Join the American Society for Engineering Education in New Orleans for its 123rd Annual Conference & Exposition! June 26-29, 2016

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 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!

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!

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.

ASEE annual conference with one of these dynamic sponsorship opportunities. They’re proven to succeed!
Important Dates to Remember

**January 1, 2016**
The last day to obtain early-bird exhibit rates.

**January 4, 2016**
Online registration and housing open for conference attendees.

**January 15, 2016**
Deadline for exhibitors to secure a listing in the printed Advance Program (appearing in the February 2016 *Prism* magazine).

**February 15, 2016**
Full payment is due for exhibit space.

**April 1, 2016**
Deadline for exhibitor-provided content to be included on the Exhibitor Highlights webpage.

**April 1, 2016**
Exhibitor online registration opens.

**April 8, 2016**
Exhibitor manual is available.

**April 15, 2016**
Deadline for exhibitor-provided content to be included in the Expo Guide.

**May 2, 2016**
Deadline for inclusion in exhibitor list in the Expo Guide and Final Program. Must be signed up by this date to be included.

**May 26, 2016**
Housing closes.

**June 26-27, 2016**
Booth installation.

**June 26-28, 2016**
Exhibit Hall opens.

**June 28, 2016**
Exhibit space draft for 2015 ASEE annual conference.

**June 28-29, 2016**
Booth dismantling.

Institutional Council Reception

Want to network with ASEE member deans?

**YES PLEASE!**
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 500 colleges and universities and 31 engineering disciplines. ASEE has reserved more than 30,000 square feet of exhibit space in New Orleans, a highly visible platform to reach more than 4,000 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 400 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 4,000 attendees from ASEE member institutions, representing engineering undergraduate and graduate students from around the country.
- 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.
**ENGINEERING DISCIPLINE AS PERCENTAGE OF MEMBERSHIP**

- MINING (0.10%)
- MECHANICAL (0.17%)
- ENVIRONMENTAL (0.41%)
- ARCHITECTURAL (0.50%)
- ENG MGMT (0.71%)
- NUCLEAR (0.95%)
- ENG. SCI/PHYSICS (1.18%)
- AGRICULTURAL (1.63%)
- MATERIALS (2.02%)
- COMPUTER SCI (2.32%)
- AEROSPACE (2.82%)
- BIOMEDICAL (3.93%)
- GENERAL ENG (4.28%)
- OTHER ENG (4.51%)
- INDUSTRIAL/MFG (4.66%)
- CHEMICAL (8.64%)
- TECHNOLOGY (10.45%)
- CIVIL (13.30%)
- ELEC & COMPUTER (17.12%)
- MECHANICAL (20.29%)

**MEMBERSHIP BY ACADEMIC RANK**

- 5.7% INSTRUCTOR
- 14.0% ASST. PROF.
- 17.1% ASSOC. PROF.
- 39.2% PROFESSOR
- 24.3% OTHER ACAD.
- 5.8% CORP./GOV.

**MEMBERSHIP BY RACE & ETHNICITY**

- 68.6% WHITE, NON-HISPANIC
- 13.3% ASIAN/PACIFIC ISLANDER
- 7.9% DECLINED TO ANSWER
- 5.4% BLACK, NON-HISPANIC
- 4.5% HISPANIC
- 0.3% NATIVE AMERICAN

**ASEE Member Demographics**
## Membership by Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>74.2%</td>
</tr>
<tr>
<td>Female</td>
<td>25.8%</td>
</tr>
</tbody>
</table>

## Division Participation as Percent of Total Membership

<table>
<thead>
<tr>
<th>Division</th>
<th>Total</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aerospace</td>
<td>367</td>
<td>1.50%</td>
</tr>
<tr>
<td>Architectural</td>
<td>263</td>
<td>1.08%</td>
</tr>
<tr>
<td>Biological &amp; Agricultural</td>
<td>130</td>
<td>0.53%</td>
</tr>
<tr>
<td>Biomedical</td>
<td>508</td>
<td>2.08%</td>
</tr>
<tr>
<td>Chemical Engineering</td>
<td>539</td>
<td>2.21%</td>
</tr>
<tr>
<td>Civil Engineering</td>
<td>585</td>
<td>2.40%</td>
</tr>
<tr>
<td>College Industry</td>
<td>658</td>
<td>2.70%</td>
</tr>
<tr>
<td>Community Engagement</td>
<td>737</td>
<td>3.02%</td>
</tr>
<tr>
<td>Computers in Education</td>
<td>466</td>
<td>1.91%</td>
</tr>
<tr>
<td>Computing &amp; IT</td>
<td>808</td>
<td>3.31%</td>
</tr>
<tr>
<td>Construction</td>
<td>146</td>
<td>0.60%</td>
</tr>
<tr>
<td>Continuing Pro Dev</td>
<td>192</td>
<td>0.79%</td>
</tr>
<tr>
<td>CEED</td>
<td>210</td>
<td>0.86%</td>
</tr>
<tr>
<td>Design in Eng Edu</td>
<td>826</td>
<td>3.38%</td>
</tr>
<tr>
<td>Experimentation &amp; Lab-Oriented Studies</td>
<td>388</td>
<td>1.59%</td>
</tr>
<tr>
<td>EDU Research &amp; Methods</td>
<td>1,399</td>
<td>5.73%</td>
</tr>
<tr>
<td>Electrical and Computer</td>
<td>850</td>
<td>3.48%</td>
</tr>
<tr>
<td>Energy Conversion &amp; Conservation</td>
<td>1,095</td>
<td>4.49%</td>
</tr>
<tr>
<td>Engineering and Public Policy</td>
<td>199</td>
<td>0.82%</td>
</tr>
<tr>
<td>Engineering Design Graphics</td>
<td>207</td>
<td>0.85%</td>
</tr>
<tr>
<td>Engineering Economy</td>
<td>116</td>
<td>0.48%</td>
</tr>
<tr>
<td>Engineering Ethics</td>
<td>1,151</td>
<td>4.72%</td>
</tr>
<tr>
<td>Eng Leadership Dev Division</td>
<td>628</td>
<td>2.57%</td>
</tr>
<tr>
<td>Engineering Libraries</td>
<td>217</td>
<td>0.89%</td>
</tr>
<tr>
<td>Engineering Management</td>
<td>254</td>
<td>1.04%</td>
</tr>
<tr>
<td>Engineering Physics &amp; Physics</td>
<td>206</td>
<td>0.84%</td>
</tr>
<tr>
<td>Engineering Technology</td>
<td>550</td>
<td>2.25%</td>
</tr>
<tr>
<td>Entrepreneurship &amp; Eng Innovation</td>
<td>405</td>
<td>1.66%</td>
</tr>
<tr>
<td>Environmental Engineering</td>
<td>327</td>
<td>1.34%</td>
</tr>
<tr>
<td>First-Year Programs</td>
<td>569</td>
<td>2.33%</td>
</tr>
<tr>
<td>Graduate Studies</td>
<td>263</td>
<td>1.08%</td>
</tr>
<tr>
<td>Industrial Engineering</td>
<td>243</td>
<td>1.00%</td>
</tr>
<tr>
<td>Instrumentation</td>
<td>157</td>
<td>0.64%</td>
</tr>
<tr>
<td>International</td>
<td>254</td>
<td>1.04%</td>
</tr>
<tr>
<td>K-12 &amp; Pre-College Engineering</td>
<td>724</td>
<td>2.97%</td>
</tr>
<tr>
<td>Liberal Edu/Eng &amp; Society</td>
<td>307</td>
<td>1.26%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>252</td>
<td>1.03%</td>
</tr>
<tr>
<td>Materials</td>
<td>796</td>
<td>3.26%</td>
</tr>
<tr>
<td>Mathematics</td>
<td>187</td>
<td>0.77%</td>
</tr>
<tr>
<td>Mechanical Engineering</td>
<td>900</td>
<td>3.69%</td>
</tr>
<tr>
<td>Mechanics</td>
<td>341</td>
<td>1.40%</td>
</tr>
<tr>
<td>Military Eng &amp; Veterans Constituent Committee</td>
<td>40</td>
<td>0.16%</td>
</tr>
<tr>
<td>Minorities in Engineering</td>
<td>477</td>
<td>1.95%</td>
</tr>
<tr>
<td>Multidisciplinary Engineering</td>
<td>1,213</td>
<td>4.97%</td>
</tr>
<tr>
<td>New Engineering Educators</td>
<td>274</td>
<td>1.12%</td>
</tr>
<tr>
<td>Nuclear and Radiological</td>
<td>101</td>
<td>0.41%</td>
</tr>
<tr>
<td>Ocean and Marine</td>
<td>199</td>
<td>0.82%</td>
</tr>
<tr>
<td>Software Engineering Constituent Committee</td>
<td>112</td>
<td>0.46%</td>
</tr>
<tr>
<td>Student</td>
<td>571</td>
<td>2.34%</td>
</tr>
<tr>
<td>Systems Engineering</td>
<td>255</td>
<td>1.04%</td>
</tr>
<tr>
<td>Technological &amp; Eng Literacy/Philosophy of Engineering</td>
<td>445</td>
<td>1.82%</td>
</tr>
<tr>
<td>Two Year College Division</td>
<td>417</td>
<td>1.71%</td>
</tr>
<tr>
<td>Women in Engineering</td>
<td>886</td>
<td>3.63%</td>
</tr>
</tbody>
</table>
Leverage your booth position in the exhibit hall by sponsoring an aisle banner, ASEE bistro, or charging station!

Additional information on page 22.
**Exhibit Installation**
Saturday, June 25, 2016  8:00 am – 5:00 pm  
Sunday, June 26, 2016  8:00 am – 3:00 pm

**Exhibit Hours**
Sunday, June 26, 2016  6:00 pm – 7:30 pm  
Monday, June 27, 2016  9:30 am – 5:30 pm  
Tuesday, June 28, 2016  8:00 am – 3:00 pm

**Exhibit Dismantle/Move-Out**
Tuesday, June 28, 2016  3:00 pm – 9:00 pm  
Wednesday, June 29, 2016  8:00 am – 12:00 pm

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

### Exhibition Fees

<table>
<thead>
<tr>
<th>Booth Size</th>
<th>Booth Square Feet</th>
<th>Corporate Member</th>
<th>Non Corporate Member</th>
<th>Corporate Member</th>
<th>Non Corporate Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>10x10</td>
<td>100</td>
<td>$2,175</td>
<td>$2,725</td>
<td>$2,725</td>
<td>$3,275</td>
</tr>
<tr>
<td>10x20</td>
<td>200</td>
<td>$4,350</td>
<td>$5,450</td>
<td>$5,450</td>
<td>$6,550</td>
</tr>
<tr>
<td>20x20</td>
<td>400</td>
<td>$8,700</td>
<td>$10,900</td>
<td>$10,900</td>
<td>$13,100</td>
</tr>
<tr>
<td>20x30</td>
<td>600</td>
<td>$11,745</td>
<td>$14,715</td>
<td>$14,715</td>
<td>$17,600</td>
</tr>
</tbody>
</table>

### 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, 2016, ASEE will refund 25% of total booth cost. After January 15, 2016, 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!

- AAAS
- ABET
- Alexander Street Press
- Altium, Inc.
- American Society of Civil Engineers
- American Society of Mechanical Engineers
- ARM Inc.
- Armfield Incorporated
- Association for Computing Machinery
- ASTM International
- AUVSI Foundation
- Begell House Inc.
- Bentley Systems
- CD-adapco
- Cengage Learning, Global Engineering Center for Engineering Learning and Teaching (CELT)
- Clemson University
- Columbia Video Network
- Conference for Industry and Education Collaboration (CIEC)
- Cradle North America Inc.
- CRC Press - Taylor & Francis Group
- Cypress Semiconductor Corp.
- Dassault Systemes
- De Lorenzo USA, LLC
- Delcam
- Design Assistance Corporation
- Digi{link}ent, Inc.
- Digital Scan 3D
- EcoCAR 3: Advanced Vehicle Technology Competition
- Edibon USA LLC
- Elsevier
- Emona Instruments Pty. Ltd.
- Engineering Education Letters
- EPICS
- Famic Technologies, Inc.
- Federal Aviation Administration
- Feedback, Inc.
- Festo Didactic
- Frontiers in Education
- German Academic Exchange Service (DAAD)
- Global e-Training
- Granta Design, Ltd.
- Great Lakes NeuroTechnologies
- Great Minds in STEM
- Hampden Engineering Corp.
- ICE Publishing
- IEEE Xplore Digital Library
- IET Inspec
- IGI Global
- Institute of International Education
- Intelitek, Inc.
- John Wiley & Sons, Inc.
- Kaplan Engineering Education
- Keysight Technologies
- Labcenter Electronics
- Lucas-Nuelle, Inc
- MakerBot
- Mastercam
- MathWorks
- Matrix Technology Solutions
- McGraw-Hill
- Ments Sciences
- Microchip Technology, Inc.
- Minitab, Inc.
- Momentum Press
- Morgan and Claypool Publishers
- MTAB USA
- Museum of Science
- National Academies Press
- National Council of Examiners for Engineers & Surveyors
- National Instruments
- National Science Foundation
- National Science Foundation ATE Centers
- NIST
- Oxford University Press
- Parametric Technology Corp.
- PASCO scientific
- Pearson Education/Prentice Hall
- Piazza
- Pitsco Education
- Project Management Institute
- Purdue University, West Lafayette
- Quanser Consulting, Inc.
- RAPID
- Rigol Technologies
- SAE International
- SAS Institute, Inc. - JMP Division
- Seattle University
- Shell Eco-Marathon
- Siglent Technologies
- SolidWorks Corporation
- SparkFun Electronics
- Spectra Quest, Inc.
- SPIE Digital Library
- Stratasys/Dimension 3D Printing
- Sun Equipment Corporation
- Tecnologico de Monterrey
- Tecquipment
- Texas A&M University
- Texas Instruments, Inc.
- The American Institute of Aeronautics and Astronautics
- The Institute of Electronics, Information and Communication Engineers
- Thomson Reuters - Techstreet
- THORS
- Tooling U-SME
- University of Maryland,College Park
- University of Minnesota, St. Paul
- University of Portland
- University of Washington, Bothell
- US Didactic
- Utah State University - Engineering Education
- Vena Solutions
- Vernier Software & Technology
- Virginia Tech
- Wolfram Research, Inc.
- World Engineering Xchange
- Zybooks
Application & Contract for Exhibit Space

2016 ASEE Annual Conference & Exposition
June 26-28, 2016    New Orleans Convention Center – Hall F    New Orleans, Louisiana

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:

E-mail:   Phone number:  

Booth Selection Specifications (booths are sold as they appear on the floor plan)

Size of Booth requested:  X  

Check here if a corner booth is more important than location

Type of Booth requested:   Corner   In-line   Island

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

Companies you would like to be separated from:

Companies you desire to be near:

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

EXHIBITION FEES

<table>
<thead>
<tr>
<th>Booth Size</th>
<th>Sq. Ft.</th>
<th>Corporate Member</th>
<th>Non-Member</th>
<th>Corporate Member</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 x 10</td>
<td>100</td>
<td>$2,175</td>
<td>$2,725</td>
<td>$2,725</td>
<td>$2,725</td>
</tr>
<tr>
<td>10 x 20</td>
<td>200</td>
<td>$4,350</td>
<td>$5,450</td>
<td>$5,450</td>
<td>$5,450</td>
</tr>
<tr>
<td>20 x 20</td>
<td>400</td>
<td>$8,700</td>
<td>$10,900</td>
<td>$10,900</td>
<td>$13,100</td>
</tr>
<tr>
<td>20 x 30</td>
<td>600</td>
<td>$11,745</td>
<td>$14,715</td>
<td>$14,715</td>
<td>$17,600</td>
</tr>
</tbody>
</table>

Payment Terms: Exhibitors participating in the exhibit space draft will be invoiced in October, 2015 for the total amount due. After January 1, 2016, space will not be assigned without full payment. Contracts must be received by January 1, 2016 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 New Orleans Convention Center may be held, both of which are given herein. Exhibitor agrees to enclose the designated fee for its reservation and agrees to abide by the Cancellation policy set forth in the Rules to Exhibit. Exhibitor understands full payment is due on February 15, 2016. Failure to comply risks loss of booth reservation and loss of early bird rate.

Exhibitor Authorized Representative Signature:  

Date:  

Fax, mail or email completed contract to: ASEE Convention & Seminar Corp., Attn: Ashley Krawiec, Manager – Event Sales 1818 N St. NW, Suite 600, Washington, DC 20036. Telephone: 202-649-3838; Fax: 202-265-8504; Email: a.krawiec@asee.org

Payment Amount: $                  Payment type:  

Check  Visa  MasterCard  American Express

Credit Card #:   Exp. date:   Name on the Credit Card:  

Signature:

ASEE Use Only

Corporate Member  Non-member

Booth cost:  Booth # Assigned:  

Booth Assignment date:  By  

Accepted by the American Society for Engineering Education
1. AGENT/PRINCIPAL
A. The American Society for Engineering Education (ASEE) acts for the Exhibitor and representative(s) in the capacity of agent or principal. ASEE assumes no 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 its Officers, Directors, and employees from any and all actions, proceedings, claims, judgments, liability insurance, and losses, demands, claims, and proceedings against ASEE for personal injuries or death to any person or damage or loss to any property, arising out of any cause whatsoever, permitted to happen by either the Exhibitor or his representative(s). B. Exhibitors and their representative(s) who fail to control the conduct of their employees or representatives, or who, in the opinion of ASEE, conduct themselves unethically may be dismissed without refund or appeal for redress.

2. EXHIBIT DAMAGE/LOSS/THEFT
A. ASEE will endeavor to assist in the protection of Exhibitors and their representative(s) and equipment. However, due to the tremendous value of exhibits, it is impractical and impossible to insure guests or employees. The Exhibitor, including accidents or injuries to third parties, is responsible for damage or loss to property caused by the Exhibitor, its employees or property, however caused.

3. EXHIBIT DAMAGE/LOSS/THEFT
A. ASEE will endeavor to assist in the protection of Exhibitors and their representative(s) and equipment. However, due to the tremendous value of exhibits, it is impractical and impossible to insure guests or employees. The Exhibitor, including accidents or injuries to third parties, is responsible for damage or loss to property caused by the Exhibitor, its employees or property, however caused.

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 carry “extra limits” and other coverage on equipment and exhibits, and arrange for extended public liability insurance with their regular insurance carrier, particularly if they are conducting experiments or demonstrations using heat or high voltage. C. Exhibitor must submit Certificates of Insurance to ASEE Show Management prior to approval of Third Party Contractors at least 45 days before conference start date.

5. SPACE ASSIGNMENTS
Space assigned to Exhibitor may be transferred by ASEE Show Management to balance available space if required to do so in the interest of a larger or more diverse exhibitor base. Any independent contractor requests, including installation and dismantle companies, must be made in advance to the ASEE Show Management. Electrical service must be coordinated by the official contractor. In addition, Exhibitor must submit Certificates of Insurance to ASEE Show Management prior to approval of such contractors at least 45 days before conference start date.

6. 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 carry “extra limits” and other coverage on equipment and exhibits, and arrange for extended public liability insurance with their regular insurance carrier, particularly if they are conducting experiments or demonstrations using heat or high voltage. C. Exhibitor must submit Certificates of Insurance to ASEE Show Management prior to approval of Third Party Contractors at least 45 days before conference start date.

7. SPACE ASSIGNMENTS
Space assigned to Exhibitor may be transferred by ASEE Show Management to balance available space if required to do so in the interest of a larger or more diverse exhibitor base. Any independent contractor requests, including installation and dismantle companies, must be made in advance to the ASEE Show Management. Electrical service must be coordinated by the official contractor. In addition, Exhibitor must submit Certificates of Insurance to ASEE Show Management prior to approval of such contractors at least 45 days before conference start date.

Rules to Exhibit

8. HEIGHT AND SPACE RESTRICTIONS
A. All in-line exhibits, back walls and decorations will be limited to 8 feet in height and not extending more than 3 feet from the back wall except actual equipment that is normally exceeds the 8 foot height. Permission to exhibit equipment with abnormal heights must be obtained from ASEE Show Management. B. Island and peninsula solid booth walls may not exceed 10 feet in height and may not obstruct the sightlines of the surrounding aisles. 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 feet from the back wall.

9. SOLICITATION
A. ASEE may, at its sole discretion, withhold or withdraw permission to distribute souvenirs, advertising, or other material it considers objectionable. Novelties 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 or services in the exhibit hall will result in closure of the exhibit by ASEE Show Management. It is agreed that no refund of exhibit fees and no demand for redress will be made by the Exhibitor or his representative(s) in this event. No soliciting for business shall be permitted in aisles or other Exhibitor’s booths. Samples, catalogues, pamphlets, publications, or promotional materials may only be distributed by Exhibitor strictly within the confines of its own premises. No Exhibitor will be permitted to give away any premium items, or to conduct any prize drawings for awards for signing of names or otherwise, without first obtaining written permission from ASEE Show Management. C. Advertising, canvassing, solicitation of business, conferences in the interest of business, etc., are not permitted except by companies that have engaged from ASEE space to exhibit and then only then in the space assigned. D. Solicitation of advertising by magazines or publishers from Exhibitors on the floor of the exhibit hall is prohibited.

10. AUDIO AND VIDEO
A. Motion picture projectors and apparatus must be approved and installed in accordance with City Fire & Safety Departments or authorities and Hotel and Facility Safety regulations, and must be flameproof. All packing containers, excluding and similar materials are to be removed from the exhibit area upon completion of the booth set-up. The Exhibitor is restricted to materials that will pass inspection. Decorations of paper, pine boughs, leafy decorations, tree decorations or tree branches are prohibited. Any substance prohibited by the City Fire & Safety Departments or authorities will not be permitted in the exhibit area. In addition, all electrical equipment and wiring must be approved and installed in accordance with local regulations. Asides and fire exits must not be blocked by Exhibits. Any questionable materials to include helium, gas, etc., must be approved by ASEE Show Management.

11. BOOTH STAFFING
In their best interest, and for security, exhibitor shall keep staff in their booth(s) during all exhibit hours. Each exhibiting company is entitled by (4) four representative exhibit only badges and one (1) comp full conference registration badge per 100 sq. feet of leased exhibit space. An exhibit staff badge is for personnel responsible for working in your booth during show hours, and it will not provide access to any other event.

12. INSTALLING/DISMANTLING/REMOVING BOOTHS
A. The exhibit hall will be available to Exhibitors on Saturday, June 25, 2016 from 8:00 am to 5:00 pm and on Sunday, June 26, 2016 from 8:00 am to 3:00 pm for the installation of displays. All exhibits must be operational by 5:00 pm, Sunday, June 26, 2016. After this time, no installation will be permitted without written permission from ASEE. No booth may be occupied by that time may be re-assigned for other purposes by ASEE. Any Exhibitor failing to occupy contracted space is not relieved of the obligation to pay for such space at the full rental price, and ASEE shall have the right to use such space as it deems appropriate to eliminate empty space in the exhibit hall.

B. No Exhibit may be dismantled before 5:00 pm on Tuesday, June 28, 2016. No Exhibit or equipment is to be removed, once it has been set up, without permission of ASEE Show Management.

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

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

14. PAYMENT PROCEDURES/CANCELLATION POLICY
A. Exhibitors participating in the exhibit space draft will be invoiced in October 2015 for the total amount due. After January 1, 2016, space will not be assigned without full payment. Contracts must be received by January 1, 2016 to be eligible for the early bird rate. B. No cancellation of full payment is due on February 15, 2016. Failure to comply risks loss of booth reservation. If final payment is not received by April 1, 2015, space can be made available for resale without notification.

1) Failure to pay outstanding booth balance before February 15, 2016 will result in immediate loss of the early bird discount. Discounted rates will no longer apply.

2) Cancellation Policy—Any Exhibitor may Reduce their booth size or cancel and withdraw from the exhibition subject to the following conditions:

a) The exhibitor shall give the Manager of Event Sales 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.

b) To any company that withdraws prior to January 15, 2016, ASEE will refund 25% of total booth cost. After January 15, 2016, no refund will be given for booth reductions or cancellations.

15. ADA
All parties involved with the Exhibit agree to comply with the American with Disabilities Act (ADA).

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.
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 $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!**

*Contact Ashley Krawiec, Manager of Event Sales, at 202-649-3838 or a.krawiec@asee.org*
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
• Twelve (12) 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, 2016 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 New Orleans 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 2016 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
• Opportunity to distribute promotional material and develop onsite interactive attractions.
• Use of opt in electronic mailing list for pre- and post-event marketing.

**Main Plenary and Plenary 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.

---

**Focus on Innovation Student Winners**
Support ASEE’s 2016 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 26th
• Moderate the introduction and Q&A session during the Student Winners presentation in the Focus on Innovation Pavilion
• Banner in the Focus on Innovation Pavilion
• Opportunity to have student winners wear branded item (hat, shirt, etc.)
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 exhibit booth space (up to 20’ x 20’)
• Complimentary 1-year ASEE corporate membership
• Recognition in the advance program (February 2016 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 New Orleans 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. Established in 2015, 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

**Institutional Council Reception**
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 4,000 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 New Orleans 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 light refreshments for your attendees. Internet and catering are not included.
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 2016 double issue of Prism)
• Recognition in the Annual Conference Final Program
• Company logo w/ hotlink in Sponsors section of the Annual Conference website
• Recognition on “Thank you” signage located in high-traffic areas of the New Orleans 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!

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: May 1, May 15, 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 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 123rd Annual ASEE Awards Ceremony. Held on Monday night from 5:45 pm to 7:00 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 2016 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 Sunday evening 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 afternoon from 11:30 pm to 1:00 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 morning from 9:45 am to 11:15 am 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 4,000-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.

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.
BENEFITS:
- Two (2) complimentary full registrations
- Complimentary 1-year ASEE corporate membership
- Recognition in the Advance Program (February 2016 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 New Orleans 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 Monday afternoon from 4:30 pm to 5:30 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 like refreshments are available at no 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 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.
Leader $5,000

**BENEFITS:**
- One (1) complimentary full registration
- Recognition in the Advance Program (February 2016 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 New Orleans Convention Center

PLUS, non-exclusive 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. Non-exclusive.

**Attendee Tote Bag Insert**
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 2016 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. Sponsorship includes a full page, four color ad; premium locations available for additional fee. Non-exclusive.

**Private Meeting Room**
Need a separate space to meet with attendees or colleagues? Reserve a room at the New Orleans Convention Center for your organizations personal use during the conference. Room will be keyed and available 24/7 beginning on Sunday, June 26th. Catering and Internet are available at an additional cost. Limited availability.

**Tabletop Display in Registration/Exhibit Hall Foyer**
Interested in getting extra visibility during the conference? Located in the lobby/registration area, the sponsorship includes a 6ft. skirted table with 2 chairs and electric. Internet can be purchased at an additional fee. Table does not need to be manned at all times, but materials will be accessible at all times. The table allows you one extra day of interaction with attendees.

**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.
Educator

$3,500

BENEFITS:

- Recognition in the advanced program (February 2016 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 New Orleans Convention Center

PLUS, non-exclusive 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 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 1/2” 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 2016 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 2016 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

**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.

**Available full page positions:**
- Back cover, four-color $5,000
- Inside front cover, four-color $3,500
- Inside back cover, four-color $3,500
- Insert, 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)**

**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*
**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 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 inserts in the attendee tote bags and the online session locator. Reserve your time slot today!

- **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 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: $1,000**

**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*
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 2016 ASEE Annual Conference sponsor today!

INNOVATOR

PIONEER

MENTOR

EDUCATOR

HOST CAMPUS

W

COLLEGE OF ENGINEERING

UNIVERSITY of WASHINGTON