DON’T MISS THESE SPECIAL EXHIBIT HALL HAPPENINGS!

- Taste of Salt Lake City
- Virtual Reality Experience
- Focus On Exhibits Events with Complimentary Food and Beverage Service!
- P-12 Engineering Education Division Pavilion
- Diversity Pavilion
- Quasquicentennial Booth
- Texas Instruments Robotics Competition
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Dear Friend of ASEE,

Welcome to Salt Lake City!

We’re pleased to have you join us at the 2018 ASEE Annual Conference & Exposition. We hope you will make full use of this year’s Exposition Guide, a helpful tool in exploring the latest technology and newest products and services on display in the exhibit hall. Thank you for attending the 2018 ASEE annual conference.

Regards,

Norman Fortenberry
Executive Director
American Society for Engineering Education

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**EXPOSITION HOURS**

- **Sunday, June 24, 2018**
  - 6:00 p.m. – 7:30 p.m.
- **Monday, June 25, 2018**
  - 9:30 a.m. – 6:00 p.m.
  - 8:00 a.m. – 3:00 p.m.
- **Tuesday, June 26, 2018**

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**“FOCUS ON EXHIBITS” EVENTS**

There will be four “Focus on Exhibits” events in the exhibit hall this year. As always, these are exclusive timeslots; no sessions or other events will be held during these times, providing an excellent networking opportunity in a dynamic atmosphere, including complimentary food and beverage service.

**FOCUS ON EXHIBITS WELCOME RECEPTION**

Sunday, June 24, 6:00 p.m. - 7:30 p.m.

**FOCUS ON EXHIBITS BRUNCH**

Monday, June 25, 9:45 a.m. - 11:15 a.m.

**FOCUS ON EXHIBITS SUMMERTIME SOCIAL**

Monday, June 25, 5:00 p.m. – 6:00 p.m.

**FOCUS ON EXHIBITS LUNCH**

Tuesday June 26, 11:30 a.m. - 1:00 p.m.
BACK BY POPULAR DEMAND!
THE TASTE OF SALT LAKE CITY
Saturday, June 23, 2018
6:00 p.m. – 9:00 p.m.
South Foyer, Convention Center - Salt Palace

Complimentary for all attendees

Join your friends and colleagues at this special session. A Taste of Salt Lake: This event will feature food from local restaurants, local attractions, and games, giving all a taste of what Salt Lake has to offer.

Be entertained by...
- LED Ballerinas, stilt walkers, magicians and caricature artists!
- Discover exotic birds with Tracy Aviary
- Taste the local favorites - Waffle Luv, Fat Kid Mac & Cheese, Chedda Burger and many more
- NEW this year! Local beer and wine tastings with Squatters Beer and Castle Creek Moab Winery

A special event for the entire family

VIRTUAL REALITY EXPERIENCE
Sunday, June 24, 2018 6:00 p.m. to 7:30 p.m.
Monday, June 25, 2018 9:30 a.m. to 6:00 p.m.
Tuesday, June 26, 2018 8:00 a.m. to 3:00 p.m.
Exhibit Hall A B & C, Convention Center - Salt Palace

Get immersed in the latest Virtual Reality experience - located in the back of the Exhibit Hall

myVRadventure was created with the goal of sharing interactive STEM-based activities and emerging technologies, with as many impressionable and curious minds as possible. Through our customizable services, we deliver an out-of-this-world, engaging experience, that brings people together using a unique blend of education, science, and entertainment.

At the 2018 ASEE conference, myVRadventure will be providing 4 Room-Scale VR Stations and 4 Seated VR Stations allowing participants to choose between several different virtual experiences, including:
- The LAB – Curated, Interactive VR Experience
- Rec Room – Multiplayer, Interactive Questing and Exciting Team Building Adventure
- FORM – Mind Bending experience where the puzzles are built from dreams and ancient memories.
- The Body VR: Journey Inside a Cell - An educational virtual reality experience that takes the user inside the human body for a tour of organs, vessels, cells and more.
- Escape Room - Players are prompted to solve a series of challenging puzzles to escape from their office before a microchip in their head explodes.
- Apollo 11 VR – This is the story of the greatest journey ever taken by humankind. This VR experience is a recreation of the events which took place between July 16th and July 24th, 1969.

And much more!

Please visit the Online Session Locator at https://www.asee.org/public/conferences/106/registration/sessions for additional information.
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ABET
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www.abet.org

ABET is the global accredits of approximately 3,600 technical programs at over 700 colleges and universities in 29 countries. Through the efforts of more than 2,200 experts from industry, academia, and government, we accredit programs in the disciplines of applied science, computing, engineering, and engineering technology. Our standards and the quality we guarantee inspire confidence in those who aim to build a better world—one that is safer, more efficient, comfortable and sustainable.

ALTAIR ENGINEERING
Booth #: 927
https://www.altair.com/

Altair is a leading provider of enterprise-class engineering software enabling innovation, reduced development times, and lower costs through the entire product lifecycle from concept design to in-service operation. Our simulation-driven approach to innovation is powered by our integrated suite of software which optimizes design performance across multiple disciplines encompassing structures, motion, fluids, thermal management, electromagnetics, system modeling and embedded systems, while also providing data analytics and true-to-life visualization and rendering.

AMATROL, INC.
Booth #: 727
http://www.amatrol.com/

Amatrol creates innovative, interactive learning solutions for industry and education to equip people with the skills to master technical systems, solve problems and adapt to a rapidly-changing workplace. We partner with our clients to provide an unmatched learning experience.

Our learning solutions are designed and built by employees who are experts in their field, integrating the best practices in education and training to deliver knowledge and skills for real jobs. Our success is defined by an ability to provide these solutions with world-class service and support.

AMERICAN SOCIETY OF CIVIL ENGINEERS
Booth #: 218
www.asce.org

ASCE is the leading publisher of civil engineering information—producing more than 50,000 pages of technical and professional content each year. The ASCE Library (ascelibrary.org) provides researchers and practitioners with a single destination for ASCE journals, conference proceedings, Civil Engineering Magazine Archive, and e-books, including standards, manuals, committee reports, and monographs under the ASCE Press imprint. The 250,000-entry, bibliographic Civil Engineering Database is available free at cedb.asce.org. New ASCE Standards tools include asce7.online and asce7hazardtool.online which provide an optimized user experience when working with ASCE Standard 7.

AMERICAN SOCIETY OF
MECHANICAL ENGINEERS
Booth #: 202
http://asmestandardscollection.org/Login.aspx
http://asmedigitalcollection.asme.org/

Founded in 1880, the American Society of Mechanical Engineers, ASME, conducts one of the world’s largest technical publishing operations. Offering print and/or online access to: NEW: Standards for academic institutions. Transaction Journals from 1960 - present. Conference Proceedings from 2000 - present. ASME Press eBooks, selected from 1993 - present.

AMERICAN WELDING SOCIETY
Booth #: 101
http://www.aws.org/

Advancing the science, technology, and application of welding and allied joining and cutting processes worldwide: that’s our mission and it’s why we exist. Whether you’re here to explore membership, certification, advanced training, updated standards, conferences, professional collaborations or the many exciting career opportunities in welding today – we are here to support you. Count on AWS for the leading-edge industry knowledge, resources and tools you need to achieve even greater business and career success.
**ANALOG DEVICES**
Booth #: 320
www.analog.com

Analog Devices designs and manufactures semiconductor products and solutions. We enable students and researchers to interpret the world around us by intelligently bridging the physical and digital with unmatched technologies that sense, measure and connect.

**ANNUAL REVIEWS**
Booth #: 917

**ARIZONA STATE UNIVERSITY**
Booth #: 622
https://engineering.asu.edu/

The Engineering Education Systems and Design Ph.D. program at Arizona State University aims to increase the understanding and design of engineering education ecosystems. The program prepares students to critically analyze and conduct research on aspects of these systems that are related to their scholarly interests. For more information, see https://engineering.asu.edu/eesd.

**ARM**
Booth #: 701
www.arm.com

Arm technology is at the heart of a computing and connectivity revolution that is transforming the way people live and businesses operate. Our advanced, energy-efficient processor designs are enabling the intelligence in 100 billion silicon chips and securely powering products from the sensor to the smartphone to the supercomputer.

**ARMFIELD INCORPORATED**
Booth #: 812
www.discoverarmfield.com

Armfield Limited has been a world leader for over fifty years in engineering, teaching and research equipment for higher education. It retains its dominant position in the market through its policy of innovating new products, continuously developing existing products, and offering the very best levels of documentation, quality and service.

**ASSOCIATION FOR COMPUTING MACHINERY**
Booth #: 919
https://www.acm.org/

ACM brings together computing educators, researchers, and professionals to inspire dialogue, share resources, and address the field’s challenges. As the world’s largest computing society, ACM strengthens the profession’s collective voice through strong leadership, promotion of the highest standards, and recognition of technical excellence. ACM supports the professional growth of its members by providing opportunities for lifelong learning, career development, and professional networking.

Founded at the dawn of the computer age, ACM’s reach extends to every part of the globe, with more than half of its 100,000 members residing outside the U.S. Its growing membership has led to Councils in Europe, India, and China, fostering networking opportunities that strengthen ties within and across countries and technical communities. Their actions enhance ACM’s ability to raise awareness of computing’s important technical, educational, and social issues around the world.

**ASTM INTERNATIONAL**
Booth #: 721
www.astm.org

ASTM International publishes the Standards and Engineering Digital Library which includes 13,000 standards, updated twice weekly, journals, special technical publications, manuals, monographs, and data series. This vast collection of industry-leading information covers a broad range of engineering disciplines, including chemical, civil, environmental, geological, materials science, mechanical, nuclear, petroleum, and more.

**BEGELL HOUSE INC.**
Booth #: 720
www.dl.begellhouse.com

Begell House, Inc. is an academic STEM publisher and producer of all content in the Begell Digital Portal. The Portal is a comprehensive online multimedia platform with full-text journals, databases, references, eBooks, proceedings, and multimedia products, providing the latest research and information across a broad spectrum of engineering and biomedical sciences.
BEST ROBOTICS
Booth #: 920
http://bestinc.org/

BEST, a middle and high school robotics competition whose mission is to engage and excite students about engineering, science, and technology as well as inspire them to pursue careers in these fields.

Through participation in our project-based STEM program, students learn to analyze and solve problems utilizing the Engineering Design Process, which helps them develop technological literacy skills. It is these skills that industry seeks in its workforce.

Each fall, over 850 middle and high schools and over 18,000 students participate in the competition.

BRIGHTWOOD ENGINEERING EDUCATION
Booth #: 200
https://www.brightwoodengineering.com/

The Most Comprehensive Engineering Exam Prep Solutions! Brightwood Engineering Education, offered by Brightwood College, has several educational tools to help you better understand the FE, PE, or SE exam you are preparing to take.

CELLSCALE BIOMATERIALS TESTING
Booth #: 1009

CellScale was founded in 2005 with the goal of making custom mechanical test systems developed at the University of Waterloo available to other researchers. The first system was a biaxial test system to better understand the relationship between glaucoma and scleral stiffness. To accomplish the research goals, it was necessary to develop mounting techniques that were appropriate for this tough and rubbery material. It was also necessary to develop digital image correlation-based analysis tools to verify the specimen's strains. This project laid the basis for what is now the BioTester.

CENGAGE LEARNING
Booth #: 706
www.cengage.com

Cengage Learning is a leading educational content, software and services company for the K12, STEM, higher education, professional and library markets with operations in more than 20 countries around the world. The company provides superior content, personalized services and course-driven digital solutions that accelerate student engagement and transform the learning experience. For more information on Cengage Learning please visit www.cengage.com.

CENTER FOR ENGINEERING LEARNING AND TEACHING
Booth #: 624

This booth showcases the growing community of engineering education centers and programs, including teaching and learning centers that work specifically within engineering or STEM. Supported in part by Purdue’s School of Engineering Education and the University of Washington’s Center for Engineering Learning & Teaching (CELT).

CLEMSON UNIVERSITY
Booth #: 621
www.clemson.edu/ese

Clemson’s Department of Engineering and Science Education, established in 2006, is a leader in discipline-based education research, preparation of future faculty, and implementation of evidence-based curricula. Now offering a Ph.D. in engineering and science education, our research focuses on assessment, identity development, motivation, social capital, and gender issues.

CONFERENCE FOR INDUSTRY AND EDUCATION COLLABORATION
Booth #: 422

The Conference for Industry and Education Collaboration (CIEC) is being held this year in New Orleans, LA, January 28 -31, 2019. The four sponsoring divisions are: Cooperative and Experiential Education Division (CEED), College-Industry Partnerships Division (CIPD), Continuing Professional Development Division (CPDD) and the Engineering Technology Division (ETD).
**CRC PRESS**
Booth #: 800
http://www.crcpress.com

CRC Press is a premier global publisher of science, technology, and medical resources. We offer unique, trusted content by expert authors, spreading knowledge and promoting discovery worldwide. We aim to broaden thinking and advance understanding in the sciences, providing researchers, academics, professionals, and students with the tools they need to share ideas and realize their potential.

**DASSAULT SYSTEMES**
Booth #: 419
http://academy.3ds.com

For more than 30 years, DASSAULT SYSTEMES has provided the software solutions which helped industry pioneers to engineer the products that make them successful. Using the very same technologies in education, thousands of universities and high schools across the planet keep pushing the boundaries with our help. After more than 10 years of collaboration with ASEE we feature this year the use of our 3DEXPERIENCE platform in support of project-based learning and to address the educational needs of the industry renaissance, from additive manufacturing to collaborative robotics, virtual twin and much more.

**DESIGN ASSISTANCE CORPORATION**
Booth #: 723
www.dacworldwide.com

Design Assistance Corporation (DAC), a world leader in technical training systems for Industrial Skills.

For twenty years DAC has been helping maintenance managers, industrial training professionals, technical educators, and workforce development specialists satisfy their unique industrial skills training needs. Choose from over 100 realistic, hands-on standard products, or allow our design and manufacturing team to create something which precisely matches your needs.

**DESKTOP METAL**
Booth #: 213
https://www.desktopmetal.com/

Desktop Metal was started to address a problem—how to make metal 3D printing accessible for engineering teams. In 2013, CEO Ric Fulop began collaborating with world-leading experts in materials science, engineering, and 3D printing. Their work together over the course of two years drew multiple independent inventions together to form the basis for Desktop Metal’s technology.

**DIGILENT INC.**
Booth #: 308
www.digilentinc.com

Electronics are going beyond ECE and into almost every engineering discipline today. Digilent has been helping educators teach hands on electronics design to students for over 20 years. Come see the latest FPGA’s, analog, robotics and microcontroller technologies designed for the classroom. If you are new teaching electronics or have been doing it for many years, Digilent can help.

**DISNEY YOUTH GROUP PROGRAMS**
Booth #: 326

Spark creativity and unlock the potential within your students! Disney Youth Programs are valuable learning experiences that harness the power of Disney storytelling and the magic of Disney parks.

**DOBOT**
Booth #: 426
https://www.dobot.cc/

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http://engineeringcas.liaisoncas.org/

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Utah Valley University, the state’s largest university, now offers 4 Engineering Degrees!
Civil Engineering, Computer Engineering, Electrical Engineering and Mechanical Engineering.
Fall 2018 applications are now being accepted!
Make sure you stop by our ASEE booth # 127 for all the details on our new programs!

VALPARAISO UNIVERSITY
Booth #: 324
https://www.valpo.edu/college-of-engineering/

Valparaiso University’s College of Engineering develops engineers who are ready to lead and serve worldwide. Working in state-of-the-art facilities, the College brings together talented students and expert faculty to advance their technical competence and better understand how the world works.

VERNIER SOFTWARE & TECHNOLOGY
Booth #: 206
www.vernier.com

Vernier Software & Technology is a leading provider of affordable, high-quality, easy-to-use sensors. Over 60 sensors are available. Come see our books to learn LabVIEW and do engineering projects with LabVIEW. Also, check out how our sensors can be used for data collection with an iPad, LEGO NXT, EV3, NI myDAQ, and Arduino.

VIRGINIA TECH
Booth #: 618
www.enge.vt.edu

Our Mission is to advance the engineering profession by integrating research and teaching to impact learning and practice. We aspire to prepare students to be exceptional engineers and educators while serving as an international beacon for engineering and research.

WEBER STATE UNIVERSITY
Booth #: 1027
https://www.weber.edu/engineering

The primary goal of the College of Engineering, Applied Science and Technology is to implement the mission of Weber State University and to prepare students for employment upon graduation by ensuring that they are productive, accountable, and responsible individuals able to function effectively in today’s workplace. This goal is achieved by developing in students a cohesive, solid theoretical foundation bolstered by practical, hands-on experiences. The learning environment is further enhanced by extensive contact between faculty and students both in and out of the classroom. In addition, the liberal education component present in all programs equips students for lifelong learning in a changing world.
WILEY
Booth #: 309
http://www.wiley.com/

Wiley helps educators design and implement innovative learning experiences and comprehensive solutions to address today’s higher education challenges. Through trusted collaborative relationships, we provide content, technology, services, and insights that support our education partners in achieving improved institutional performance and help learners attain their goals.

ZEISS INDUSTRIAL METROLOGY
Booth #: 822
https://www.zeiss.com/metrology/home.html

Carl Zeiss Industrial Metrology is a leader in CNC coordinate measuring machines and complete solutions for multidimensional metrology in the metrology lab and production. The company is a recognized partner to the automotive industry and its suppliers. 2,400 employees from manufacturing sites in four countries and more than 100 sales and service centers supply customers around the world.

ZYBOOKS
Booth #: 323
www.zyBooks.com

zyBooks are designed by instructors to increase student confidence and deliver a better teaching experience for the instructor. zyBooks are a proven alternative to traditional STEM textbooks and have been used by 300,000+ students across 550+ universities. Visit us at www.zyBooks.com, or drop by our booth to experience why students and instructors prefer zyBooks.

For questions, contact Olha Samoilenko at O.Samoilenko@asee.org or (202) 350-5752.
R196 · COMMERCIALIZING ENGINEERING RESEARCH
Workshop · ASEE Headquarters
Thu. June 28, 2018 8:00 a.m. to 4:00 p.m.
Sorenson Molecular Biotechnology Building
University of Utah

Ticketed event: $225.00 advanced registration and $300.00 on site registration

Learn how to build an entrepreneurial ecosystem that supports commercialization of university engineering research, including discussions of policies and practices related to the commercialization office, conflict of interest, promotion and tenure, faculty and student engagement, entrepreneurial sabbaticals, academic entrepreneurship programs, entrepreneurial housing, growing an investment community, conflict of commitment, and other challenges related to commercialization.

Link to information:
https://www.coe.utah.edu/commercialization

Registration for non-Annual Conference attendees is $300.

Speaker
Dr. Ross DeVol, Walton Family Foundation
FREE WIRELESS INTERNET INSTRUCTIONS

The following options are available for logging into the wifi

1. **SP Guest (2MB):** Complimentary wireless Internet access, available in one hour sessions available ONLY in meeting rooms and lobby areas

2. **SP Guest Daily (3MB):** Option to upgrade the guest access to be daily for $15 per day, available ONLY in meeting rooms and lobby areas

3. **SP Premium (20MB):** High-speed wireless Internet access at a rate of $60 per device per day, available facility-wide

4. To login to the wifi, open a browser and you should be directed to the portal where you can set up your account and purchase service

**Important:** Take note of your username and password displayed just before you login. If you get disconnected, you will need this information to get back online. Your account can only be used on the device in which it was purchased