

# CONFERENCE OVERVIEW

## ASEE GLOBAL SYMPOSIUM ON ENGINEERING EDUCATION IN THE GLOBAL ECONOMY SHANGHAI CHINA OCTOBER 24-25, 2011

ASEE is pleased to present the ASEE Global Symposium for Engineering Education in the Global Economy to be held in partnership with Shanghai Jiao Tong University in Shanghai, China. October 24- 25, 2011. This symposium will bring together high level policy makers and thought leaders drawn from the academic, government, and corporate sectors into collaborative discussions exploring the role of schools of engineering as innovation engines for the global economy. Selected talks and panels will highlight current activities such as new research parks in China; innovative educational approaches in Asia and the U.S.; translation engineering research, workforce issues and entrepreneurship; and global partnerships between universities, industry and government. Focused working groups will identify opportunities for new initiatives and partnerships that can further the role of engineering education as a global economic driver.

The Global Symposium is a bold experiment that offers a more intimate venue within which to convene senior-most representatives from government, universities, and industry to define and explore critical issues in engineering education; to frame critical questions arising from changes in the technical, political, and social environments around the globe, and to incubate activities of on-going value to the stakeholders. This Symposium will facilitate candid dialogue among participants to foster self-implementing activities, and, where appropriate, to carry awareness of consequences to the wider public.

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

- **Influence the tone and direction of education and research activities on engineering campuses around the globe.**
- **Help define strategies and identify innovations to be pursued as solutions to national, regional, and global grand challenges in engineering education.**
- **Increase brand awareness and cultivate brand loyalty among a targeted audience of international engineering education leaders, technology company executives, and government officials.**
- **Highlight your commitment to furthering excellence in engineering and engineering technology education.**

### Sponsorship Levels and Fees:

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

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

## BECOME A GLOBAL SYMPOSIUM SPONSOR TODAY!

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



# SPONSORS

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

## PLATINUM

## GOLD

**Autodesk**

**3S DASSAULT SYSTEMES**

## SILVER

**NATIONAL INSTRUMENTS**



## BRONZE

**BOEING**

**CYPRESS**  
PERFORM

**QUANSER**  
INNOVATE EDUCATE

**CENGAGE Learning**

**MathWorks**



# SPONSORSHIP OPPORTUNITIES & BENEFITS

## PLATINUM \$40,000

### BENEFITS:

- Four (4) complimentary conference registrations
- One (1) full page, 4C, cover position ad in conference program.
- Four (4) full page, 4 color ads in Prism magazine.
- Special recognition in pre-event print and electronic marketing communications.
- Promotional display opportunity in exhibit room
- Company name and logo, plus a link to company web site, displayed in Sponsors section of the ASEE Global Symposium web site.
- Complimentary 1 year ASEE corporate membership.
- Recognition in the conference program.
- Opportunity to submit speaker and content suggestions for session discussions. Descriptions and topics will be forwarded to the symposium program chair to determine relevance for consideration.

PLUS, exclusive 'Presenting Sponsor' rights to:

### DINNER AND ENTERTAINMENT - MONDAY, OCTOBER 24

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

## GOLD \$20,000

### BENEFITS:

- Three (3) complimentary conference registrations
- One (1) 2 page spread ad or one (1) full page, 4C, cover position ad (if available) in conference program
- Two (2) full page, 4C ads in Prism magazine.
- Recognition in pre-event print and electronic marketing communications.
- Promotional display opportunity in exhibit room
- Company name and logo, plus a link to company web site, displayed in Sponsors section of the ASEE Global Symposium web site.
- Complimentary 1 year ASEE corporate membership.
- Recognition in the conference program.

PLUS, sponsorship of one of the following:

### LUNCHEON - MONDAY, OCTOBER 24 OR TUESDAY, OCTOBER 25

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





# SPONSORSHIP OPPORTUNITIES & BENEFITS

## SILVER

**\$10,000**

### BENEFITS:

- Two (2) complimentary conference registrations.
- One (1) full page, 4C ad in conference program.
- Promotional display opportunity in exhibit room
- Recognition in pre-event print and electronic marketing communications.
- Company name and logo, plus a link to company web site, displayed in Sponsors section of the ASEE Global Symposium web site.
- Complimentary 1 year ASEE corporate membership.
- Recognition in the conference program.

PLUS, non-exclusive sponsorship of one of the following:

### ATTENDEE TOTE BAG

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

### ROOM DROPS

This is your opportunity to reach attendees with customized content by delivering your message directly to their hotel room. Leverage your GS presence by utilizing this effective direct outreach vehicle. Your marcom item to be delivered must be no larger than 8" x 11" and must be able to be slipped underneath the hotel room door.

## BRONZE

**\$5,000**

### BENEFITS:

- One (1) complimentary conference registration.
- Promotional display opportunity in exhibit room
- Recognition in pre-event print and electronic marketing communications.
- Company name and logo, plus a link to company web site, displayed in Sponsors section of the ASEE Global Symposium web site.
- Complimentary 1 year ASEE corporate membership.
- Recognition in the conference program.

PLUS, sponsorship of one of the following:

### DAILY REFRESHMENT BREAKS, MONDAY AND TUESDAY, OCTOBER 24-25

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

### NAME BADGE LANYARDS

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

### NAME BADGE HOLDERS

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

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