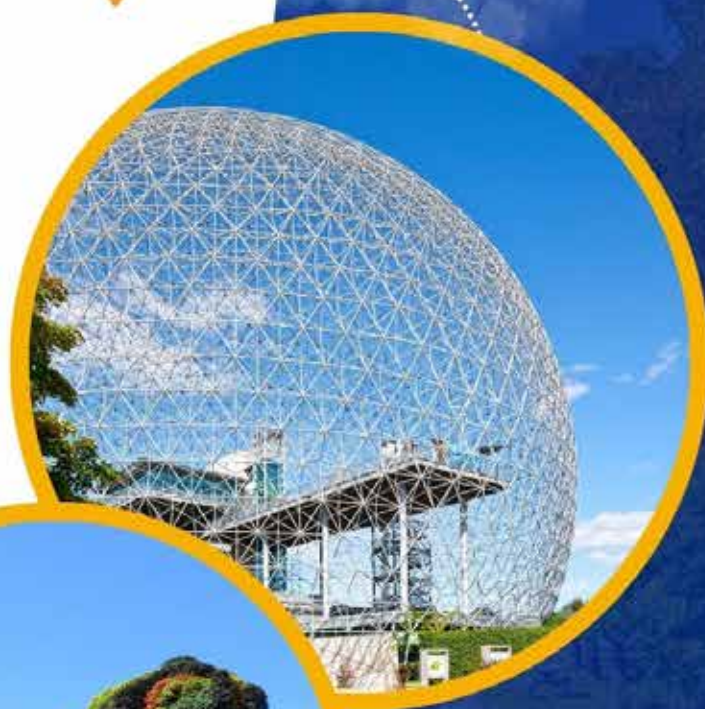


Engineering
Educators Bringing
the World Together




2025 Annual Conference

June 22-25, 2025
Palais des congrès
de Montréal | Montreal, QC



Marketing Kit



Engineering Educators Bringing the World Together

2025 ASEE Annual Conference

June 22 - 25 | Montreal, Quebec, Canada

JOIN THE AMERICAN SOCIETY FOR ENGINEERING EDUCATION IN MONTRÉAL FOR ITS 132ND ANNUAL CONFERENCE & EXPOSITION!

Palais des Congrès de Montréal, Montréal, QC

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 approximately 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.

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 sponsorship today!



ASEE annual conference with one of these dynamic sponsorship opportunities. They're proven to succeed!

IMPORTANT DATES TO REMEMBER



SEPTEMBER 1, 2024

Abstract submissions open

OCTOBER 1, 2024

Workshop submissions open

APRIL 1, 2025

Abstract submissions open

MAY 2, 2025

Deadline for exhibitor-provided content to be included in the Expo Guide. Specs: an organization description 50 words or less and a website link where your organization can be reached. All details must be submitted in a word document

JUNE 21-22, 2025

Booth installation

JUNE 22-25, 2025

Exhibit Hall open

JUNE 24, 2025

Exhibit space draft for 2026 ASEE Annual Conference

JUNE 25, 2025

Booth dismantling





TOTAL MEMBERSHIP

2024	9,088
2023	9,727
2022	9,417
2021	9,460
2020	9,444

CURRENT MEMBERSHIP

CONTACT INDIVIDUAL MEMBERSHIP	1290
DEANS PROGRAM INDIVIDUAL MEMBERSHIP	136
LIFE INDIVIDUAL MEMBERSHIP	781
P12 EDUCATOR INDIVIDUAL MEMBERSHIP	130
PERMANENT INDIVIDUAL MEMBERSHIP	25
PROFESSIONAL INDIVIDUAL MEMBERSHIP	3,523
PROFESSIONAL ONLINE INDIVIDUAL MEMBERSHIP	2,274
RETIRED INDIVIDUAL MEMBERSHIP	196
STAFF INDIVIDUAL MEMBERSHIP	43
STUDENT INDIVIDUAL MEMBERSHIP	378
STUDENT ONLINE INDIVIDUAL MEMBERSHIP	951

ORGANIZATION MEMBERSHIP

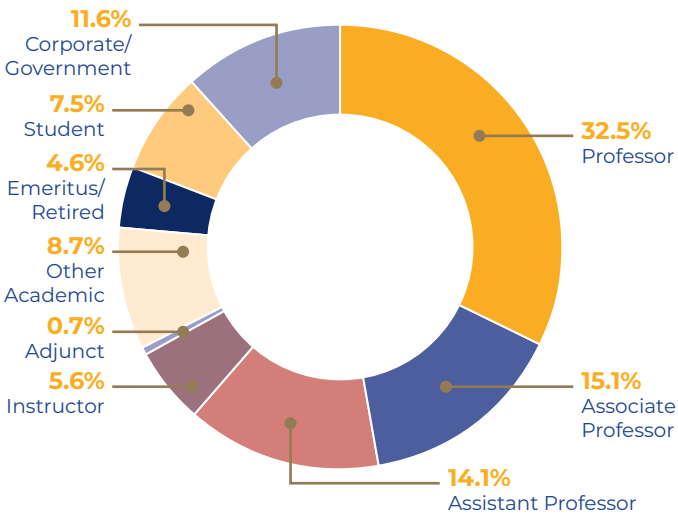
COLLEGE AFFILIATE ACADEMIC ORGANIZATION	12
COMMUNITY COLLEGE ACADEMIC ORGANIZATION	5
DUAL ACADEMIC ORGANIZATION	47
ENGINEERING ACADEMIC ORGANIZATION	259
ENGINEERING ACADEMIC ORGANIZATION (5-YEAR MEMBERSHIP)	14
ENGINEERING ACADEMIC ORGANIZATION (4-YEAR MEMBERSHIP)	2
ENGINEERING TECH2 ACADEMIC ORGANIZATION	3
ENGINEERING TECH4 ACADEMIC ORGANIZATION (PREVIOUSLY ETAC)	11
INTERNATIONAL COLLEGE AFFILIATE ACADEMIC ORGANIZATION	2
INTERNATIONAL ENGINEERING ACADEMIC ORGANIZATION	13
ASSOCIATION AFFILIATE ORGANIZATION	2
ASSOCIATION ORGANIZATION	4
ASSOCIATION ORGANIZATION (5-YEAR MEMBERSHIP)	1
CORPORATE AFFILIATE ORGANIZATION:	14
CORPORATE ORGANIZATION	22

CURRENT MEMBERSHIP ROSTER BY COUNCIL

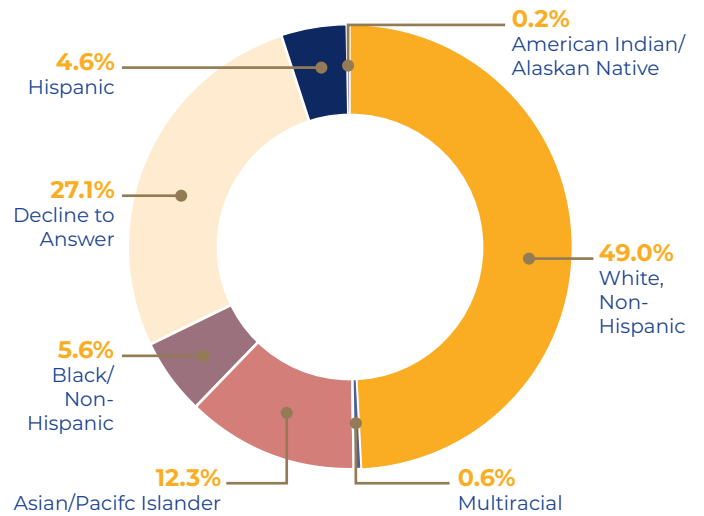
CORPORATE MEMBER COUNCIL	43
ENGINEERING DEANS COUNCIL	328
ENGINEERING RESEARCH COUNCIL	236
ENGINEERING TECHNOLOGY COUNCIL	74



MEMBERSHIP BY ACADEMIC RANK AS A % OF TOTAL MEMBERSHIP



MEMBERSHIP BY RACE AS A % OF TOTAL MEMBERSHIP





TOTAL ATTENDANCE

2024	3,965
2023	4,053
2022	3,431
2021	3,202
2020	3,362

DEAN ATTENDEES

2024	48
2023	48
2022	52
2021	65
2020	62

INTERNATIONAL ATTENDEES

2024	90
2023	107
2022	123
2021	163
2020	108

TOTAL STUDENT ATTENDEES

2024	894
2023	1,033
2022	1,100
2021	631
2020	486

2024 TOP ATTENDEES BY INSTITUTION LOCATION

CALIFORNIA:	189
COLORADO:	81
FLORIDA:	125
ILLINOIS:	101
INDIANA:	173
MASSACHUSETTS:	125
MICHIGAN:	118
NORTH CAROLINA:	106
NEW YORK:	113
OHIO:	120
OREGON:	87
PENNSYLVANIA:	158
TEXAS:	219
VIRGINIA:	126
WASHINGTON:	80



2024 TOP ATTENDEE TITLES

ASSISTANT DEAN	12
ASSISTANT PROFESSOR	266
ASSOCIATE DEAN	57
ASSOCIATE DIRECTOR	22
ASSOCIATE PROFESSOR	230
DEAN	48
DIRECTOR	84
ENGINEERING LIBRARIAN	44
GRADUATE ASSISTANT/GRADUATE STUDENT	50
LECTURER	51
PHD STUDENT	29
PROFESSOR	269

2024 TOP INSTITUTIONAL ATTENDEES

GEORGIA INSTITUTE OF TECHNOLOGY	43
NORTH CAROLINA STATE UNIVERSITY AT RALEIGH	43
PENNSYLVANIA STATE UNIVERSITY	59
PURDUE UNIVERSITY AT WEST LAFAYETTE	154
TEXAS A&M UNIVERSITY	83
THE OHIO STATE UNIVERSITY	59
UNIVERSITY OF FLORIDA	52
UNIVERSITY OF ILLINOIS AT URBANA – CHAMPAIGN	58
UNIVERSITY OF MICHIGAN	75
VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY	59





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 | \$55,000

Innovator | \$30,000

Pioneer | \$20,000

Mentor | \$12,000

Leader | \$7,500

Educator | \$5,000

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, Director of Event Sales, at a.krawiec@asee.org.



VISIONARY.....\$55,000

BENEFITS:

- One (1) full page cover position ad in the 2025 Expo Guide
- One (1) month 300x250 ad run on *ASEE.org*. Must be displayed around the Annual Conference April – July.
- One (1) advertorial in Pre-Conference Newsletter. Includes 180x150 graphic and text ad. Ad position in all issues. Specs and deadlines available upon reservation.
- Twelve (12) complimentary full registrations (non-transferable)
- Three (3) time slots for sponsor technical session
- Complimentary exhibit booth space (up to 20' x 20')
- Complimentary 1 year ASEE corporate membership
- 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 Palais des Congrès de Montréal

PLUS, sponsorship rights to your choice of one of these premier events (please select one):

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 2025 ASEE Annual Conference. Sponsorship benefits include an up to 60-second ad or video to be shown immediately prior to this session, highly visible branded signage throughout the room, and verbal recognition. One sponsor video to be shown prior to the session and one post. Two videos/sponsors maximum.

MONDAY PLENARY – MONDAY, JUNE 23RD

The ASEE Monday 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. Sponsorship benefits include an up to 60-second ad or video to be shown, highly visible branded signage throughout the room, and verbal recognition. One sponsor video to be shown prior to the session and one post. Two videos/sponsors maximum.

TUESDAY PLENARY – TUESDAY, JUNE 24TH

The Tuesday Plenary session features the Best Paper Presentations and the Industry Day speaker, which is sure to attract a large audience. Put your organization name and logo in front of over 2,000 attendees at this conference keynote address. Sponsorship benefits include an up to 60-second ad or video to be shown, highly visible branded signage throughout the room, and verbal recognition. One sponsor video to be shown prior to the session and one post. Two videos/sponsors maximum.



INNOVATOR.....\$30,000

BENEFITS:

- One (1) full page cover position ad in the 2025 Expo Guide
- Eight (8) complimentary full registrations
- Two (2) time slots for sponsor technical session
- Complimentary 1 year ASEE corporate membership
- Complimentary exhibit booth space (up to 10' x 20')
- 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 Palais des Congrès de Montréal

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

ASEE ATTENDEE APP

Push your brand to the forefront by sponsoring ASEE's Attendee App. The App 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 ASEE Attendee App banner ad, which runs on the ASEE Website, *Connections*, and the Pre-Conference Newsletter.
- Recognition on homepage and all subsequent pages of the App
- Recognition in the advance program as primary sponsor of the App
- 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 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 (5 minutes max) welcoming remarks to the reception attendees.



INNOVATOR CONTINUED

ASEE PRE-K12 AND DIVERSITY, EQUITY AND INCLUSION PAVILION

A wonderful opportunity to showcase your organization's commitment to fostering diversity in engineering education. The ASEE Pavilion is a large booth located at the back of the exhibit hall. Your sponsorship will provide these organizations with the opportunity to interact with 4,000 conference attendees and 100 exhibitors while aligning your brand with an important strategic mission of ASEE. Sponsorship benefits include highly visible branded signage on the pavilion structure and special recognition on the conference web site and in the conference Final Program.

PRESIDENT'S FAREWELL RECEPTION – SPONSOR COMMERCIAL

Join ASEE's President for a final sendoff from the 2025 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. Sponsorship benefits include an up to 60-second ad or video to be shown, highly visible branded signage throughout the room, and verbal recognition. One sponsor video to be shown prior to the session and one post. Two videos/sponsors maximum.

ASEE AWARDS CEREMONY – SPONSOR COMMERCIAL

Celebrate excellence in engineering education by sponsoring the Annual ASEE Awards Ceremony. Held on Wednesday, June 25th. The event is hosted by ASEE's Board of Directors, the ceremony recognizes all ASEE Award recipients. Sponsorship benefits include an up to 60-second ad or video to be shown, highly visible branded signage throughout the room, and verbal recognition. One sponsor video to be shown prior to the session and one post. Two videos/sponsors maximum. Free admission to all registered attendees.

2024 ANNUAL CONFERENCE EXPO GUIDE

The 2025 Annual Conference Expo Guide features the exhibit hall floor plan, all exhibitor names, booth numbers, and a short description of each. It is utilized by all 4,000 attendees and is included in the attendee tote bag. Take advantage of this opportunity to brand a high-value item that will be widely used by each of the 4,000 attendees.

The exclusive sponsorship includes:

- Logo on front cover of the expo guide
- Recognition as the presenting sponsor throughout
- Full Page Color Ad on Back Cover (specs and deadline to follow)

ALL DAY SPONSOR TECHNICAL SESSION

Showcase a new product or service offer in an intimate classroom setting. You will have exclusive use of a meeting room at the Oregon Convention Center for an entire day of hands-on product demonstrations and/or technical sessions. 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. Basic AV is included in the room which is set classroom style. Internet and catering are available at an additional cost as are any room resets. Your session(s) will be listed in the Final Program and the online session locator. Exclusive opportunity.



PIONEER.....\$20,000

BENEFITS:

- Three (3) complimentary full registrations
- One (1) time slot for sponsor technical session
- Complimentary 1 year ASEE corporate membership
- 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 Palais des Congrès de Montréal

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.

TASTE OF MONTRÉAL & FOCUS ON EXHIBITS WELCOME RECEPTION

This exciting kickoff event will be held on Sunday evening in the Exhibit Hall. It 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. Sponsors will have name and logo recognition on “Thank you” signage throughout the event.

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 every two weeks leading up to the conference in May & June 2025. The newsletters will provide 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 the sponsor’s logo at the top of the newsletter and 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. Specs and deadlines will be available upon reservation. Exact send dates available in 2025.



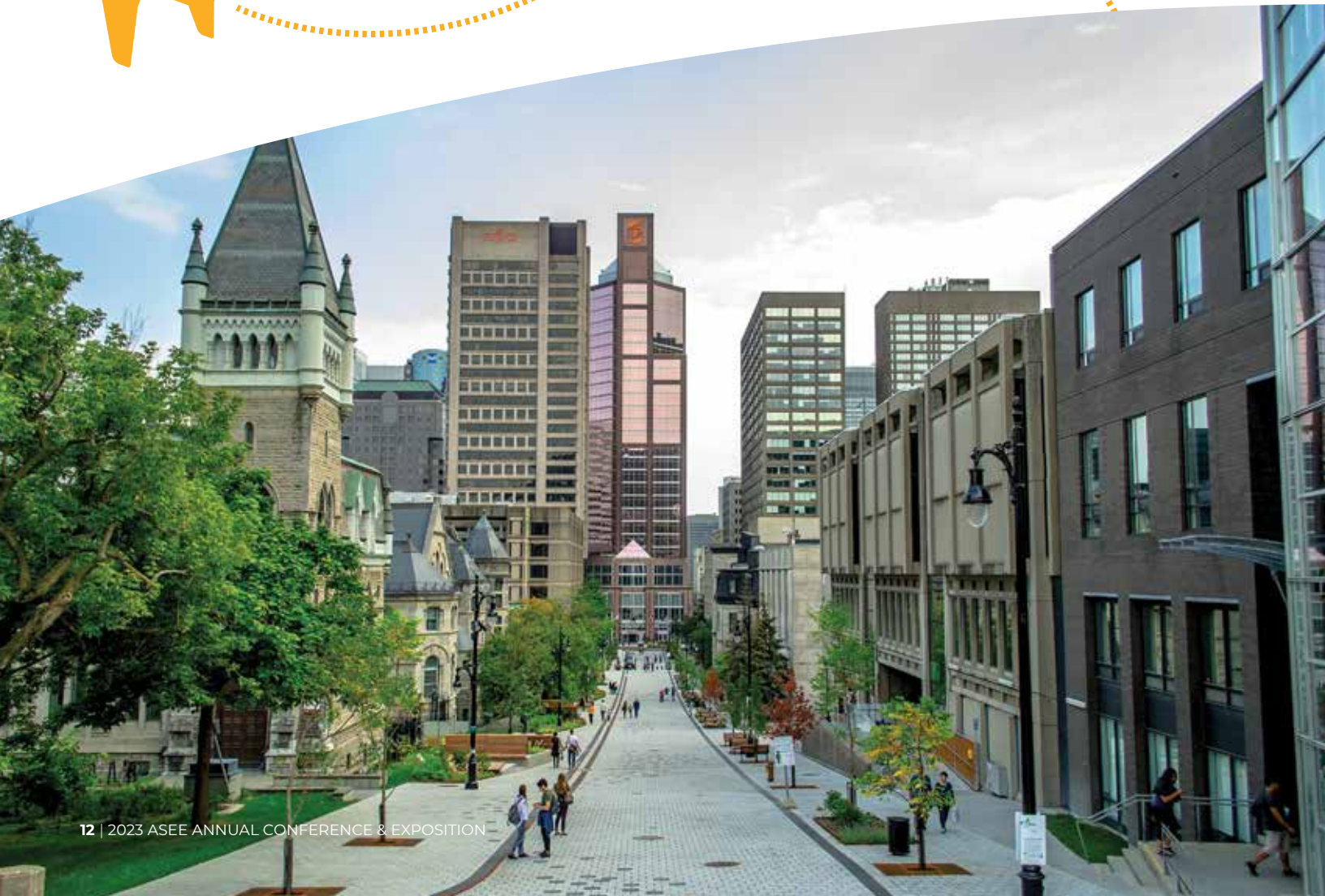
PIONEER CONTINUED

ASEE AWARDS CEREMONY – SIGNAGE ONLY

Celebrate excellence in engineering education by sponsoring the Annual ASEE Awards Ceremony. Held on Wednesday, June 25th. The event is hosted by ASEE's Board of Directors, the ceremony recognizes all ASEE Award recipients. Sponsorship benefits include verbal recognition, signage throughout the room, and your organization's name in the Awards Ceremony Program.

PRESIDENT'S FAREWELL RECEPTION – SIGNAGE ONLY

Join ASEE's President for a final sendoff from the 2025 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. Sponsorship benefits include verbal recognition, signage throughout the room, and the sponsor's name in the scrolling slide on the center screen.





MENTOR.....\$12,000

BENEFITS:

- Two (2) complimentary full registrations
- Complimentary 1 year ASEE corporate membership
- 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 Palais des Congrès de Montréal

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

FOCUS ON EXHIBITS NETWORKING BREAKS

The three (3) Focus on Exhibits Networking Breaks will be held on Monday, June 23rd Tuesday, June 24th and Wednesday, June 25th in the morning and afternoon in the Exhibit Hall. 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, in the program and all electronic references.

SPONSOR TECHNICAL SESSION

Showcase a new product or service offer in an intimate classroom setting. This is an excellent opportunity to provide hands-on instruction or a case study to ASEE Annual Conference attendees who are leaders in their field and are always looking for new methods to use in the classroom and in their own research. Ninety (90) minute time slots are available Sunday through Wednesday during conference hours. Basic AV is included in the room which is set classroom style for approximately 50 people. Internet and catering are available at an additional cost as are any room resets. Your session(s) will be listed in the Final Program and the online session locator. Session schedule will be available for contracted sponsors only starting in January 2025. 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 name and logo recognition on “Thank you” signage and the opportunity to provide branded items for the tables throughout a high-traffic area in the Exhibit Hall.



LEADER.....\$7,500

BENEFITS:

- One (1) complimentary full registration
- 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 Palais des Congrès de Montréal

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. Specs and deadlines will be available upon reservation. Non-exclusive.

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.

ASEE.ORG BANNER AD

Advertise your participation at the 2025 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.



EDUCATOR.....\$5,000

BENEFITS:

- One (1) complimentary full registration
- 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 Palais des Congrès de Montréal





PRE-CONFERENCE E-NEWSLETTER

Advertise in this very popular e-newsletter, which will include conference updates and reminders. There will be four (4) issues of the e-newsletter every two weeks leading up to the conference in May & June 2025. The newsletters will provide 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 the sponsor's logo at the top of the newsletter and 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. Specs and deadlines will be available upon reservation. Exact send dates available in 2025.

Ad Rate: \$3,500 (4 issues)





SPONSOR TECHNICAL SESSION

Showcase a new product or service offer in an intimate classroom setting. This is an excellent opportunity to provide hands-on instruction or a case study to ASEE Annual Conference attendees who are leaders in their field and are always looking for new methods to use in the classroom and in their own research. Ninety (90) minute time slots are available Sunday through Wednesday during conference hours. Basic AV is included in the room which is set classroom style for approximately 50 people. Internet and catering are available at an additional cost as are any room resets. Your session(s) will be listed in the Final Program and the online session locator. Session schedule will be available for contracted sponsors only starting in January 2025. Reserve your time slot today!

Sponsorship Rate: \$4,000

SPONSORED AISLE BANNERS IN EXHIBIT HALL, POSTER SESSIONS & REGISTRATION LOUNGE

Promote your presence in the Exhibit Hall by sponsoring one of the aisle banners in the exhibit hall, poster sessions or registration lounge! Each aisle throughout the hall features two (2) 4'x 6' double sided banners. Each side of the banner will include a 2'x4' position for a sponsor logo. Package includes two (2) logo positions in one row, on the same banner or on separate banners. Only logos approved by ASEE will be printed on banners.

Sponsorship Rate: \$3,500

**ASK ME ABOUT OTHER A LA CARTE OPTIONS!
FOR MORE INFORMATION**

Contact

Ashley Krawiec, Director of Event Sales, at a.krawiec@asee.org.

PREVIOUS SPONSORS



These ASEE sponsors reaped the benefits of an effective Exhibit Hall presence while demonstrating their strong commitment to high-quality, innovative engineering and engineering technology education.

WILL YOU?? BECOME A 2025 ASEE ANNUAL CONFERENCE SPONSOR TODAY!

CO-HOSTS:



LEADERSHIP:



PREVIOUS SPONSORS



PIONEER:



MENTOR:



LEADER:



EDUCATOR:





American Society for Engineering Education

1818 N Street, N.W. | Suite 315 | Washington, DC 20036

Phone (202) 949-6726

www.asee.org