Join the American Society for Engineering Education in Salt Lake City for its 125th Annual Conference & Exposition! June 24–27, 2018

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!

The ASEE Annual Conference & Exposition is the only conference dedicated to all disciplines of engineering education. It is committed to fostering the exchange of ideas, enhancing teaching methods and curricula, and providing prime networking opportunities for engineering and engineering technology education stakeholders, including deans, department chairs, all levels of faculty, and industry and government representatives.

Don't miss this opportunity to position your brand in front of these key decision makers.

RESERVE YOUR BOOTH SPACE TODAY!

LEVERAGE YOUR EXHIBIT SPACE WITH A COST EFFECTIVE SPONSORSHIP!

ASEE annual conference with one of these dynamic sponsorship opportunities. They’re proven to succeed!
January 1, 2018
The last day to obtain early-bird exhibit rates.

January 15, 2018
Deadline for exhibitors to secure a listing in the printed Advance Program (appearing in the February 2018 Prism magazine). Must be signed up by this date.

February 5, 2018
Online registration and housing open for conference attendees.

February 15, 2018
Full payment is due for exhibit space.

February 15, 2018
Exhibitor Highlights webpage submissions open.

March 1, 2018
Exhibitor online registration opens.

April 13, 2018
Exhibitor manual is available.

April 18, 2018
Deadline for exhibitor-provided content to be included in the Expo Guide and on the Exhibitor Highlights webpage. Specs: an image (jpeg or gif) no larger than 50kb, an organization description 50 words or less, website link, and a phone number where your organization can be reached. All details must be submitted in a word document.

May 4, 2018
Deadline for inclusion in exhibitor list in the Expo Guide and Final Program. Must be signed up by this date to be included.

May 4, 2018
Abstract deadline for all sponsor technical sessions. All sponsor tech session descriptions must be finalized and uploaded by this date for the printed program.

May 25, 2018
Housing closes.

June 23–24, 2018
Booth installation.

June 24–26, 2018
Exhibit Hall opens.

June 26, 2018
Exhibit space draft for 2018 ASEE annual conference.

June 26–27, 2018
Booth dismantling.
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 22,000 square feet of exhibit space in Salt Lake City, 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.
- **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.
- **EXPAND 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.
- **ENCOURAGE 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
INSTITUTIONS WITH THE HIGHEST ASEE MEMBERS

- Purdue University, West Lafayette: 233
- Ohio State University: 148
- University of Tennessee, Knoxville: 144
- University of Alberta: 129
- Texas A&M University: 129
- Virginia Tech: 125
- University of Michigan: 109
- Georgia Institute of Technology: 103
- University of Illinois, Urbana-Champaign: 91
- North Carolina State University: 90

CURRENT MEMBERSHIP BY ACADEMIC RANK

- Professor: 34%
- Associate Professor: 15%
- Assistant Professor: 6%
- Instructor: 25%
- Other Academic: 6%
- Corp./Gov.: 5%

MEMBERSHIP BY RACE & ETHNICITY

- White, Non-Hispanic: 50%
- Percentage Minorities: 25%
- Asian/Pacific Islander: 10%
- Declined to Answer: 6%
- Black, Non-Hispanic: 5%
- Hispanic: 4%
## Membership by Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>68.9%</td>
</tr>
<tr>
<td>Female</td>
<td>26.8%</td>
</tr>
</tbody>
</table>

## Institutional Members

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Engineering</td>
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<tr>
<td>Engineering Tech</td>
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<tr>
<td>College Affiliate</td>
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<tr>
<td>International</td>
<td>10</td>
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<tr>
<td>K-12</td>
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## Corporate/Non-Profit Members

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
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<tr>
<td>Association</td>
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<tr>
<td>Associate Affiliate</td>
<td>8</td>
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<tr>
<td>Corporate</td>
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</tr>
<tr>
<td>Corporate Affiliate</td>
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</table>
Leverage your booth position in the exhibit hall by sponsoring an aisle banner, ASEE bistro, or a Focus on Exhibits event.

Additional information on page 22.
<table>
<thead>
<tr>
<th>Division</th>
<th>Members</th>
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<tbody>
<tr>
<td>Aerospace</td>
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<tr>
<td>Architectural</td>
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<tr>
<td>Biological &amp; Agricultural</td>
<td>118</td>
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<tr>
<td>Biomedical</td>
<td>474</td>
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<tr>
<td>Chemical Engineering</td>
<td>485</td>
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<tr>
<td>Civil Engineering</td>
<td>567</td>
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<tr>
<td>College Industry Partnerships</td>
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<tr>
<td>Community Engagement Division</td>
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<tr>
<td>Computers in Education</td>
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<tr>
<td>Computing &amp; Information Technology</td>
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<tr>
<td>Construction</td>
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<tr>
<td>Continuing Professional Development</td>
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<tr>
<td>Cooperative &amp; Experiential Education</td>
<td>202</td>
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<tr>
<td>Design in Engineering Education</td>
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<tr>
<td>Division Experimentation &amp; Lab-Oriented Studies</td>
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<td>Educational Research and Methods</td>
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<tr>
<td>Electrical and Computer</td>
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<tr>
<td>Energy Conversion and Conservation</td>
<td>1042</td>
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<tr>
<td>Engineering and Public Policy</td>
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<tr>
<td>Engineering Design Graphics</td>
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<tr>
<td>Engineering Economy</td>
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<td>Engineering Ethics</td>
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<td>Engineering Leadership Development Division</td>
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<td>Engineering Libraries</td>
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<td>Engineering Management</td>
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<td>Engineering Physics &amp; Physics</td>
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<tr>
<td>Engineering Technology</td>
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<td>Entrepreneurship &amp; Engineering Innovation</td>
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<td>Environmental Engineering</td>
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<td>Industrial Engineering</td>
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<td>International</td>
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<td>Liberal Education/Engineering &amp; Society</td>
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<tr>
<td>Manufacturing</td>
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<td>Materials</td>
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<tr>
<td>Mathematics</td>
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<td>Mechanical Engineering</td>
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<td>Mechanics</td>
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<td>Military and Veterans</td>
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<td>Minorities in Engineering</td>
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<tr>
<td>Multidisciplinary Engineering</td>
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<tr>
<td>New Engineering Educators</td>
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<tr>
<td>Nuclear and Radiological</td>
<td>90</td>
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<tr>
<td>Ocean and Marine</td>
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<tr>
<td>Pre-College Engineering Education Division</td>
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<td>Software Engineering Division</td>
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<tr>
<td>Student</td>
<td>733</td>
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<tr>
<td>Systems Engineering</td>
<td>247</td>
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<tr>
<td>Technological and Engineering Literacy/Philosophy of Engine</td>
<td>633</td>
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<tr>
<td>Two Year College Division</td>
<td>440</td>
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<tr>
<td>Women in Engineering</td>
<td>837</td>
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### Total Membership

<table>
<thead>
<tr>
<th>Year</th>
<th>Membership</th>
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<tbody>
<tr>
<td>2017</td>
<td>11,174</td>
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<tr>
<td>2016</td>
<td>11,660</td>
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<tr>
<td>2015</td>
<td>11,458</td>
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<tr>
<td>2014</td>
<td>11,458</td>
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<tr>
<td>2013</td>
<td>12,143</td>
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### Current Membership Breakdown

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
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<tbody>
<tr>
<td>K-12 Educators</td>
<td>208</td>
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<tr>
<td>Student Online</td>
<td>600</td>
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<tr>
<td>Student</td>
<td>429</td>
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<tr>
<td>Retired</td>
<td>381</td>
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<tr>
<td>Life</td>
<td>674</td>
</tr>
<tr>
<td>Non-Academic Contact Rep.</td>
<td>175</td>
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<tr>
<td>Academic Contact Rep.</td>
<td>1,203</td>
</tr>
<tr>
<td>Non-Academic Professional Online</td>
<td>32</td>
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<tr>
<td>Academic Professional Online</td>
<td>1,097</td>
</tr>
<tr>
<td>Academic Professional</td>
<td>6,116</td>
</tr>
</tbody>
</table>

### Current Membership by Sections

- **New England**: 750
- **St. Lawrence**: 462
- **Middle Atlantic**: 1,237
- **Southeast**: 2,067
- **North Central**: 1,233
- **Illinois-Indiana**: 929
- **North Midwest**: 623
- **Midwest**: 511
- **Gulf Southwest**: 913
- **Pac Northwest**: 640
- **Rocky Mountain**: 405
- **Pac Southwest**: 932
<table>
<thead>
<tr>
<th>Year</th>
<th>Total Attendance</th>
<th>International Attendees</th>
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<tbody>
<tr>
<td>2017</td>
<td>4,061</td>
<td>110</td>
</tr>
<tr>
<td>2016</td>
<td>4,401</td>
<td>230</td>
</tr>
<tr>
<td>2015</td>
<td>4,062</td>
<td>315</td>
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<tr>
<td>2014</td>
<td>3,619</td>
<td>132</td>
</tr>
<tr>
<td>2013</td>
<td>3,753</td>
<td>163</td>
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<table>
<thead>
<tr>
<th>Year</th>
<th>Dean Attendees</th>
<th>Students Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>81</td>
<td>861</td>
</tr>
<tr>
<td>2016</td>
<td>113</td>
<td>849</td>
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<tr>
<td>2015</td>
<td>116</td>
<td>789</td>
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<td>2014</td>
<td>106</td>
<td>608</td>
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<tr>
<td>2013</td>
<td>125</td>
<td>393</td>
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</table>
**EXHIBITOR FEES**

**Booth Size** | **Booth Square Feet** | **Early Bird Rates** (before Jan. 1, 2018) | **Standard Rates** (after Jan. 1, 2018)
---|---|---|---
10 x 10 | 100 | $2,175 | $2,725
10 x 20 | 200 | $4,350 | $5,450
20 x 20 | 400 | $8,700 | $10,900
20 x 30 | 600 | $11,745 | $14,715

**Exhibit Installation**
- Saturday, June 23, 2018 8:00 am – 5:00 pm
- Sunday, June 24, 2018 8:00 am – 3:00 pm

**Exhibit Dismantle/Move-Out**
- Tuesday, June 26, 2018 3:00 pm – 9:00 pm
- Wednesday, June 27, 2018 8:00 am – 12:00 pm

**Exhibit Hours**
- Sunday, June 24, 2018 6:00 pm – 7:30 pm
- Monday, June 25, 2018 9:30 am – 6:00 pm
- Tuesday, June 26, 2018 8:00 am – 3:00 pm

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

**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 organization 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.

**ASEE’s refund policy is as follows:**
- To any organization that withdraws prior to January 1, 2018, ASEE will refund 75% of total booth cost.
- Between January 2 – February 15, 2018, any organization that withdraws will receive a 50% refund of total booth cost.
- Between February 15th – March 15th, any organization that withdraws will receive a 25% refund of total booth cost.
- After March 16th, no refund will be given for booth reductions or cancellations.

Exhibitors who reserve a booth during the 2018 exhibit space draft must cancel their booth prior to January 1, 2018. After this date, any cancellations are subject to a $250 cancellation fee.
Don’t delay…Join this impressive roster of innovative engineering and technology organizations.
Become an ASEE Annual Conference exhibitor today!

ABET
Amatrol, Inc.
American Society of Civil Engineers
American Society of Mechanical Engineers
American Welding Society
Analogue Devices, Inc.
Arizona State University, Polytechnic campus
ARM Inc.
Armfield Incorporated
ASTM International
Begell House Inc.
BEST Robotics
Brightwood Engineering Education
Bruker
CellScale Biomaterials Testing
Cengage Learning
Center for Engineering Learning and Teaching (CELT)
Clemson University
Conference for Industry and Education Collaboration (CIEC)
CRC Press - Taylor & Francis Group
Cypress Semiconductor Corp.
Dassault Systemes
Design Assistance Corporation
Digilent, Inc.
Edibon USA LLC
Electronic Express
Elsevier
Emona Instruments Pty. Ltd.
EngineeringCAS
Feedback, Inc.
Festo Didactic, Inc.
FIRST® (For Inspiration and Recognition of Science and Technology)
Frontiers in Education
German Academic Exchange Service (DAAD)
Granta Design, Ltd.
Hampden Engineering Corp.
HoloPundits
ICE Publishing
IEEE Xplore Digital Library
IET Inspec
Institute of International Education
International Council on Systems Engineering
Keysight Technologies
Lucas-Nuelle, Inc
Mastercam
MathWorks
McGraw-Hill Higher Education
Mercury Learning & Information
Microchip Technology, Inc.
Minitab, Inc.
Missouri University of Science & Technology
Momentum Press
Morgan and Claypool Publishers
Museum of Science
NASA EPDC
National Council of Examiners for Engineers & Surveying
National Instruments
National Science Foundation
National Science Foundation ATE Centers
NCSL International
North Carolina State University
NVIDIA
Ohio State University
Oxford University Press
Parametric Technology Corp.
PASCO scientific
Pearson Education
Pitsco Education
Pre-College Engineering Education
Professional Publications, Inc
Project Management Institute
Purdue Polytechnic Graduate Programs
Purdue University Northwest
Purdue University, West Lafayette (College of Engineering)
Quanser Consulting, Inc.
Rigol Technologies
Rixan Associates
RoboNation/SeaPerch
Rohde & Schwarz
SAE International
Siglent Technologies
SparkFun Electronics
Spatial Vis & Spatial Kids
Spectra Quest, Inc.
STMicroelectronics, Inc.
Stratasys
Tektronix, Inc.
Texas A&M University
Texas Instruments, Inc.
The American Institute of Aeronautics and Astronautics
The Institute of Electronics, Information and Communication Engineers
The Order of the Engineer
Top Med LLC
University of Cincinnati
University of Dayton
University of Florida
University of Maryland, College Park
US Didactic
Utah State University
Validyne Engineering Corp
Vernier Software & Technology
Virginia Tech
Wiley
Wolfram Research, Inc.
World Scientific Publishing
Zeiss Industrial Metrology
Zybooks
World Scientific Publishing
Zybooks
EXHIBIT SPACE CONTRACT

2018 ASEE Annual Conference & Exposition
June 24-27, 2018 Salt Palace Convention Center – Exhibit Halls A/B/C Salt Lake City, Utah

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.)
Websites:

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></th>
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</tr>
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<tbody>
<tr>
<td>10 x 10</td>
<td>100</td>
<td>☐ Corporate Member: $2,175 ☐ Non-Member: $2,725</td>
<td>☐ Corporate Member: $2,725 ☐ Non-Member: $3,275</td>
</tr>
<tr>
<td>10 x 20</td>
<td>200</td>
<td>☐ Corporate Member: $4,350 ☐ Non-Member: $5,450</td>
<td>☐ Corporate Member: $5,450 ☐ Non-Member: $6,550</td>
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<tr>
<td>20 x 20</td>
<td>400</td>
<td>☐ Corporate Member: $8,700 ☐ Non-Member: $10,900</td>
<td>☐ Corporate Member: $10,900 ☐ Non-Member: $13,100</td>
</tr>
<tr>
<td>20 x 30</td>
<td>600</td>
<td>☐ Corporate Member: $11,745 ☐ Non-Member: $14,715</td>
<td>☐ Corporate Member: $14,715 ☐ Non-Member: $17,600</td>
</tr>
</tbody>
</table>

Payment Terms: Exhibitors participating in the exhibit space draft will be invoiced in October, 2017 for the total amount due. After January 1, 2018, space will not be assigned without full payment. Contracts must be received by January 1, 2018 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 Salt Palace 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, 2018. 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 Booth cost: $____________ Booth # Assigned:____________________________
☐ Non-member Booth Size: __________ Deposit Received: $__________ Balance due: $__________
Booth Assignment date: __________ By _____________________________
Accepted by the American Society for Engineering
1. AGENT/PRINCIPAL
A. The American Society for Engineering Education (ASEE) acts for the Exhibitor and his 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 from any and all costs, expenses (including but not limited to attorney’s fees) and liabilities for loss or damage ensuing from any cause whatsoever.

B. Parties involved in the exhibit, including specifically, but not limited to, the exhibit hall, the owner, the leasing association, the sponsor and the individual Exhibitor, respectively agree to pay any and all claims arising out of their own negligence of that of their respective employees or grantees.

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, that in its opinion is not in keeping with the spirit and mission of ASEE.

B. Local contractors or local versions of rules on the part of 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 made by the Exhibitor or his representative(s).

C. Exhibitors and their representative(s) who fail to observe these conditions of contract or who, in the opinion of ASEE, conduct themselves unethically may be dismissed without refund or appeal for redress.

3. EXHIBIT DAMAGE/LOSS/ THEFT
A. ASEE will assist in the protection of the Exhibit 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 Salt Palace Convention Center, nor exhibition personnel, nor any employee, nor any representative or sub-contractor of ASEE, nor any subcontractor will be responsible for any injury, loss, or damage to the Exhibitor, the Exhibitor’s employees or property, however caused.

B. The Exhibitor must assume responsibility for damage to the Salt Palace Convention Center, or facility property and indemnify and hold harmless the Salt Palace Convention Center, or facility liability, which might ensue from any cause whatsoever, including accidents or injuries to Exhibitor, its guests or employees. The Exhibitor shall ensure that all agents, servants, employees, representatives, or subcontractors of Exhibitor, its employees or property, however caused.

C. The Exhibitor must assume responsibility for damage to Exhibitor, its guests or employees. The Exhibitor shall ensure that all agents, servants, employees, representatives, or subcontractors of Exhibitor, its employees or property, however caused.

D. Solicitation of advertising by magazines or publishers is prohibited. The Exhibitor, or its representatives, shall be responsible for all advertising, circulation, solicitation of business, or any other activities, which may be conducted within the facility, or at any event associated with the exposition, no Exhibitor hosted hospitality functions will be allowed. All Exhibit and booth materials must comply with Federal and City Fire laws, Insurance Underwriters and Hotel and Faculty Safety regulations, and must be flameproof. All packing containers, excelsior 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 exhibition area. In addition, all electrical equipment must be approved by the official contractor and installed in accordance with local regulations. Aisle and fire exits must not be blocked by Exhibits. Any questionable materials to include helium, gas, etc., must be approved by ASEE Show Management.

6. HEIGHT AND SPACE RESTRICTIONS
A. In line exhibits, back walls and decorations will be limited to 8 feet in height. Sidewalls must be flush from the back wall except actual equipment that 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. In no event shall any exhibit equipment exceed the sight lines of the surrounding booths. When a peninsula booth backs up to two line booths, the back wall is restricted to 4 feet within 5 feet 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.

7. SOLICITATION
A. ASEE may, at its sole discretion, withhold or withdraw permission to distribute souvenir, advertising, or other material it considers objectionable. Novelty 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 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. No soliciting for business shall be permitted in aisles or other Exhibitor’s booths. Samples, catalogues, pamphlets, publications, or exhibits, otherwise may only be distributed by Exhibitor strictly within the confines of his or its own premises. No Exhibitor will be permitted to go into a show or exhibit area to conduct any prize drawings for awards for signing of names and addresses, or other extreme promotions 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 and only then in the space assigned.

D. Solicitation of advertising by magazines or publishers from other Exhibitors on the floor of the exhibit hall is prohibited.

8. SUITES/HOSPITALITY ACTIVITIES
In the interest of the success of the conference and exhibition, no Exhibitor hosted hospitality functions will be allowed during the official conference program, or exhibit hours, including receptions or meal functions hosted by ASEE for all conference attendees. If transportation is required, it cannot start until after the last event concludes. Exhibitor should not extend invitations, call meetings, or otherwise encourage attendance of any suite or exhibit hours. All requests for hospitality activities must be submitted in writing to ASEE. Hotel contacts will inform ASEE Show Management of the rentals of suites that coincide with official conference programming.

9. BOOTH MATERIALS/FIRE REGULATIONS
All Exhibit and booth materials must comply with Federal and City Fire laws, Insurance Underwriters and Hotel and Faculty Safety regulations, and must be flameproof. All packing containers, excelsior 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 exhibition area. In addition, all electrical equipment must be approved by the official contractor and installed in accordance with local regulations. Aisle 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. 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 staff badge is for personnel responsible for working in your booth during show hours, and 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
The Exhibit hall will be available to Exhibitors on Saturday, June 23, 2018 from 8:00 am to 5:00 pm and on Sunday, June 24, 2018 from 8:00 am to 3:00 pm for the installation of displays. All exhibits must be operational by 5:00 pm, Sunday, June 24, 2018. After this time, no installation will be permitted without special written permission from ASEE. Space not occupied by that time may be reassigned 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 3:00 pm on Tuesday, June 26, 2018. 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 faculty for payment of any charges incurred by the Exhibitor in connection with the exhibition thereof.

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 show start date.

14. PAYMENT PROCEDURES/CANCELLATION POLICY
A. Exhibitors participating in the exhibit space draft will be invoiced in October 2017 for the total amount due. After January 1, 2018, space will not be assigned without full payment. Contracts must be received by January 1, 2018 to be eligible for the early bird rate.

B. Exhibitor understands full payment is due on February 15, 2018. Failure to comply with both reservation. If final payment is not received by April 1, 2018, space can be made available for resale without notification.

1) Failure to pay outstanding booth balance before February 15, 2018 will result in immediate loss of the early bird discount.

Discounted rates during diploma week 10% discount may be granted.

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

1) 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.

2) ASEE’s refund policy is as follows:

a) To any company that withdraws prior to January 1, 2018, ASEE will refund 75% of total booth cost.

b) Between January 2 – February 15, 2018, any company that withdraws will receive a 50% refund of total booth cost.

c) Between February 15th – March 15th, any company that withdraws will receive a 25% refund of total booth cost.

d) After March 16th, no refund will be given for booth reductions or cancellations.

2) Exhibitors who reserve a booth during the 2018 exhibit space draft must cancel their booth prior to January 1, 2018. After this date, any cancellations are subject to a $250 cancellation fee.

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

16. ADJUNCT 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.
To view current exhibitors and which booths are still available, please visit: https://www.asee.org/mobile/exhibits/6/expo_map
Sponsorship of the ASEE annual conference provides your organization with a cost-effective, value-added opportunity to:

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

**Sponsorship Levels/Fees:**

- Visionary $50,000
- Innovator $25,000
- Pioneer $15,000
- Mentor $8,000
- Leader $5,000
- Educator $3,500
- Advertising & A La Carte Options

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

**MAKE AN INTEGRATED, STRATEGIC INVESTMENT IN ENGINEERING EDUCATION – BECOME AN ASEE SPONSOR TODAY!**

Contact ASHLEY KRAWIEC, Manager of Event Sales, at 202-649-3838 or A.KRAWIEC@ASEE.ORG.
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
- 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, 2018 double issue of *Prism*)
- Prominent recognition in the Annual Conference Final Program
- Organization logo w/ hotlink in Sponsors section of the Annual Conference web site
- Prominent recognition on “Thank you” signage located in high-traffic areas of the Salt Lake City 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 2018 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 organization 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 2017 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 25th
- 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**

**INNOVATOR   $25,000**

**Benefits:**
- One (1) full page, 4C insert OR one (1) full page, 4C cover position ad in annual conference final program (based on availability)
- Six (6) complimentary full registrations
- Two (2) time slots for product demonstration and/or technical session
- Complimentary 1 year ASEE corporate membership
- Recognition in the advance program (February 2018 double issue of *Prism*)
- Recognition in the annual conference final program
- Organization logo w/ hotlink in Sponsors’ section of the Annual Conference web site
- Recognition on “Thank you” signage located in high-traffic areas of the Salt Lake City 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 2018, 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 Institutional Councils Dinner**
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 event space, and will have the opportunity for an organization executive to make brief (1-2 minutes max) welcoming remarks to the dinner attendees.

**ASEE Diversity Booth**
A wonderful opportunity to showcase your organization’s commitment to fostering diversity in engineering education. The ASEE Diversity Booth is a large, 20’ x 30’ booth in the back of the exhibit hall clustered with other exciting pavilions such as the P12 booth, the VR experience, and the Focus on Innovation Student Winners. 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 110 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.

**ASEE Commit to P-12 Booth**
Join the ASEE P-12 division in discussing and highlighting the developments to P-12 STEM education. The ASEE Commit to P-12 Booth is a large, 20’ x 30’ booth in the back of the exhibit hall clustered with other exciting pavilions such as the Diversity booth, the VR experience, and the Focus on Innovation Student Winners. 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 110 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.
**Taste of Salt Lake City**
The Taste of Salt Lake City will feature food from local restaurants, local attractions, and games, giving all a taste of what the city has to offer. It will also feature the wide range of efforts—including research, curriculum development, teacher professional development, and outreach—by ASEE members who study and make a broader impact on preschool through Grade 12 (P12) students and teachers. Sponsors will have name and logo recognition on “Thank you” signage throughout the event, including sponsor logo on the main screen, the opportunity to supply guests with a promotional item placed at tables in the ballroom, and the option to have an organization executive to make brief (1-2 minutes max) toast to the attendees.

**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 Salt Lake City Convention Center for an entire day of hands-on product demonstrations and/or technical sessions. Take advantage of pre-conference promotional opportunities to highlight your interactive presentations. This is an excellent opportunity to provide hands-on instruction to conference attendees who are leaders in their field and are always looking for new technology to use in the classroom and in their own research. Amenities include basic AV and light refreshments for your attendees. Internet and catering are not included.

**Virtual Reality Experience**
Get immersed in the latest Virtual Reality experience. At the 2018 ASEE conference, myVRadventure will be providing 4 Room-Scale VR Stations allowing participants to choose between several different virtual experiences. Sponsorship benefits include highly visible branded signage at the Virtual Reality pavilion and special recognition on the conference web site and in the conference Final Program.
Sponsorship Opportunities: Pioneer

Pioneer $15,000

Benefits:
- Three (3) complimentary full registrations
- One (1) time slot for product demonstration or technical session
- Complimentary 1 year ASEE corporate membership
- Recognition in the Advance Program (February 2018 double issue of Prism)
- Recognition in the Annual Conference Final Program
- Organization logo w/ hotlink in Sponsors section of the Annual Conference website
- Recognition on “Thank you” signage located in high-traffic areas of the Salt Lake City Convention Center

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

Conference Connection Daily E-Newsletter
As a sponsor of this popular service, your organization can place its name and logo throughout the e-newsletter, which includes conference highlights, daily announcements/reminders, digital photos of conference events and sessions, etc. In addition, you may include advertising (a 180x150 button ad) and promotional messaging. This is a great opportunity to reach ASEE annual conference attendees with customized programming by delivering your message directly to their email account!

Pre-Conference E-Newsletter
As “Presenting Sponsor,” your organization can place its name and logo throughout the e-newsletter, which will include conference updates and reminders. There will be four (4) issues of the e-newsletter: May 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 an advertorial, with 100 words or less, a 180x150 button ad, and a link. This is a great opportunity to reach attendees with a targeted message just prior to the Annual Conference.

ASEE Awards Ceremony
Celebrate excellence in engineering education by sponsoring the 125th Annual ASEE Awards Ceremony. The event is hosted by ASEE’s Board of Directors, the ceremony recognizes all ASEE Award recipients. Sponsorship benefits include verbal recognition and your organization’s name in the Awards Ceremony Program.

President’s Farewell Reception
Join ASEE’s President for a final sendoff from the 2018 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 5:45 pm to 7:15 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 organization name and logo at the main entrance of the ballroom and a mention in the conference Final Program. These popular talks are an excellent opportunity to increase your brand recognition among ASEE members.

**Schedule at a Glance**
As the exclusive sponsor of the schedule at a glance, sponsor will receive promotional space around the banner/board. Highlight a product or program or simply your booth location or logo. Exclusive sponsorship.
MENTOR  $8,000

Benefits:

- Two (2) complimentary full registrations
- Complimentary 1 year ASEE corporate membership
- Recognition in the Advance Program (February 2018 double issue of *Prism*)
- Recognition in the Annual Conference Final Program
- Organization logo w/ hotlink in Sponsors section of the annual conference web site
- Recognition on “Thank you” signage located in high-traffic areas of the Salt Lake City 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 organization logo will be printed on the name badge lanyard each attendee will receive upon registering. Exclusive sponsorship; first-come, first-serve basis.

**Name Badge Holders**
Take advantage of this opportunity to reinforce your brand in the minds of conference attendees. Your organization logo will be printed on the name badge holder each attendee will receive upon registering. Exclusive sponsorship; first-come, first-serve basis.

**Focus on Exhibits Summertime Social**
The Focus on Exhibits Summertime Social, held Monday afternoon from 5:00 pm to 6:00 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 Sunday through Wednesday. Amenities include basic AV and light refreshments for your attendees. Internet and catering are available at an additional cost. ASEE provides plenty of pre-event and onsite promotional assistance to help you drive attendance to your session(s), including a listing in the Final Program and the online session locator. Reserve your time slot today!

**EDC Business Breakfast**
This sponsorship opportunity provides your organization with prime exposure to the cream of ASEE membership – our deans. Benefits include organization name and logo on room signage, verbal recognition, and an opportunity to place promotional materials on meeting room chairs.

**ASEE Bistro**
This unique sponsorship opportunity offers breakthrough differentiation, associating your organization with a valuable and much appreciated service at the ASEE Annual Conference. Sponsorship benefits include 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 2018 double issue of *Prism*)
- Recognition in the Annual Conference Final Program
- Organization logo w/ hotlink in Sponsors section of the annual conference web site
- Recognition on “Thank you” signage located in high-traffic areas of the Salt Lake City Convention Center

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

**Annual Conference Program Ad**
Increase your organization’s visibility to attendees by placing an ad in the conference final program. This directory is used by most attendees as a daily guide and key to planning their schedules. Every activity, session, and event is listed in this informative 200-page program guide. Sponsorship includes a full page, four color ad; premium locations available for additional fee. Non-exclusive.

**ASEE Prism Advance Program – February 2017 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 2018 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 organization name and logo will be given to each attendee at the registration desk and will also be placed at all ASEE registration counters and the ASEE information booth; a nice branding opportunity that provides each attendee with a much-needed item during the conference. Non-exclusive.
SPONSORSHIP OPPORTUNITIES: EDUCATOR

EDUCATOR $3,500

Benefits:
- Recognition in the advance program (February 2018 double issue of *Prism*)
- Recognition in the annual conference final program
- Organization logo w/ hotlink in Sponsors section of the annual conference web site
- Recognition on “Thank you” signage located in high traffic areas of the Salt Lake City Convention Center

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

**Attendee Tote Bag Insert**
This is your opportunity to reach ASEE Annual Conference attendees with customized content by placing your message directly in their hands! Take advantage of this opportunity to reinforce your brand in the minds of conference attendees. Your organization marcom piece will be inserted into the tote bag each attendee will receive upon registering. Leverage your Exhibit Hall presence by launching a new product or communicating a promotion via this prime direct outreach vehicle. Marcom piece to be inserted must be no larger than 8” x 11” and weigh less than 7 oz.

**ASEE.org Banner Ad**
Advertise your participation at the 2018 ASEE Annual Conference by placing an ad on the ASEE.org website. This opportunity includes a 30 day run on the ASEE.org site. Your sponsorship includes a 300x250 button ad (jpeg or gif) and URL. This is a great opportunity to reach all ASEE members with a targeted message about your involvement at the Annual Conference.
ADVERTISING OPPORTUNITIES

**ASEE Prism Advance Program – February 2017 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 2018 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

**ASEE Salt Lake Circular**

The Circular includes further information on events at the Annual Conference, promotions and deals in the Salt Lake area, Wi-Fi details, and much more! The Circular is included in every tote bag that each attendee receives upon check in at registration. Use this flyer as extra promotion for your sponsor technical session, giveaways at your booth, or events your organization is sponsoring.

Available full page positions:
- Back cover, four-color $4,000
- Inside front cover, four-color $3,000
- Inside back cover, four-color $3,000
- Full page, four-color $2,000

**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**

As “Presenting Sponsor,” your organization can place its name and logo throughout the e-newsletter, which will include conference updates and reminders. There will be four (4) issues of the e-newsletter: May 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 and advertorial, with 100 words or less, a 180x150 button ad, and a link. This is a great opportunity to reach attendees with a targeted message just prior to the Annual Conference.

Ad Rate: $3,000 (4 issues)

Contact Ashley Krawiec, Manager of Event Sales, at 202-649-3838 or A.KRAWIEC@ASEE.ORG
**Product Demonstration or Technical Session**

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