Dear Exhibitor,

We are excited that your organization will be exhibiting at the 2016 ASEE Conference and Exposition. In this manual you will find the information you will need to prepare for the more than 4,000 registered attendees.

We urge you to read through the following materials. This manual is more than just an “exhibitor kit,” it will provide you with information and guidance in planning your exhibit, making hotel reservations, provide you with ways to market your company, and also help you stay within budget. Please be sure that the contact person responsible for your exhibit on-site is familiar with the contract rules and regulations found in this manual.

To obtain discounted ASEE hotel room rates, you must make your reservations through ASEE’s Housing Website. Please refer to the forms under the Housing, Registration and General Information section. This information can also be found at our website: https://registration.experientevent.com/ShowASE161/

ASEE is here to work with you to make your participation in the 2016 ASEE Annual Conference and Exposition a tremendous success!

We look forward to seeing you in New Orleans!

Sincerely,

Ashley Krawiec
Manager of Event Sales
<table>
<thead>
<tr>
<th>Date</th>
<th>Task Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 8, 2016</td>
<td>Exhibitor service kit available to all exhibitors online</td>
</tr>
<tr>
<td>April 15, 2016</td>
<td>Deadline for exhibitor-provided content to be included in the <em>Expo Guide</em></td>
</tr>
<tr>
<td>May 2, 2016</td>
<td>Deadline for inclusion in exhibitor list in the <em>Expo Guide</em> and <em>Final Program</em></td>
</tr>
<tr>
<td>May 24, 2016</td>
<td>Advance shipments may begin arriving at the warehouse</td>
</tr>
<tr>
<td>May 26, 2016</td>
<td>Housing closes</td>
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<tr>
<td>June 6, 2016</td>
<td>Discount deadline for orders received with payment</td>
</tr>
<tr>
<td>June 22, 2016</td>
<td>Last day for advance shipments to arrive at warehouse without surcharges</td>
</tr>
<tr>
<td>June 25, 2016</td>
<td>Direct shipments may begin arriving at exhibit site after 8:00 am</td>
</tr>
<tr>
<td>June 26, 2016</td>
<td>Last day direct shipments to arrive at exhibit site by 3:00 pm</td>
</tr>
<tr>
<td>June 25–26, 2016</td>
<td>Booth installation</td>
</tr>
<tr>
<td>June 26–28, 2016</td>
<td>Exhibit hall opens</td>
</tr>
<tr>
<td>June 28–29, 2016</td>
<td>Booth dismantling</td>
</tr>
<tr>
<td>June 29, 2016</td>
<td>Carriers must be checked in by 11:00 am</td>
</tr>
<tr>
<td>June 29, 2016</td>
<td>All exhibitor material must be removed by 12:00 pm</td>
</tr>
</tbody>
</table>
### Conference at a Glance

**Saturday, June 25, 2016**
K-12 Workshop
7:30 am - 5:00 pm

**Sunday, June 26, 2016**
International Forum
8:00 am - 6:00 pm
K-12 Workshop
9:00 am - 1:00 pm
Registration Open
8:00 am - 7:00 pm
Division Business Meetings
8:45 am - 4:30 pm
AM Workshops
9:00 am - Noon
ASEE Board of Directors Meeting
10:00 am - 3:00 pm
PM Workshops
1:00 pm - 4:00 pm
Division Business Meetings
2:15 pm - 3:45 pm
PIC I-V Meetings
3:15 pm - 4:00 pm
Division Mixer
4:15 pm - 5:45 pm
Exhibit Hall Welcome Reception
6:00 pm - 7:30 pm
Exhibit Hall Open
6:00 pm - 7:30 pm
ASEE Charity Casino Night
8:00 pm - 11:00 pm

**Monday, June 27, 2016**
Registration Open
7:00 am - 5:00 pm
Main Plenary I
8:00 am - 9:30 am
Exhibit Hall Open
8:00 am - 5:00 pm
Exhibit Hall Brunch & NSF Grantees Poster Session
9:45 am - 11:15 am
Technical Session & Business Meeting
11:30 am - 1:00 pm
Technical Session & Business Meeting
1:15 pm - 2:45 pm
Technical Session & Business Meeting
3:00 pm - 4:30 pm
Exhibit Hall Summertime Social
4:30 pm - 5:30 pm
ASEE Annual Award Recognition Ceremony
5:45 pm - 7:00 pm
Technical Session & Business Meeting
7:00 pm - 8:30 pm
Division Social Events
(Optional)

**Tuesday, June 28, 2016**
CMC Industry Day Breakfast
8:00 am - 9:30 pm
Technical Session & Business Meeting
8:00 am - 9:30 pm
Registration Open
8:00 am - 5:00 pm
Exhibit Hall Open
8:00 am - 5:00 pm
Main Plenary II - Best Paper Recognition and CMC Keynote Speaker
9:45 am - 11:15 am
Exhibit Hall Lunch & Division Poster Sessions
11:30 am - 1:00 pm
CMC Industry Day Technical Session
1:15 pm - 2:45 pm
CMC Industry Day Technical Session
3:00 pm - 4:30 pm
Division Technical Sessions & Business Meeting
4:45 pm - 6:15 pm
Division Technical Sessions & Business Meeting
6:30 pm - 8:00 pm
Division Social Events
(Optional)
(By Invitation Only)

**Wednesday, June 29, 2016**
Technical Session & Business Meeting
8:00 am - 9:30 am
Registration Open
8:00 am - 4:00 pm
ASEE Technical Sessions & Business Meetings
9:45 am - 11:15 am
Distinguished Lectures - 6 Concurrent
11:30 am - 1:00 pm
Technical Session & Business Meeting
11:30 am - 1:00 pm
Technical Session & Business Meeting
1:15 pm - 2:45 pm
Technical Session & Business Meeting
3:00 pm - 4:30 pm
Presidents Farewell Reception - Open to All Attendees
6:00 pm - 7:30 pm
Overview

What is the ASEE Exposition?
The Exposition is held in conjunction with ASEE’s Annual Conference. The Exposition gives companies the opportunity to display their products and services to the largest gathering of engineering educators in the country. ASEE has reserved more than 25,000 square feet of exhibit space in New Orleans.

The Exhibit Hall is the central meeting place for ASEE Conference attendees. It is also the host location of the Focus on Innovation Pavilion, poster sessions, Focus on Exhibits events, and the 2 Year College Design Competition.

Where is the Exhibit Hall Located?
The exhibit hall is located at the Ernest N. Morial Convention Center, Exhibit Hall F.

What is the Attire for the Exhibit Hall?
Business or business casual attire is appropriate at the 2016 ASEE Annual Conference and Exposition.

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, electrical requirements, booth carpet, and booth cleaning are the responsibility of the exhibitor.

Additional Exhibitor Benefits Include:
- One (1) full conference registration and four (4) “Exhibits only” registrations per 10’ x 10’ space contracted
- Ten (10) complimentary Client Passes

Exposition Installation
Saturday, June 25, 2016  8:00 am – 5:00 pm
Sunday, June 26, 2016   8:00 am – 3:00 pm

Exposition Hours
Sunday, June 26, 2015   6:00 pm – 7:30 pm
Monday, June 27, 2015   9:30 am – 5:30 pm
Tuesday, June 28, 2015   8:00 am – 3:00 pm

Exposition Dismantle/Move-Out
Tuesday, June 28, 2015   3:00 pm – 9:00 pm
Wednesday, June 29, 2015 8:00 am – 12:00 pm
AMERICAN SOCIETY FOR ENGINEERING EDUCATION
2016 ANNUAL CONFERENCE & EXPOSITION

HOTEL LEGEND
1. Hilton N.O. Riverside (HQ)
2. Hampton Inn & Suites N.O. Convention Center
3. Hyatt Place N.O. Convention Center
4. N.O. Downtown Marriott at the Convention Center
5. Springhill Suites by Marriott Convention Center
6. Residence Inn by Marriott N.O. Downtown
7. Courtyard New Orleans Downtown Convention Center
8. Embassy Suites Hotel N.O. Convention Center
9. Omni Riverfront Hotel
10. Renaissance N.O. Arts Hotel
11. Loews N.O. Hotel
12. Doubletree by Hilton N.O.
13. Hotel Monteleone
Important Housing Information
ASEE will be using EventSphere Housing Agency.  
**Please Note:** Hotel reservations cannot be made directly with the ASEE Conference Hotels. 
Please go to: https://registration.experientevent.com/ShowASE16/

Official ASEE Annual Conference Headquarters Hotel:

**Hilton New Orleans Riverside (Headquarters)**
Two Poydras Street
New Orleans, LA 70130

**New Orleans Downtown Marriott at the Convention Center**
859 Convention Center Blvd
New Orleans, LA 70130

**Courtyard by Marriott**
300 Julia Street
New Orleans, LA 70130

**Hampton Inn & Suites New Orleans - Convention Center**
1201 Convention Center Blvd
New Orleans, LA 70130
http://www.neworleanshamptoninns.com/hampton-inn-convention-center

**Embassy Suites by Hilton New Orleans Convention Center**
315 Julia Street
New Orleans, LA 70130

**Hyatt Place New Orleans/Convention Center**
881 Convention Center Blvd
New Orleans, LA 70130

**Omni Riverfront**
701 Convention Center Blvd
New Orleans, LA 70130
https://www.omnihotels.com/hotels/new-orleans-riverfront/

**Renaissance Arts Hotel**
700 Tchoupitoulas Street
New Orleans, LA 70130

**Loews New Orleans**
300 Poydras Street
New Orleans, LA 70130
https://www.loewshotels.com/new-orleans/

**Residence Inn by Marriott New Orleans Downtown**
345 St. Joseph Street
New Orleans, LA 70130

**Springhill Suites by Marriott New Orleans Downtown**
301 St. Joseph Street
New Orleans, LA 70130

**DoubleTree by Hilton Hotel New Orleans**
300 Canal Street
New Orleans, LA 70130

**Hotel Monteleone (French Quarter Option)**
214 Royal Street
New Orleans, LA 70130
http://hotelmonteleone.com/
<table>
<thead>
<tr>
<th>Hotel</th>
<th>Distance</th>
<th>Hotel Rating</th>
<th>Single</th>
<th>Double</th>
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<tr>
<td>Hilton Riverside New Orleans Standard Rooms (Headquarters)</td>
<td>0.4 miles</td>
<td>4 stars</td>
<td>$204</td>
<td>$204</td>
</tr>
<tr>
<td>Marriott New Orleans CC</td>
<td>0.1 miles</td>
<td>3 stars</td>
<td>$204</td>
<td>$204</td>
</tr>
<tr>
<td>Courtyard by Marriott</td>
<td>0.1 miles</td>
<td>3 stars</td>
<td>$184</td>
<td>$184</td>
</tr>
<tr>
<td>Hampton Inn &amp; Suites CC/Standard Rooms</td>
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<td>3 stars</td>
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<td>$196</td>
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<tr>
<td>Embassy Suites Standard</td>
<td>0.2 miles</td>
<td>3 stars</td>
<td>$189</td>
<td>$189</td>
</tr>
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<td>Hyatt Place CC</td>
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<td>3 stars</td>
<td>$174</td>
<td>$174</td>
</tr>
<tr>
<td>Omni Riverfront</td>
<td>0.2 miles</td>
<td>4 stars</td>
<td>$204</td>
<td>$204</td>
</tr>
<tr>
<td>Renaissance Arts Hotel</td>
<td>0.4 miles</td>
<td>4 stars</td>
<td>$204</td>
<td>$204</td>
</tr>
<tr>
<td>Loews New Orleans</td>
<td>0.47 miles</td>
<td>4 stars</td>
<td>$199</td>
<td>$199</td>
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<tr>
<td>Residence Inn by Marriott Downtown</td>
<td>0.5 miles</td>
<td>3 stars</td>
<td>$189</td>
<td>$189</td>
</tr>
<tr>
<td>Springhill Suites by Marriott CC</td>
<td>0.5 miles</td>
<td>3 stars</td>
<td>$189</td>
<td>$189</td>
</tr>
<tr>
<td>Doubletree</td>
<td>0.7 miles</td>
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<td>Hotel Monteleone (French Quarter Option)</td>
<td>1.0 mile</td>
<td>4 stars</td>
<td>$210</td>
<td>$210</td>
</tr>
</tbody>
</table>
1. AGENT/PRINCIPAL
A. The American Society for Engineering Education (ASEE) acts for the Exhibitor and representative(s) in the capacity of agent. ASEE reserves the right at any time to assume any liability for acts of omission or commission in connection with this agency. The Exhibitor and his representative(s) hereby release and hold harmless any and all costs, expenses (including but not limited to, labor costs and liability) in the manner set forth herein, from any cause whatsoever.
B. All parties involved in the exhibit, including specifically, but not limited to, the exhibitor, hall, the owner, the leasing associate, and so on, shall be solely responsible for their own negligence, and agree to pay and all and claims arising out of their own negligence of that of their respective employees or grants.

2. REJECTED DISPLAYS
A. ASEE determines eligibility of any company or product for exhibit. ASEE may forbid installation or require removal or discontinuance of any exhibit or promotion, wholly or in part, if in its opinion it is not keeping with the spirit and mission of ASEE.
B. Unethical conduct or infractions of rules on the part of the Exhibitor or his representative(s) or both will subject the Exhibitor or his representative(s) to dismissal from exhibit areas, in which event it is agreed that no refund shall be made and further that no demand for redress will be entered by the Exhibitor or his representative(s).
C. Exhibitor must pay for such space at the full rental price, and Exhibitor will be permitted to give away any premium items, or to conduct any prize drawings for awards for signing of names and addresses, or other extraneous promotions without first obtaining written permission from ASEE Show Management.

3. EXHIBIT DAMAGE/LOSS/Theft
A. ASEE will endeavor to assist in the protection of Exhibitor by providing 24-hour guard service. However, due to the tremendous value of exhibits, it is impractical and impossible to insure the Exhibitor’s equipment against loss, theft, damage, and breakage. Neither the New Orleans Convention Center, nor any facility, nor any of its employees, nor representative(s), nor any representative of ASEE, nor any subcontractor will be responsible for any injury, loss, or damage to the Exhibitor, the Exhibitor’s employees or property, nor any other person.
B. The Exhibitor must assume responsibility for damage to the New Orleans Convention Center, or facility property and indemnify and hold harmless the New Orleans Convention Center, or facility property, from liability which may ensue from any cause whatsoever, including accidents or injuries to Exhibitor, its guests or employees. The Exhibitor must also assume responsibility for any accident, injury, or property damage to any person viewing his exhibit where such accident, injury, or property damage is caused by the negligence of the Exhibitor, his agent or employees.
C. ASEE Show Management will cooperate fully, but cannot assume responsibility for damage to Exhibitor’s property, lost shipments, either arriving or departing the due to inadequately packed property is Exhibitor’s own responsibility. If exhibit fails to arrive, Exhibitor will nevertheless be responsible for booth rental and no refund will be made. Exhibitor should carry insurance against such risks.

4. LIABILITY/Insurance
A. Exhibitor 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 policies.
B. Exhibitor is urged to place “extraterritorial” and “other than named perils” coverage on equipment and exhibits, and arrange for extended public liability insurance with their regular insurer. The Exhibitor must also assume responsibility for any accident, injury, or property damage to any person viewing his exhibit where such accident, injury, or property damage is caused by the negligence of the Exhibitor, his agent or employees.

5. SPACE ASSIGNMENTS
Space assigned to Exhibitor may be transferred by ASEE Show Management without prior written notice to avoid confusion in company names, to solve competitive conditions, or similar reasons. No such transfer will be made without notifying the Exhibitor. An Exhibitor may not share or sublet space to another party. Name signs or courtesy cards on equipment loaned to an Exhibitor should be approved by ASEE.

6. 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 plane of the floor. In normal operation exceeds this 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 sight-lines of the surrounding booths. When a peninsula booth backs up to two linear booths, the back wall is restricted to 4 ft. within 5 feet of the intersection and may not obstruct the view of exhibits in 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.

7. SOLICITATION
A. ASEE may, at its sole discretion, withhold or withdraw permission to distribute souvenirs, advertising, or other material it considers objectionable. Novelty gifts or souvenirs should be submitted to ASEE Show Management for review before distribution. Direct selling of products or services is prohibited. The Exhibitor agrees that selling goods or services in the exhibit hall will result in closing 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.

8. SUITES/HOSPITALITY ACTIVITIES
In the interest of the success of the conference and exhibit, the Exhibitor requests that all hospitality activities will 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.

9. BOOTH MATERIALS/FIRE REGULATIONS
All exhibit and booth materials must comply with Federal and City Fire laws, Insurance Underwriter and Hotel and Facility Safety regulations, and must be flameproof. All packing containers, excerptor and similar materials are to be removed from the exhibition area upon completion of the booth setup. The Exhibitor is restricted to materials that will pass inspection. Decorations of paper, pine boughs, leafy decorations, tree decorations or tree branches are prohibited. Any substance prohibited by the City Fire & Safety Departments or authorities will not be permitted in the exhibition area. In addition, all electrical work and electrical wiring must be approved and installed in accordance with local regulations. Aisles and fire exits must not be blocked by Exhibits. Any questionable materials to include helium, gas, etc., must be approved by ASEE Show Management.

10. AUDIO AND VIDEO
A. Motion picture projectors and apparatus must conform to the size and type of the facility. Only safety film may be used. Sound film may be exhibited only in an enclosed room or soundproof booths. Silent films should be arranged so that aisles are not blocked. Projection of motion pictures must be supervised by a licensed operator where required. B. An exhibitor with audible electronic sound motion pictures, or other microphones or devices which ASEE, in its sole discretion, deems objectionable to other Exhibitors, will be required to discontinue this method of promotion. Microphones must be preapproved 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 to four (4) complimentary exhibit only badges and one (1) comp full conference registration badge per 100 sq. feet of leased exhibit space. An exhibit booth badge is for personnel permissible for working in your booth during show hours, and it will not provide access to any other event. A full conference badge will allow the attendee to all conference sessions. Badges must be worn at all times for admission to the exhibit hall.

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 special written permission from ASEE. Space not occupied by that time may be re-assigned for other purposes by ASEE. Any Exhibitor failing to occupy contracted space is not relieved of the obligation to pay for such space at the full rental price. ASEE shall have the right to use such space as it deems appropriate to eliminate empty space in the exhibit hall.

13. THIRD PARTY CONTRACTORS
Any independent contractor requests, including installation and dismantle companies, must be made in advance to the ASEE Conferences Director. Electrical service must be coordinated by the official contractor. In addition, Exhibitor 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 grant will be invoiced in October 2015. Invoices are due on 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. Exhibitor understands 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.

15. ADA
All parties involved with the Exhibit agree to comply with the Americans with Disabilities Act.

16. AMENDMENT TO RULES
Any and all matters or questions not specifically covered by the preceding Rules and Regulations shall be subject solely to the discretion of ASEE.
Please complete the following if you are planning to use an exhibitor-appointed independent service contractor for any installation or dismantling of your exhibit at the 2016 ASEE Annual Conference and Exposition.

Name of the exhibitor-appointed contractor: ________________________________

Contact: ________________________________

Company: ________________________________

Address: ________________________________

City/State/Zip: ________________________________

Phone: ________________________________

Fax: ________________________________

E-mail: ________________________________

Is this company an advertising or service company who will further subcontract the work to an independent contractor?

Yes  No  (circle one)

The information below should be completed by the personnel coordinating the exhibitor-appointed contractor service:

Exhibiting Company Name: ________________________________

Contact Name: ________________________________  Booth #: ________________________________

Email: ________________________________

Signature: ________________________________  Date: ________________________________

IMPORTANT: THIS FORM MUST BE RETURNED TO SERVE AS AUTHORIZATION FROM THE EXHIBITOR, LISTING THE NAMES OF THE SUPERVISOR TO BE IN ATTENDANCE, SHOWING THAT THE COMPANY ASSUMES ALL RESPONSIBILITY FOR ACTS OF ITS CONTRACTORS. EXHIBITORS MUST ALSO PROVIDE A CERTIFICATE OF INSURANCE, AS DESCRIBED ON THE PREVIOUS PAGE.

Return to:
Ashley Krawiec
Manager of Event Sales
1818 N Street NW, Suite 600
Washington, D.C. 20036
202-649-3838 (Ph)
202-265-8504 (Fax)
a.krawiec@asee.org
Sponsorship of the ASEE annual conference provides your company with a cost-effective, value-added opportunity to:

• Create brand awareness and increase brand loyalty among a targeted audience of engineering educators.
• Introduce a new product/service offer to a captive group of decision makers.
• Drive sales by reinforcing your brand messaging and effectively leveraging your exhibit space.
• Differentiate yourself from your competition and benefit from the shared imagery of an ASEE sponsorship—highlighting your commitment to furthering excellence in engineering and engineering technology education.

Sponsorship Levels/Fees:

• Visionary     $50,000
• Innovator     $25,000
• Pioneer       $15,000
• Mentor        $8,000
• Leader        $5,000
• Educator      $3,500
• Advertising and a la Carte Options

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

Make an integrated, strategic investment in engineering education.  

Become an ASEE sponsor today!

Contact:  
Ashley Krawiec  
Manager of Event Sales  
202-649-3838  
a.krawiec@asee.org
**Sponsorship Opportunities: Visionary**

$50,000

**BENEFITS:**
- Two (2) full page, 4C ads in the February Advance Program and Summer issues of *Prism* Magazine
- One (1) full page, 4C, cover position ad in annual conference final program
- Sixteen (16) complimentary full registrations (non-transferable)
- Three (3) time slots for product demonstration and/or technical session
- Complimentary exhibit booth space (up to 30' x 20')
- Complimentary 1-year ASEE corporate membership
- Prominent recognition in the Advance Program (February, 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.)
Sponsorship Opportunities: **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 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 these premier events:  

**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  

**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.
Sponsorship Opportunities: **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 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 these premier events:

**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 Centre

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

**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 light refreshments for your attendees. Internet and catering are available at an additional cost. ASEE provides plenty of pre-event and on-site 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.
Sponsorship Opportunities: **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 these premier events:

**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.

**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.
Sponsorship Opportunities: Educator $3,500

BENEFITS:
• 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 these premier events:

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.
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
Thank you to our sponsors for their outstanding support!

VISIONARY

INNOVATOR

PIONEER

MENTOR

LEADER

Become an ASEE Annual Conference sponsor today! For more information, please visit www.asee.org or contact Ashley Krawiec, Manager of Event Sales, at (202) 649-3838 or at a.krawiec@asee.org.