



ENGINEERING DEANS INSITUTION

2020 | LAS VEGAS

MARKETING KIT

TUES, APRIL 14TH — THUR, APRIL 16TH, 2020 | THE VENETIAN | LAS VEGAS, NV



BECOME AN EDI SPONSOR TODAY!

Contact Ashley Krawiec, Event Sales Manager
at 202-649-3838 or a.krawiec@asee.org

The annual ASEE Engineering Deans Institute (EDI) provides an opportunity for engineering deans – and only deans – to gather and discuss the crucial issues facing their schools, colleges, and profession. For a few days, a single-stream program fosters dialogue among deans, industry leaders, and those in important roles in research. Deans share best practices, learn about career prospects for their graduates, and develop a voice for engineering education and the role of engineering in society. Social activities and plenty of time for conversation encourage the cultivation of relationships and an intensely rewarding experience. EDI is hosted by the ASEE Engineering Deans Council and its planning committee.

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

- Build relationships with ASEE member Deans, increasing brand awareness and fostering brand loyalty among this prime audience of decision makers and engineering education thought leaders.
- Network with executives from leading technology companies such as Dassault Systemes, Northrop Grumman, The Boeing Company, National Instruments, and Mathworks.
- Showcase corporate leadership by highlighting your commitment to promoting innovation and furthering excellence in engineering and engineering technology education, creating tangible goodwill with ASEE member Deans.
- Augment your recruiting efforts and research initiatives by networking with ASEE member Deans at this exclusive, invitation only event.

APRIL 14TH – APRIL 16TH, 2020 | THE VENETIAN | LAS VEGAS, NV

ASEE & EDI DEMOGRAPHICS

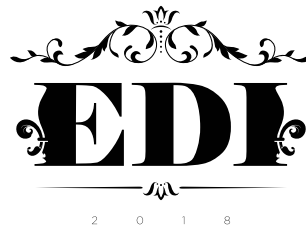
PAST EDI ATTENDANCE

2019



240
HILL COUNTRY

2018



239
NEW ORLEANS

2017



237
CORAL GABLES

2016



247
SAN FRANCISCO

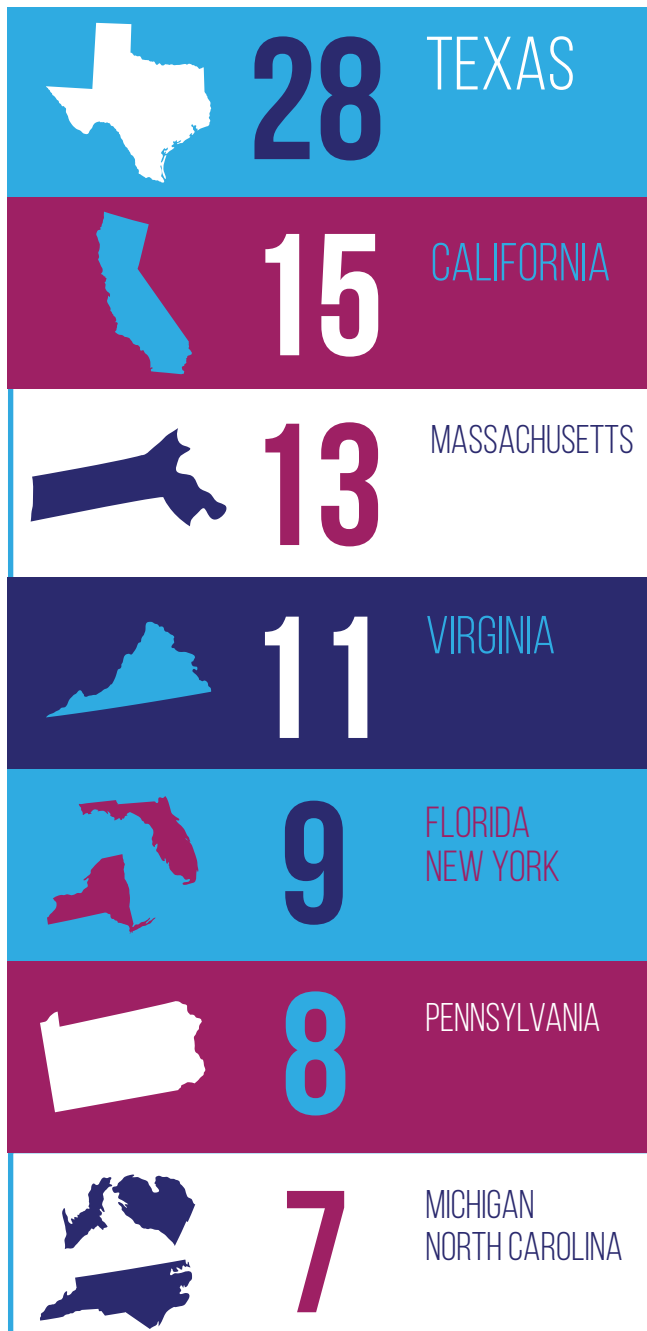
2015



242
KIAWAH ISLAND

ASEE & EDI DEMOGRAPHICS

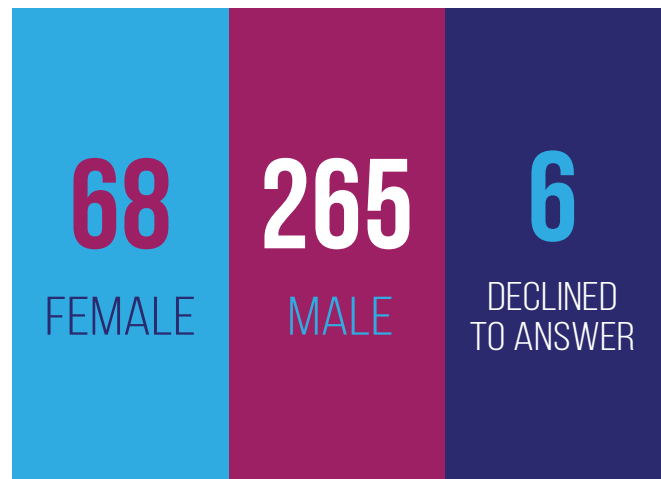
TOP DEAN ATTENDEES BY INSTITUTION LOCATION



ENGINEERING DEANS COUNCIL

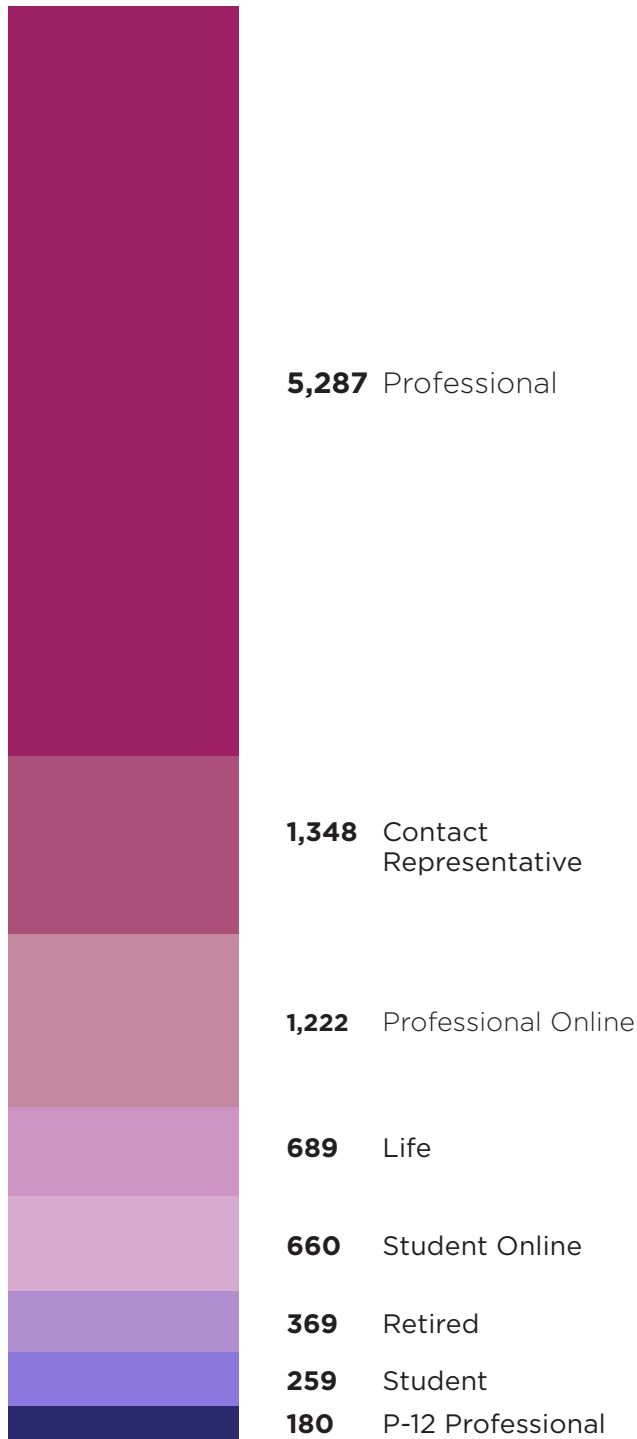


ATTENDANCE BY GENDER

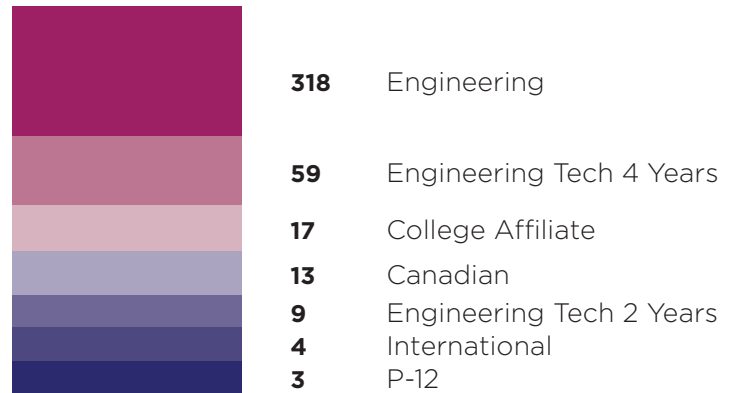


ASEE & EDI DEMOGRAPHICS

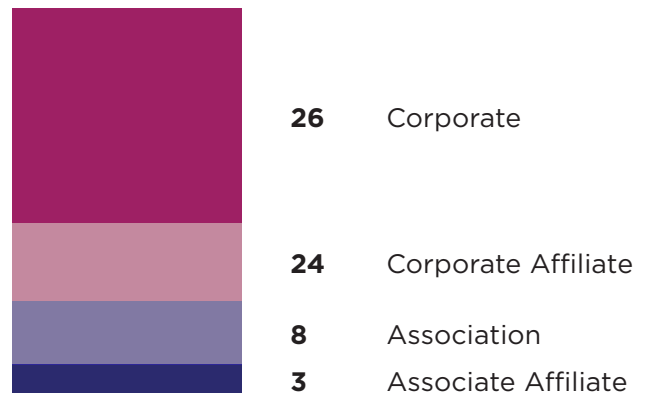
ASEE MEMBERSHIP



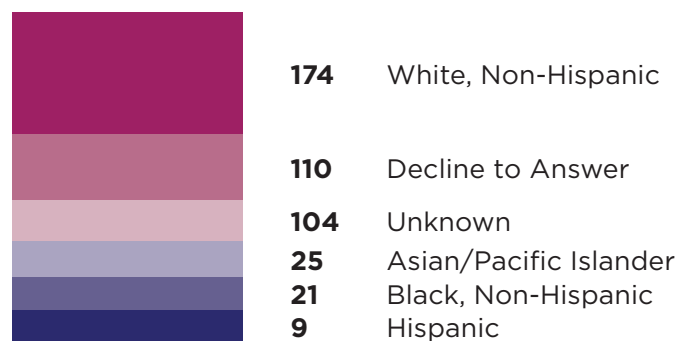
INSTITUTIONAL MEMBERSHIP



CORPORATE MEMBERSHIP



EDC MEMBERSHIP BY RACE & ETHNICITY





PREVIOUS SPONSORS

Join this impressive roster of institutions, companies, and engineering and technology organizations that are committed to furthering diversity, innovation and excellence in engineering and engineering technology education. Become an EDI sponsor today!





SPONSORSHIP OPPORTUNITIES

VISIONARY \$25,000

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 EDI web site.
- Complimentary 1 year ASEE corporate membership.
- Recognition in the conference program.
- Promotional display opportunity.

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

Breakfast or Luncheon

Wednesday, April 15th or Thursday, 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

Tuesday, April 14th

Integrate your brand into this elegant reception to welcome the deans to Vegas. 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

LEADERSHIP \$15,000

Benefits:

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

PLUS, sponsorship of one of the following:

Attendee Tote Bag

All EDI 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. This opportunity is non-exclusive.

Closing Reception

Thursday, April 16th

Sign on as a sponsor of this popular closing event. Sponsorship benefits include a brief speaking opportunity by an organization representative (1-2 minutes max), verbal recognition and your organization logo on thank you signage. Exclusive sponsorship.

Wednesday Banquet

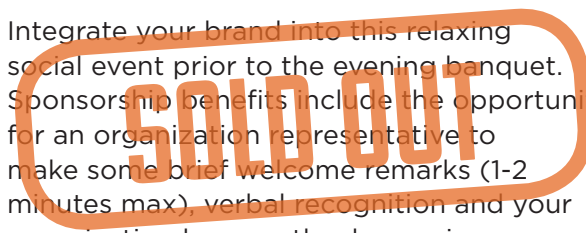
Wednesday, April 15th

Join us to network and discuss Wednesday's sessions while enjoying a delicious meal. Sponsorship benefits include a brief speaking opportunity by an organization representative (1-2 minutes max), verbal recognition and your organization logo on thank you signage. Exclusive sponsorship.

Cocktail Reception

Wednesday, April 15th

Integrate your brand into this relaxing social event prior to the evening banquet. 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

INNOVATION.....\$7,500

Benefits:

- Two (2) conference registrations.
- Organization name and logo, plus a link to organization web site, displayed in Sponsors section of the EDI web site.
- Complimentary 1 year ASEE corporate membership.
- Recognition in the conference program.
- Promotional display opportunity.

PLUS, sponsorship of one of the following:

Refreshment Breaks

Wednesday, April 15th or Thursday, 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.

Deans' welcome gift bags

Reserve the right to be recognized as a sponsor of this unique branding opportunity. Benefits include organization logo on a welcome card in the gift bag that will be distributed to each Dean upon their arrival. This opportunity is non-exclusive.

Cocktail Reception

Wednesday, April 15th or Thursday, April 16th

Integrate your brand into this relaxing social event. Sponsorship benefits include verbal recognition and your organization logo on thank you signage. This opportunity is non-exclusive.

Attendee Tote Bag Insert

This is your opportunity to reach the deans 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^{1/2}" x 11" and weigh less than 7 oz. Please provide at least 200 items. Shipping instructions will be provided once contracted.

SOLD OUT

ADVERTISING & ADDITIONAL OPPORTUNITIES

ASEE EDI 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. Deadlines and specs available upon reservation.

Available full page positions:

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

ATTENDEE TOTE BAG INSERT

This is your opportunity to reach the deans 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 1/2" 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 AN EDI SPONSOR TODAY!

**CUSTOM PACKAGES ARE AVAILABLE UPON REQUEST.
CONTACT ASHLEY KRAWIEC, EVENT SALES MANAGER
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