

The logo for CoNECD features a stylized 'C' composed of three concentric, overlapping curved segments in yellow, teal, and orange. To the right of this symbol, the text 'CoNECD' is written in a large, bold, black sans-serif font. Below 'CoNECD' is a thin horizontal line, and underneath that, the words 'MARKETING KIT' are written in a smaller, grey, all-caps sans-serif font. The right side of the image is dominated by a large, abstract graphic consisting of numerous overlapping, curved, semi-transparent bands in various colors including orange, teal, yellow, red, and brown, creating a sense of dynamic movement and depth.

# CoNECD

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## MARKETING KIT

**2<sup>ND</sup> ANNUAL CONFERENCE OF CoNECD**  
COLLABORATIVE NETWORK FOR ENGINEERING  
AND COMPUTING DIVERSITY

APRIL 14-17, 2019  
CRYSTAL CITY, VIRGINIA

## 2<sup>ND</sup> ANNUAL CONFERENCE OF CoNECD - COLLABORATIVE NETWORK FOR ENGINEERING AND COMPUTING DIVERSITY

April 14 -17, 2019

Crystal City, Virginia

The only conference dedicated to all the diverse groups that comprise our engineering and computing workforce.

The vision of the CoNECD (pronounced, “connected”) Conference is to provide a forum for exploring current research and practices to enhance diversity and inclusion of all underrepresented populations in the engineering and computing professions including gender identity and expression, race and ethnicity, disability, veterans, LGBTQ+, 1st generation and socio-economic status.

Hosted by:

- ASEE - The Minorities in Engineering Education Division and the Women in Engineering Division of the American Society for Engineering Education
- WIED - Women in Engineering Division of the American Society for Engineering Education
- WEPAN - Women in Engineering ProActive Network
- NAMEPA - National Association of Multicultural Engineering Advocates

Sponsorship of CoNECD provides your organization with cost-effective, value-added opportunities to:

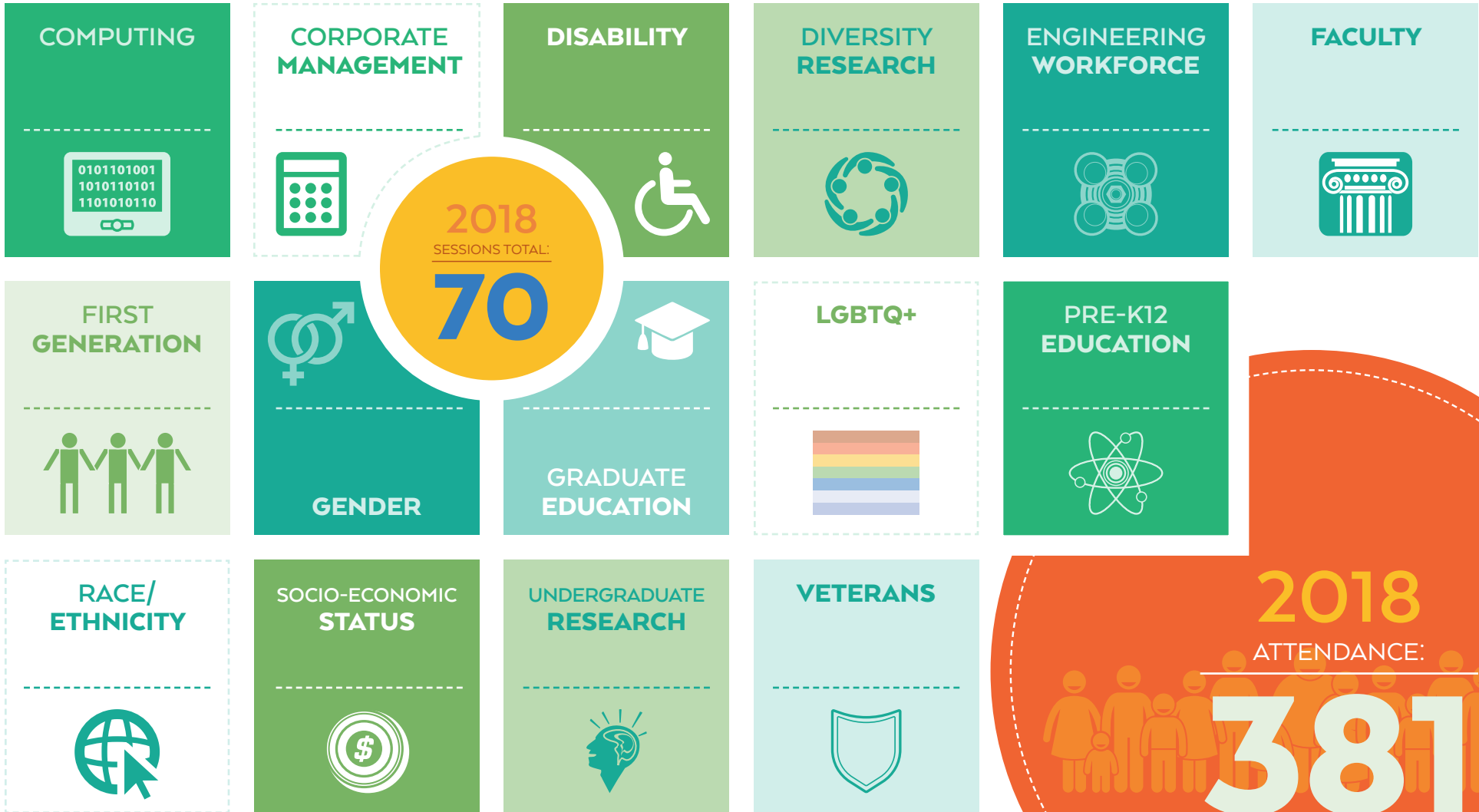
- Build relationships with members, increasing awareness and fostering loyalty among an audience of engineering education thought leaders focused on diversity.
- Showcase leadership by highlighting your commitment to promoting innovation and furthering excellence in engineering and engineering technology education.
- Network with thought leaders in higher education on how to better serve the future of engineering education.

**BECOME A CoNECD SPONSOR TODAY!**

Contact Ashley Krawiec, Event Sales Manager at 202-649-3838 or [a.krawiec@asee.org](mailto:a.krawiec@asee.org).

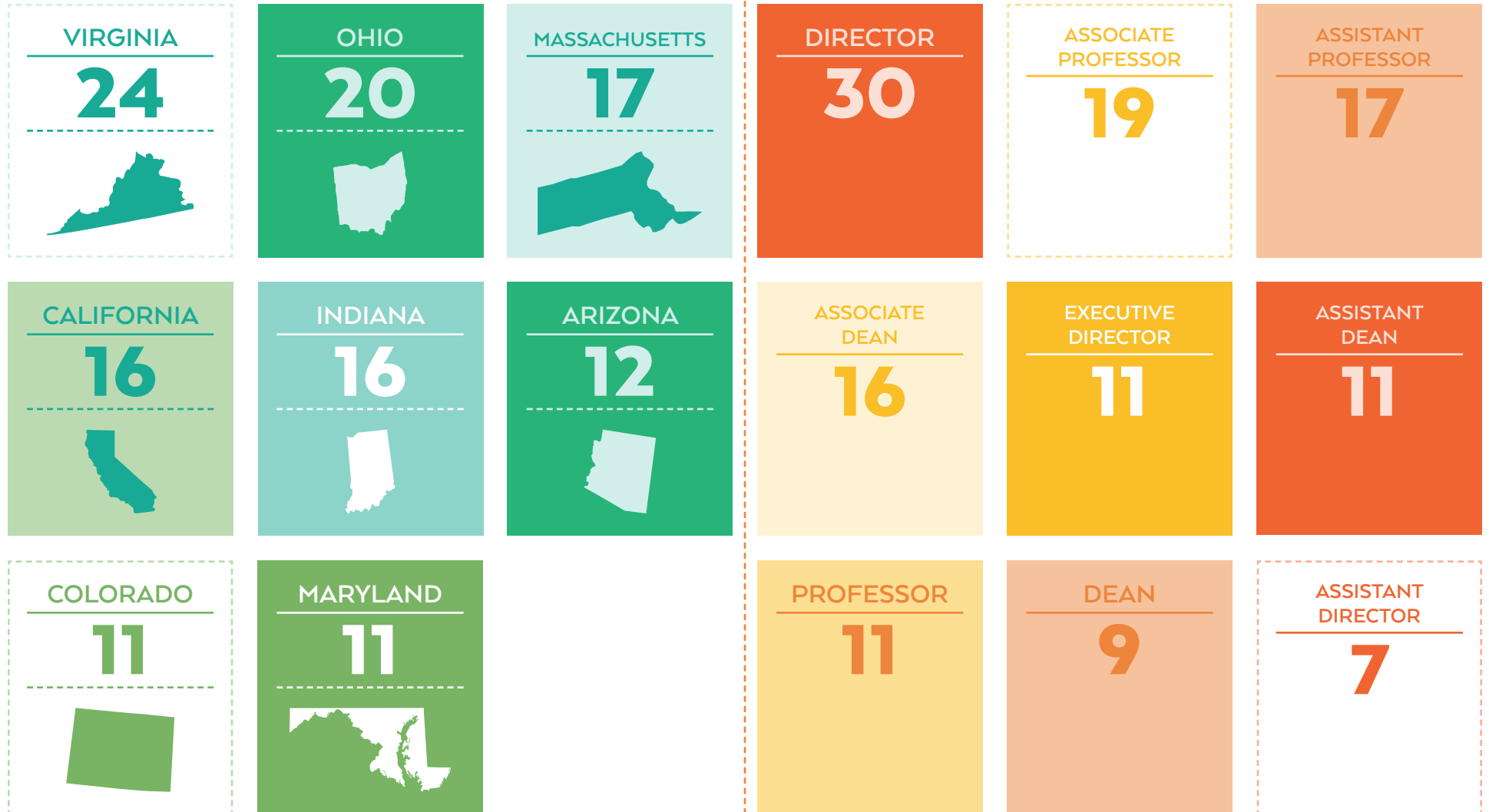


# CoNECD DEMOGRAPHICS



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## TOP ATTENDEES BY INSTITUTION LOCATION:



# SPONSORSHIP OPPORTUNITIES

VISIONARY .....\$20,000

## Benefits:

- Six (6) conference registrations.
- One (1) full page, 4C cover position ad in conference program.
- Organization logo with hotlink displayed in Sponsors section of the CoNECD web site.
- Recognition in the conference program.
- Promotional display opportunity

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

## Breakfast or Luncheon, Monday, April 15th or Tuesday, April 16th

Your sponsorship includes a 20 minute speaking opportunity for an organization executive or partner to discuss a topic relevant to the conference program (subject to program committee approval). Additional benefits include organization logo on 'Thank you' signage in the room, plus verbal recognition.

## Welcome Reception, Sunday, April 14th

Highlight your brand with participation at this fun kickoff to welcome the attendees. Sponsorship benefits include the opportunity for an organization representative to make some brief welcome remarks (1-2 minutes max), verbal recognition and your organization logo on thank you signage.



# SPONSORSHIP OPPORTUNITIES

LEADER.....\$10,000

## Benefits:

- Four (4) conference registrations.
- One (1) full page, 4C ad in conference program.
- Organization logo with hotlink displayed in Sponsors section of the CoNECD web site.
- Recognition in the conference program.
- Promotional display opportunity

PLUS, sponsorship of one of the following:

### Attendee Tote Bag

All CoNECD attendees will receive a tote bag at registration. Take advantage of this opportunity to brand a high value item that will be extensively utilized by each of the attendees. Sponsorship includes organization logo on the attendee tote bag. This opportunity is non-exclusive.

### Evening Banquet & Dinner, Tuesday, April 16th

Integrate your brand into this relaxing social event. Sponsorship benefits include the opportunity for an organization representative to make some brief welcome remarks (1-2 minutes max), verbal recognition and your organization logo on thank you signage.



# SPONSORSHIP OPPORTUNITIES

INNOVATOR.....\$6,000

## Benefits:

- Two (2) conference registrations.
- Organization name and logo, plus a link to organization web site, displayed in Sponsors section of the CoNECD web site.
- Recognition in the conference program.
- Promotional display opportunity

PLUS, sponsorship of one of the following:

## Refreshment Breaks, Monday, April 15th or Tuesday, April 16th

Reserve the right to be recognized as a sponsor of this excellent networking opportunity. The morning and afternoon breaks will provide attendees with a needed respite between sessions and afford them the opportunity to network with colleagues. Benefits include organization logo on thank you signage. This opportunity is non-exclusive.

## 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. First come, first served. Exclusive opportunity.

## 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. First come, first served. Exclusive opportunity.



# ADVERTISING & ADDITIONAL OPPORTUNITIES

## 2018 CoNECD PROGRAM

Leverage your sponsorship and increase your visibility to attendees by placing an ad in the conference final program. This schedule and agenda is used by all attendees as a daily guide and key to the event. Every activity, session, and event is listed in this informative guide.

Available full page positions:

- Back cover, four-color **\$5,000**
- Inside front cover, four-color **\$3,500**
- Inside back cover, four-color **\$3,500**
- Full page, four-color **\$2,500**

## Attendee Tote Bag Insert

This is your opportunity to reach the attendees directly with customized content by placing your message directly in their hands! 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. Marcom piece to be inserted must be no larger than 8 ½" x 11" and weigh less than 7 oz. Please provide at least 200 items. Shipping instructions will be provided once contracted.

Sponsorship Rate: **\$1,500**

## Table Top Display

Interested in getting extra visibility during the meeting? The sponsorship includes a 6ft. skirted table with 2 chairs, internet, and electric. Table does not need to be manned at all times, but materials will be accessible at all times.

Sponsorship Rate: **\$2,500**

***BECOME A CoNECD SPONSOR TODAY!***

Custom packages are available upon request.

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