ASEE 2022 ANNUAL CONFERENCE

Excellence Through DIVERSITY

MINNEAPOLIS CONVENTION CENTER | MINNEAPOLIS, MINNESOTA
Join the American Society for Engineering Education in Minneapolis for its 129th Annual Conference & Exposition! June 26-29, 2022

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 3,500 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 SPONSORSHIP TODAY!

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!
**IMPORTANT DATES TO REMEMBER**

**JANUARY 17, 2022**
Online registration and housing open for conference attendees.

**JANUARY 14, 2022**
Deadline for sponsors to secure a listing in the printed Advance Program (appearing in the February 2022 Prism magazine). Must be signed up by this date to be included.

**APRIL 2022**
Sponsor registration opens. Exact date TBD.

**MAY 2, 2022**
Author registration deadline.

**MAY 2, 2022**
Abstract deadline for all sponsor technical sessions. All sponsor tech session descriptions must be finalized and uploaded by this date for the printed program.

**JUNE 1, 2022**
Housing closes.

**JUNE 26, 2022**
2022 ASEE Annual Conference officially opens.

**JUNE 27 – 30, 2022**
Exhibit Hall opens.

**JUNE 30, 2022**
2022 ASEE Annual Conference and Exposition concludes.
**ASEE Member Demographics**

**New Members by Academic Rank**

- **24.9%** Other
- **36.2%** Professor
- **13.9%** Assistant Professor
- **14.9%** Associate Professor
- **4.4%** Corporation/Government

**Current Membership by Academic Rank**

- **35%** Professor
- **27.7%** Other Academic
- **5.5%** Instructor
- **14%** Assistant Professor
- **14.2%** Associate Professor
- **3.6%** Corporation/Government

**Current Membership Roster by Council**

- **Corporate Member Council** 39
- **Engineering Deans Council** 341
- **Engineering Research Council** 262
- **Engineering Technology Council** 78

**Membership by Race & Ethnicity**

- **50.9%** White, Non-Hispanic
- **12%** Asian/Pacific Islander
- **4.5%** Hispanic
- **21.7%** Non-Responders
- **5.3%** Declined to Answer
- **15.4%** Racial Minorities
- **5.6%** Black, Non-Hispanic

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2022 ASEE Annual Conference & Exposition
MEMBERSHIP BY GENDER

Male 68.9%
Female 26.8%

INSTITUTIONAL MEMBERS

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
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<td>Engineering Tech 4 Year</td>
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<td>College Affiliate</td>
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<td>Canadian</td>
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<td>International</td>
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<td>International Affiliate</td>
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<tr>
<td>International Low Income</td>
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</tr>
<tr>
<td>P-12</td>
<td>2</td>
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CORPORATE MEMBERS

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Association</td>
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<tr>
<td>Associate Affiliate</td>
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<tr>
<td>Corporate</td>
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</tr>
<tr>
<td>Corporate Affiliate</td>
<td>12</td>
</tr>
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</table>
**ASEE Member Demographics**

### Membership by Age Group

- **64 and Up:** 17.9%
- **55 to 64:** 17.3%
- **45 to 54:** 16.1%
- **35 to 44:** 20.3%
- **Unknown:** 13.2%
- **22 to 34:** 15.3%
- **13 to 21:** 17.3%
- **5 to 10:** 23.4%
- **11 to 20:** 14.4%
- **Over 20:** 14.5%

### Length of Membership

- **0 to 1 Year:** 14.5%
- **1 to 2 Years:** 10.9%
- **2 to 5 Years:** 14.4%
- **5 to 10 Years:** 15.6%
- **10 to 20 Years:** 23.4%
- **Over 20 Years:** 22.1%
- **Unknown:** 17.9%

### 2019 Top Attendees by Institution Location

- **California:** 149
- **Florida:** 172
- **Indiana:** 183
- **Michigan:** 116
- **North Carolina:** 95
- **New York:** 113
- **Ohio:** 106
- **Pennsylvania:** 141
- **Texas:** 160
- **Virginia:** 142

### Top Attendee Titles - Virtual Conference

- **Assistant Professor:** 320
- **Associate Dean:** 45
- **Associate Professor:** 222
- **Dean:** 65
- **Director:** 107
- **Engineering Librarian:** 69
- **Graduate Assistant:** 111
- **Lecturer:** 50
- **PhD Student:** 70
- **Professor:** 314
### ASEE Member Demographics

#### Current Membership Breakdown

<table>
<thead>
<tr>
<th>Category</th>
<th>Members</th>
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</thead>
<tbody>
<tr>
<td>Academic Professional</td>
<td>4,093</td>
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<tr>
<td>Academic Professional Online</td>
<td>1,542</td>
</tr>
<tr>
<td>Academic Contact Representative</td>
<td>1,273</td>
</tr>
<tr>
<td>Corporate/Government Professional</td>
<td>125</td>
</tr>
<tr>
<td>Corporate/Government Professional Online</td>
<td>49</td>
</tr>
<tr>
<td>Corporate/Government Contact Representative</td>
<td>75</td>
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<tr>
<td>Life</td>
<td>715</td>
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<tr>
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<tr>
<td>Student</td>
<td>360</td>
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<tr>
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<td>861</td>
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<tr>
<td>P-12 Professional</td>
<td>143</td>
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#### Total Membership

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<tr>
<th>Year</th>
<th>Members</th>
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<tr>
<td>2020</td>
<td>9,444</td>
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<tr>
<td>2019</td>
<td>10,253</td>
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<tr>
<td>2018</td>
<td>10,679</td>
</tr>
<tr>
<td>2017</td>
<td>11,174</td>
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#### Current Membership by Sections

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<tbody>
<tr>
<td>New England</td>
<td>591</td>
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<tr>
<td>St. Lawrence</td>
<td>384</td>
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<tr>
<td>Middle Atlantic</td>
<td>1,001</td>
</tr>
<tr>
<td>Southeast</td>
<td>1,842</td>
</tr>
<tr>
<td>North Central</td>
<td>932</td>
</tr>
<tr>
<td>Illinois-Indiana</td>
<td>684</td>
</tr>
<tr>
<td>North Midwest</td>
<td>512</td>
</tr>
<tr>
<td>Midwest</td>
<td>385</td>
</tr>
<tr>
<td>Gulf Southwest</td>
<td>749</td>
</tr>
<tr>
<td>Pac Northwest</td>
<td>539</td>
</tr>
<tr>
<td>Rocky Mountain</td>
<td>337</td>
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<tr>
<td>Pac Southwest</td>
<td>797</td>
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## Membership by Discipline

<table>
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<th>Discipline</th>
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<tbody>
<tr>
<td>Aerospace Engineering</td>
<td>103</td>
</tr>
<tr>
<td>Agricultural &amp; Biological Engineering</td>
<td>19</td>
</tr>
<tr>
<td>Architectural Engineering Technology</td>
<td>234</td>
</tr>
<tr>
<td>Biomedical Engineering</td>
<td>450</td>
</tr>
<tr>
<td>Chemical Engineering</td>
<td>606</td>
</tr>
<tr>
<td>Civil Engineering</td>
<td>13</td>
</tr>
<tr>
<td>Civil Engineering Technology</td>
<td>175</td>
</tr>
<tr>
<td>Computer Science (Inside Engineering)</td>
<td>19</td>
</tr>
<tr>
<td>Construction Engineering Technology</td>
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<tr>
<td>Electrical &amp; Computer Engineering</td>
<td>61</td>
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<tr>
<td>Engineering</td>
<td>31</td>
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<tr>
<td>Engineering Science/Physics</td>
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<tr>
<td>Environmental Engineering</td>
<td>48</td>
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<tr>
<td>General</td>
<td>227</td>
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<tr>
<td>General Engineering Technology</td>
<td>154</td>
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<tr>
<td>Industrial &amp; Manufacturing Engineering</td>
<td>248</td>
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<tr>
<td>Industrial/Manufacturing Eng. Tech.</td>
<td>17</td>
</tr>
<tr>
<td>Mechanical Engineering</td>
<td>1,023</td>
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<tr>
<td>Mechanical Engineering Technology</td>
<td>41</td>
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### Zone Membership

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<tr>
<td>Zone 1</td>
<td>1,976</td>
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<tr>
<td>Zone 2</td>
<td>3,458</td>
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<td>Zone 3</td>
<td>1,646</td>
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<tr>
<td>Zone 4</td>
<td>1,673</td>
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### Top Members by Institution

<table>
<thead>
<tr>
<th>Institution</th>
<th>Members</th>
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<tbody>
<tr>
<td>Georgia Institute of Technology</td>
<td>57</td>
</tr>
<tr>
<td>North Carolina State University at Raleigh</td>
<td>63</td>
</tr>
<tr>
<td>Northeastern University</td>
<td>53</td>
</tr>
<tr>
<td>Pennsylvania State University</td>
<td>64</td>
</tr>
<tr>
<td>Purdue University at West Lafayette (COE)</td>
<td>73</td>
</tr>
<tr>
<td>Texas A&amp;M University</td>
<td>112</td>
</tr>
<tr>
<td>The Ohio State University</td>
<td>74</td>
</tr>
<tr>
<td>University of Alberta</td>
<td>135</td>
</tr>
<tr>
<td>University of Michigan</td>
<td>72</td>
</tr>
<tr>
<td>University of Tennessee at Knoxville</td>
<td>160</td>
</tr>
<tr>
<td>Virginia Polytechnic Institute and State University</td>
<td>65</td>
</tr>
</tbody>
</table>
The 2020 & 2021 ASEE Annual Conferences were held virtually due to the COVID-19 pandemic. All 2020 & 2021 stats are from the Virtual Conference, not an in-person conference. All previous years include stats from an in-person meeting.

### Total Attendance

<table>
<thead>
<tr>
<th>Year</th>
<th>Attendance</th>
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<tbody>
<tr>
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<td>3,202</td>
</tr>
<tr>
<td>2020</td>
<td>3,362</td>
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<td>2019</td>
<td>3,812</td>
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<td>2018</td>
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<tr>
<td>2017</td>
<td>4,061</td>
</tr>
<tr>
<td>2016</td>
<td>4,401</td>
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### International Attendees

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Attendees</th>
</tr>
</thead>
<tbody>
<tr>
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<td>163</td>
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<tr>
<td>2020</td>
<td>108</td>
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<tr>
<td>2019</td>
<td>151</td>
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<tr>
<td>2018</td>
<td>155</td>
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<tr>
<td>2017</td>
<td>110</td>
</tr>
<tr>
<td>2016</td>
<td>230</td>
</tr>
</tbody>
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### Dean Attendees

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>65</td>
</tr>
<tr>
<td>2020</td>
<td>62</td>
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<tr>
<td>2019</td>
<td>87</td>
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<tr>
<td>2018</td>
<td>78</td>
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<tr>
<td>2017</td>
<td>81</td>
</tr>
<tr>
<td>2016</td>
<td>113</td>
</tr>
</tbody>
</table>

### Student Attendees

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>631</td>
</tr>
<tr>
<td>2020</td>
<td>486</td>
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<tr>
<td>2019</td>
<td>654</td>
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<tr>
<td>2018</td>
<td>738</td>
</tr>
<tr>
<td>2017</td>
<td>861</td>
</tr>
<tr>
<td>2016</td>
<td>849</td>
</tr>
</tbody>
</table>
2021 TOP ATTENDEES BY INSTITUTION LOCATION - VIRTUAL CONFERENCE

CALIFORNIA 268
FLORIDA 135
INDIANA 174
MASSACHUSETTS 108
MICHIGAN 109
NORTH CAROLINA 108
OHIO 1087
PENNSYLVANIA 168
TEXAS 197
VIRGINIA 143

2019 TOP ATTENDEE TITLES

ASSISTANT DEAN 21
ASSISTANT PROFESSOR 354
ASSOCIATE DEAN 68
ASSOCIATE PROFESSOR 248
DEAN 87
DIRECTOR 110
ENGINEERING LIBRARIAN 35
GRADUATE ASSISTANT 33
LECTURER 51
PROFESSOR 381
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!

Reserve your booth today! Contact Ashley Krawiec, Manager of Event Sales, at (202) 649-3838 or a.krawiec@asee.org
SPONSORSHIP OPPORTUNITIES: VISIONARY

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 the Annual Conference Program
- One (1) full page, 4C, cover position ad in the Minneapolis Circular
- One (1) month 300x250 ad run on ASEE.org. Must be displayed around the Annual Conference April – July.
- One (1) advertorial in Connections newsletter. Includes 300x250 graphic and text ad. Specs and deadlines available upon reservation. Must be displayed around the Annual Conference April – July.
- Ten (10) complimentary full registrations (non-transferable)
- Three (3) time slots for product demonstration and/or technical session
- Complimentary exhibit booth space (up to 20’ x 20’)
- Complimentary 1 year ASEE corporate membership
- Prominent recognition in the Advance Program (February 2022 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 Minneapolis Convention Center

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 2022 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 27th
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 28th
The Tuesday Plenary session features the Best Paper Presentations and the Corporate Member Council Keynote 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.
SPONSORSHIP OPPORTUNITIES: INNOVATOR

INNOVATOR $25,000

Benefits:
- One (1) full page, 4C ad in annual conference final program
- Six (6) complimentary full registrations
- Two (2) time slots for product demonstration and/or technical session
- Complimentary 1 year ASEE corporate membership
- Complimentary exhibit booth space (up to 10’ x 20’)
- Recognition in the advance program (February 2022 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 Minneapolis Convention Center

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
**SPONSORSHIP OPPORTUNITIES: INNOVATOR**

**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.

**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 3,500 conference attendees and 110 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.
Taste of Minneapolis

The Taste of Minneapolis 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 including the opportunity to supply guests with a promotional item placed at tables.

President’s Farewell Reception – Sponsor Commercial

Join ASEE’s President for a final sendoff from the 2022 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 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 & Lunch – Sponsor Commercial

Celebrate excellence in engineering education by sponsoring the 128th Annual ASEE Awards Ceremony. Held on Wednesday, June 29th from 11:30 AM - 1:00 PM. 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.
Minneapolis Circular
The 2022 Minneapolis Circular includes sponsor technical sessions, promotions, fun events, diversity roundtables, and more! Take advantage of this opportunity to brand a high-value item that will be widely used by each of the 3,500-plus 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)

2022 Annual Conference Expo Guide
The 2022 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 3,500 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 3,500-plus 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 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 Minneapolis 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.
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 2022 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 Minneapolis 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! Specs and deadlines will be available upon reservation.

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 2, May 16, 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 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.
ASEE Awards Ceremony & Lunch – Signage Only

Celebrate excellence in engineering education by sponsoring the 128th Annual ASEE Awards Ceremony. Held on Wednesday, June 29th from 11:30 AM – 1:00 PM. 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 2022 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, signage throughout the room, 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 Monday evening from 5:00 pm to 6:30 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 exhibition, in the program and all electronic references.
**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 widely used by each of the 3,500-plus attendees. Your organization logo will be featured on the back of the bag. Non-exclusive.

**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 2022 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 Minneapolis 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.

**Branded Face Masks**
Take advantage of this opportunity to reinforce your brand while protecting conference attendees. Your organization logo will be printed on the face mask available for each attendee will receive upon registering. Exclusive sponsorship; first-come, first-serve basis.
Focus on Exhibits Happy Hour

The Focus on Exhibits Happy Hour, held Tuesday, June 28th from 5:00 pm to 6:00 pm in the Exhibit Hall, is a great opportunity for attendees to visit with exhibitors. 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.

Focus on Exhibits Networking Breaks

The Focus on Exhibits Networking Breaks will be held on Tuesday, June 28th, 11:30 am – 1:00 pm and Wednesday, June 29th, 9:45 am – 11:15 am 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.

Product Demonstration or Technical Session

Showcase a new product or service offer in an intimate classroom setting. 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. 90-minute time slots are available Sunday through Wednesday during conference hours. 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. 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 $5,000

Benefits:

• One (1) complimentary full registration
• Recognition in the Advance Program (February 2022 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 Minneapolis 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. Specs and deadlines will be available upon reservation. Non-exclusive.
ASEE Prism Advance Program – February 2022 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 2022 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 10,000 faculty, department heads, and deans. 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.
SPONSORSHIP OPPORTUNITIES: EDUCATOR

EDUCATOR $3,500

Benefits:
- Recognition in the advance program (February 2022 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 Minneapolis 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 2022 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.
Exhibit Hall Entrance Wall Branding
New Option for 2022! Feature your branding or message on the 3ft wall visible to all attendees while checking in at registration and entering the exhibit hall. The wall with your branding will be unveiled once the exhibit hall is open and will be one of the first things attendees see when entering the hall. Great opportunity to let attendees know where your booth location is or when you sponsor tech session will be presented. Specs and deadlines available upon reservation.

Sponsorship cost: $3,500

ASEE Prism Advance Program – February 2022 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 2022 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 10,000 faculty, department heads, and deans. Specs will be available upon reservation, deadline is January 14th, 2022.

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 Minneapolis Circular
The Circular includes further information on events at the Annual Conference, promotions and deals in the Minneapolis 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. Specs and deadlines will be available upon reservation.

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

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. Specs and deadlines will be available upon reservation.

Ad Rate: $2,500
**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: May 2, May 16, 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. 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.

*Ad Rate: $2,500 (4 issues)*

**Product Demonstration or Technical Session**

Showcase a new product or service offer in an intimate classroom setting. 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. 90-minute time slots are available Sunday through Wednesday during conference hours. 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. Reserve your time slot today!

*Sponsorship Rate: $2,500*

**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. Please provide at least 3,500 items. Shipping details will be available upon reservation. To ensure all items are placed in the bag, direct to site shipping is not available.

*Sponsorship Rate: $2,000*

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Reserve your booth today!

Contact Ashley Krawiec, Manager of Event Sales, at (202) 649-3838 or a.krawiec@asee.org
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 2022 ASEE Annual Conference sponsor today!

**PREVIOUS SPONSORS**

**VISIONARY:**

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**INNOVATOR:**

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