of the Annual Conference website
- Recognition on “Thank you” signage located in high-traffic areas of the Long Beach Convention Center

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

INTERACTIVE CONFERENCE PLANNER

Push your brand to the forefront by sponsoring ASEE’s Interactive Conference Planner. 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
SPONSORSHIP OPPORTUNITIES: INNOVATOR

ASEE INSTITUTIONAL COUNCILS DINNER
Sponsor this exclusive, invitation-only gathering of deans, ASEE Board members 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 event space, and will have the opportunity for an organization executive to make brief (1-2 minutes max) welcoming remarks to the dinner attendees.

ASEE COMMIT TO P-12 & DIVERSITY PAVILION
A wonderful opportunity to showcase your organization’s commitment to fostering diversity in engineering education. The ASEE Commit to P-12 & Diversity Booth is a large pavilion 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 4,000 conference attendees and 110 exhibitors while aligning your brand with an important strategic mission of ASEE. Sponsorship benefits include highly visible branded signage on the pavilion structure and special recognition on the conference web site and in the conference Final Program.

TASTE OF LONG BEACH
The Taste of Long Beach will feature food from local restaurants, local attractions, and games, giving all a taste of what the city has to offer. It will also feature the wide range of efforts – including research, curriculum development, teacher professional development, and outreach – by ASEE members who study and make a broader impact on preschool through Grade 12 (P12) students and teachers. Sponsors will have name and logo recognition on “Thank you” signage throughout the event including the opportunity to supply guests with a promotional item placed at tables in the ballroom.
SPONSORSHIP OPPORTUNITIES: INNOVATOR

LONG BEACH CIRCULAR
The 2021 Long Beach Circular includes sponsor technical sessions, promotions, fun events, diversity roundtables, and more! Take advantage of this opportunity to brand a high-value item that will be widely used by each of the 4,000-plus attendees.

The exclusive sponsorship includes:
- Logo on front cover of the expo guide
- Recognition as the presenting sponsor throughout
- Full Page Color Ad on Back Cover (specs and deadline to follow)

2021 ANNUAL CONFERENCE EXPO GUIDE
The 2021 Annual Conference Expo Guide features the exhibit hall floor plan, all exhibitor names, booth numbers, and a short description of each. It is utilized by all 4,000 attendees and is included in the attendee tote bag. Take advantage of this opportunity to brand a high-value item that will be widely used by each of the 4,000-plus attendees.

The exclusive sponsorship includes:
- Logo on front cover of the expo guide
- Recognition as the presenting sponsor throughout
- Full Page Color Ad on Back Cover (specs and deadline to follow)

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 Long Beach 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 basic AV and light refreshments for your attendees. Internet and catering are not included.
SPONSORSHIP OPPORTUNITIES: PIONEER

**PIONEER**  $15,000

**BENEFITS:**
- Three (3) 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 2021 double issue of *Prism*)
- Recognition in the Annual Conference Final Program
- Organization logo w/ hotlink in Sponsors section of the Annual Conference web site
- Recognition on “Thank you” signage located in high-traffic areas of the Long Beach 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 organization 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! Specs and deadlines will be available upon reservation.

**PRE-CONFERENCE E-NEWSLETTER**
As “Presenting Sponsor,” your organization 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: May 3, May 17, June 1, and June 15, 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 the sponsor’s logo at the top of the newsletter and an advertorial, with 100 words or less, a 180x150 button ad, and a link. This is a great opportunity to reach attendees with a targeted message just prior to the Annual Conference. Specs and deadlines will be available upon reservation.
SPONSORSHIP OPPORTUNITIES: PIONEER

ASEE AWARDS CEREMONY & LUNCH
Celebrate excellence in engineering education by sponsoring the 128th Annual ASEE Awards Ceremony. Held on Wednesday, June 30th from 11:30 AM - 1:00 PM. The event is hosted by ASEE’s Board of Directors, the ceremony recognizes all ASEE Award recipients. Sponsorship benefits include verbal recognition and your organization’s name in the Awards Ceremony Program.

PRESIDENT’S FAREWELL RECEPTION
Join ASEE’s President for a final sendoff from the 2021 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 night 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 Monday evening from 5:00 pm to 6:30 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 exhibition, in the program and all electronic references.

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 widely used by each of the 4,000-plus attendees. Non-exclusive.

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 organization 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.

SCHEDULE AT A GLANCE
As the exclusive sponsor of the schedule at a glance, sponsor will receive promotional space around the banner/board. Highlight a product or program or simply your booth location or logo. Exclusive sponsorship.
SPONSORSHIP OPPORTUNITIES: MENTOR

MENTOR $8,000

BENEFITS:

• Two (2) complimentary full registrations
• Complimentary 1 year ASEE corporate membership
• Recognition in the Advance Program (February 2021 double issue of Prism)
• Recognition in the Annual Conference Final Program
• Organization logo w/ hotlink in Sponsors section of the annual conference web site
• Recognition on “Thank you” signage located in high-traffic areas of the Long Beach Convention Center

PLUS, 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 organization 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 organization 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 HAPPY HOUR
The Focus on Exhibits Happy Hour, held Tuesday afternoon from 5:00 pm to 6:00 pm in the Exhibit Hall, is a great opportunity for attendees to visit with exhibitors. 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, in the program and all electronic references.
SPONSORSHIP OPPORTUNITIES: MENTOR

FOCUS ON EXHIBITS NETWORKING BREAKS
The Focus on Exhibits Networking Breaks will be held on Tuesday, June 29, 11:30 am – 1:00 pm and Wednesday, June 30, 9:45 am – 11:15 am in the Exhibit Hall. 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, in the program and all electronic references.

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 basic AV and light refreshments for your attendees. Internet and catering are available at an additional cost. 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 the online session locator. Reserve your time slot today!

EDC BUSINESS BREAKFAST
This sponsorship opportunity provides your organization with prime exposure to the cream of ASEE membership – our deans. Benefits include organization 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 organization with a valuable and much appreciated service at the ASEE Annual Conference. Sponsorship benefits include name and logo recognition on “Thank you” signage and the opportunity to provide branded items for the tables throughout a high-traffic area in the Exhibit Hall.
LEADER $5,000

BENEFITS:

• One (1) complimentary full registration
• Recognition in the Advance Program (February 2021 double issue of Prism)
• Recognition in the Annual Conference Final Program
• Organization logo w/ hotlink in Sponsors section of the annual conference web site
• Recognition on “Thank you” signage located in high-traffic areas of the Long Beach Convention Center

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

ANNUAL CONFERENCE PROGRAM AD
Increase your organization’s visibility to attendees by placing an ad in the conference final program. This directory is used by most 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. Sponsorship includes a full page, four color ad; premium locations available for additional fee. Specs and deadlines will be available upon reservation. Non-exclusive.

ASEE PRISM ADVANCE PROGRAM – FEBRUARY 2021 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 2021 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 10,000 faculty, department heads, and deans. Sponsorship includes a full page, four color ad; premium locations available for additional fee. Specs and deadlines will be available upon reservation. Non-exclusive.

CONFERENCE PENS
Pens with your organization 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. Non-exclusive.
SPONSORSHIP OPPORTUNITIES: EDUCATOR

EDUCATOR $3,500

BENEFITS:

• Recognition in the advance program (February 2021 double issue of Prism)
• Recognition in the annual conference final program
• Organization logo w/ hotlink in Sponsors section of the annual conference web site
• Recognition on “Thank you” signage located in high traffic areas of the Long Beach Convention Center

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

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 organization 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 ½” x 11” and weigh less than 7 oz.

ASEE.ORG BANNER AD
Advertise your participation at the 2021 ASEE Annual Conference by placing an ad on the ASEE.org website. This opportunity includes a 30 day run on the ASEE.org site. Your sponsorship includes a 300x250 button ad (jpeg or gif) and URL. This is a great opportunity to reach all ASEE members with a targeted message about your involvement at the Annual Conference.
# ADVERTISING OPPORTUNITIES

## ASEE PRISM ADVANCE PROGRAM – FEBRUARY 2021 DOUBLE ISSUE
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## ASEE ANNUAL CONFERENCE PROGRAM
Leverage your exhibit space and increase your visibility to attendees by placing an ad in the conference final program. This directory is used by most 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. The guide is retained by many attendees as a reference tool throughout the year. Specs and deadlines will be available upon reservation.

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## ASEE LONG BEACH CIRCULAR
The Circular includes further information on events at the Annual Conference, promotions and deals in the Long Beach area, Wi-Fi details, and much more! The Circular is included in every tote bag that each attendee receives upon check in at registration. Use this flyer as extra promotion for your sponsor technical session, giveaways at your booth, or events your organization is sponsoring. Specs and deadlines will be available upon reservation.

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## 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! Specs and deadlines will be available upon reservation.

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: May 1, May 15, June 1, and June 15 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. Specs and deadlines will be available upon reservation.

Ad Rate: $2,500 (4 issues)
ADDITIONAL OPPORTUNITIES

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 basic AV and light refreshments for your attendees. Internet and catering are available at an additional cost. 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 the online session locator. Reserve your time slot today!

Sponsorship Rate: $2,500

FOCUS ON INNOVATION STUDENT WINNERS
Support ASEE’s 2021 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. Non-exclusive.

- Recognition in the advance program as sponsor of FOI Pavilion
- Recognition on the banner in the Focus on Innovation Pavilion
- Recognition in the annual conference final program
- Organization logo w/ hotlink in Sponsors section of the annual conference web site
- Recognition on “Thank you” signage located in high traffic areas of the Long Beach Convention Center

Sponsorship Rate: $2,500

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 organization 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 ½” x 11” and weigh less than 7 oz. Please provide at least 4,000 items. Shipping details will be available upon reservation. To ensure all items are placed in the bag, direct to site shipping is not available.

Sponsorship Rate: $1,500

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; for more information contact Ashley Krawiec, Manager of Event Sales at 202-649-3838 or a.krawiec@asee.org
PREVIOUS SPONSORS:  
2020 ASEE VIRTUAL CONFERENCE

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 2021 ASEE Annual Conference sponsor today!

HOST:

UNIVERSITY OF MARYLAND
A. JAMES CLARK SCHOOL OF ENGINEERING

SPONSORS:
PREVIOUS SPONSORS:  
2019 ASEE ANNUAL CONFERENCE

HOST CAMPUS:

UF
Herbert Wertheim College of Engineering
UNIVERSITY of FLORIDA

University of South Florida
A Preeminent Research University

VISIONARY:

A. James Clark School of Engineering

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Engineering

LEADER:

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College of Engineering

UNIVERSITY OF MIAMI
COLLEGE of ENGINEERING

EDUCATOR:

Keysight Technologies

SAE International

National Instruments