



# 125

**YEARS IN  
THE HEART OF  
ENGINEERING  
EDUCATION**



## **ASEE ANNUAL CONFERENCE HOST & SPONSORSHIPS**

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**2018 ASEE ANNUAL CONFERENCE & EXPOSITION**

**JUNE 24–27, 2018 | SALT PALACE CONVENTION CENTER | SALT LAKE CITY, UT**

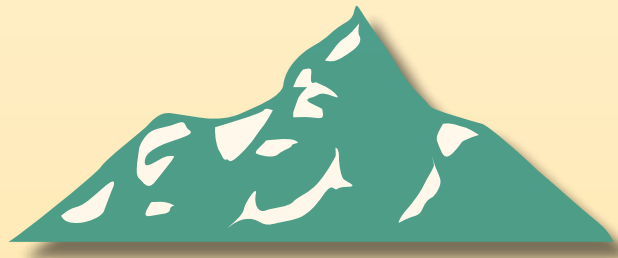
# 125 YEARS AT THE HEART OF ENGINEERING EDUCATION

**Join the American Society for Engineering Education in as a Host or Co-Host of the 125th Annual Conference & Exposition in Salt Lake City! 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% 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 previous host and co-host universities like Ohio State, Purdue, University of Washington, Georgia Tech, and Tulane University in welcoming engineering educators from across the country to Utah!

The ASEE Annual Conference and 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 curriculum, and providing prime networking opportunities for engineering and technology education stakeholders such as The ASEE Annual Conference and 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 curriculum, and providing prime networking opportunities for engineering and technology education stakeholders such as deans, faculty members and industry and government representatives.

**DON'T MISS THIS OPPORTUNITY TO HOST OR CO-HOST THIS PRESTIGIOUS EVENT!**



## Benefits:

- Full page ad in February and Summer *Prism*
- One (1) full page, 4C, cover position ad in Annual Conference final program
- Ten (10) complimentary full registrations (non-transferable)
- Complimentary exhibit booth space (up to 10' x 20') – with option to purchase more at a discount
- Banner(s) displayed in high traffic areas at the Salt Palace Convention Center
- Prominent recognition as the primary host in the advance program (February 2018 double issue of *Prism*)
- Prominent recognition as the primary host in the annual conference final program
- University logo w/ hotlink as the primary host in the co-hosts section of the annual conference web site
- Prominent recognition on thank you signage located in high traffic areas of the Washington Convention Center

PLUS, **non-exclusive** recognition at your choice of the following premier events:

## ASEE Division Mixer

Welcome the 2018 attendees to the conference by co-hosting this exciting networking event that serves as a prelude to the welcome reception in the exhibit hall on Sunday evening. Your exclusive sponsorship includes:

- Display table featuring Host Staff
- Highly visible branded PowerPoint presentation on large center screen
- Verbal recognition at the event
- Table tent cards w/ co-host logo

## Focus on Exhibits Reception

- Participate in the Ribbon Cutting Ceremony in the Exhibit Hall on Sunday evening

## Monday Plenary – Monday, June 25th

The ASEE Main Plenary is traditionally the most highly attended session at the conference. Put your institution name and logo in front of over 2,000 attendees at this conference keynote address. Sponsorship benefits include verbal recognition as the host campus and branded signage throughout the ballroom.

## Tuesday Plenary – Tuesday, June 26th

Verbal recognition for the Tuesday Plenary session which features the Best Paper Presentations and the Corporate Member Council Keynote speaker, which is sure to attract a large audience.

## Distinguished Lecture Speaker - Wednesday, June 27th

- Host can submit an application for a Distinguished Lecture speaking opportunity. This speaker can focus on a myriad of topics. Applications available on line September 2017.

## Farewell Reception – Wednesday, June 27th

- Verbal recognition and a brief speaking opportunity for a university representative to send-off attendees,
- Highly visible branded signage throughout the venue, to include:
  - Tent cards with logo
  - Rolling PowerPoint presentation on Large Center Screen

## Other Items:

Group Registration Discounts

Any group of 50 or more will receive a 20% discount on registration for the ASEE Annual Conference.

Focus on Innovation Pavilion which features student innovations from area engineering universities and National High School Winners. The Host can opt to send students deemed appropriate to participate and present their innovations

## Institutional Council Reception

- Invitation for Dean and guest
- Invitation for one other University official and guest

## Registration Bag Insert

Opportunity to add a 1 page flyer to the registration bag

## Sunday Workshop

Host can submit an application to participate in a Sunday Workshop. This 3 hour workshop can be offered in a myriad of topics. Application available on line September 2017.

## Invited Speaker Panel

Host can submit an application for an Invited Panel Presentation in a myriad of topics. Applications submissions open on line September 2017.



## Benefits

- Five (5) complimentary conference registrations
- One (1) full page, 4C ad in annual conference final program
- Participation in the ribbon-cutting ceremony with host and co-host deans opening the exhibit hall
- Complimentary exhibit booth space (up to 10' x 10') - with option to purchase more at a discount
- Logo on host/co-host banner displayed at registration and exhibit hall entrance
- Recognition in the annual conference advance program (February 2018 double issue of *Prism*)
- Recognition in the annual conference final program
- Logo and hyperlink on host/co-host sponsor page on annual conference website
- Recognition on thank you signage located in high-traffic areas throughout the convention center

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## Institutional Council Reception

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

## 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.

## 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 Reception

Sponsor this exclusive, invitation-only gathering of deans, ASEE Board members, government officials and executives from some of the world's leading technology companies - a valuable networking opportunity to exchange ideas and discuss current trends in engineering education and the high tech sector. Associate your brand with engineering's best and brightest at this annual gathering of members of ASEE's Engineering Deans Council, Corporate Member Council and Engineering Research Council. Sponsors will receive verbal recognition and exposure on signage throughout the 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

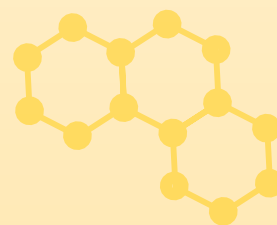
Join the ASEE P-12 division in discussing and highlighting the developments to P-12 STEM education. The ASEE Commit to P-12 Booth is a large, 20' x 30' booth in the back of the exhibit hall clustered with other exciting pavilions such as the Diversity booth, the VR experience, and the Focus on Innovation 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.



© Steve Greenwood



© Ben Crosby



## Benefits

- Two (2) complimentary conference registrations
- Participation in the ribbon-cutting ceremony with host and co-host deans opening the exhibit hall
- Complimentary exhibit booth space (up to 10' x 10') – with option to purchase more at a discount
- Logo on host/co-host banner displayed at registration and exhibit hall entrance
- Recognition in the annual conference advance program (February 2018 double issue of *Prism*)
- Recognition in the annual conference final program
- Logo and hyperlink on host/co-host sponsor page on annual conference website
- Recognition on thank you signage located in high-traffic areas throughout the convention center
- Registration Bag Insert

## Registration Bag Insert

Opportunity to add a 1 page flyer to the registration bag

## Group Registration Discounts

Any group of 50 or more will receive a 20% discount on registration for the ASEE Annual Conference.

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

## Focus on Exhibits Summertime Social

The Focus on Exhibits Summertime Social will take place on Monday, June 25 from 5:00 pm to 6:00 pm in the exhibit hall and is one of the most popular events held during the ASEE Annual Conference. No sessions or other events are held during this time, providing an excellent networking and sales opportunity in a dynamic atmosphere. Co-hosts 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.

## Pre-Conference E-Newsletter

As "Presenting Co-host" your company's name and logo will appear throughout the e-newsletter that 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 annual conference registered attendees in the weeks leading up to the annual conference. Your sponsorship includes advertising (a 180x150 button ad) and promotional messaging opportunities. This is a great opportunity to reach ASEE annual conference attendees with a targeted message just prior to the annual conference.

## 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.

## 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 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!

## 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.

