



MARKETING KIT

ASEE 2022 ANNUAL CONFERENCE

# Excellence Through DIVERSITY

MINNEAPOLIS CONVENTION CENTER | MINNEAPOLIS, MINNESOTA

# Excellence Through Diversity

**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.

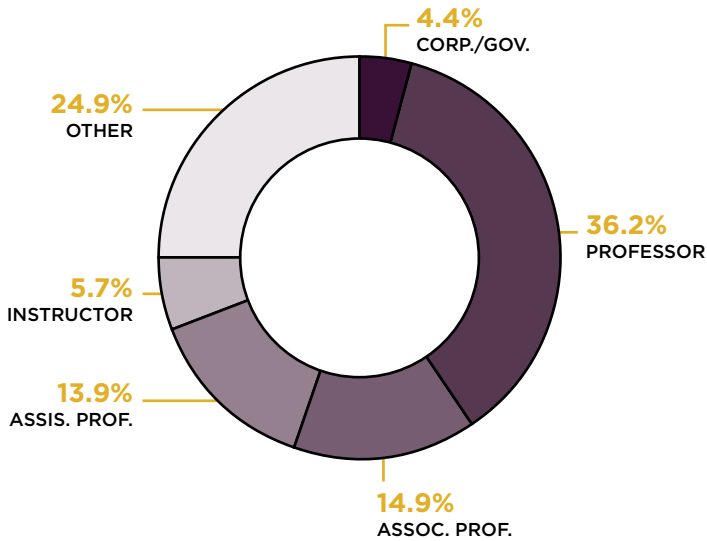
## **JUNE 30, 2022**

2022 ASEE Annual Conference and Exposition concludes.

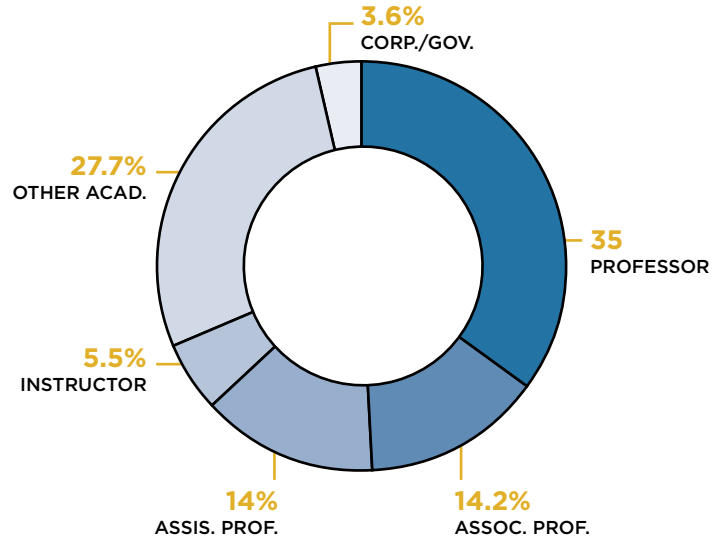




## ▷ NEW MEMBERS BY ACADEMIC RANK



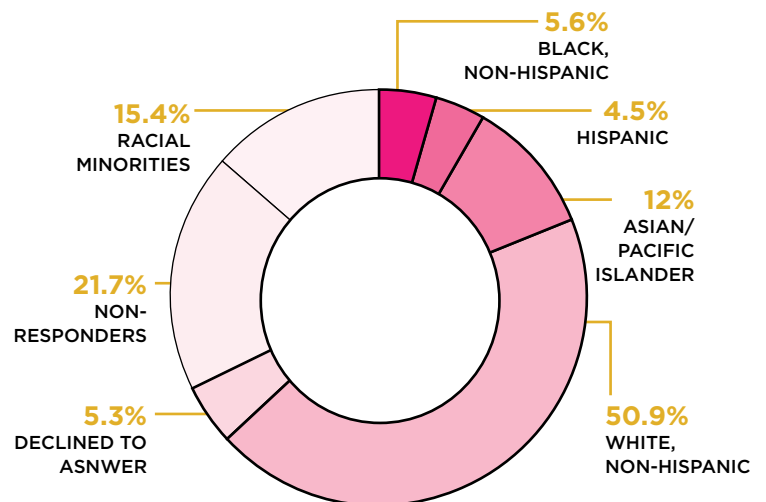
## ▷ CURRENT MEMBERSHIP BY ACADEMIC RANK



## ▷ CURRENT MEMBERSHIP ROSTER BY COUNCIL

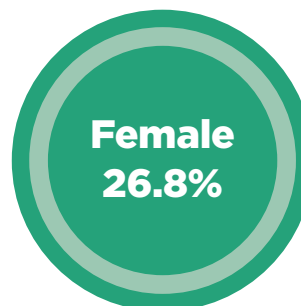
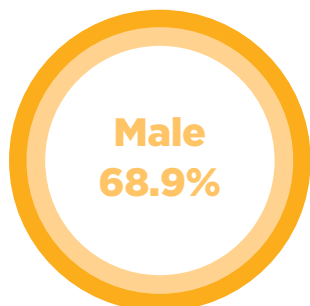
CORPORATE MEMBER COUNCIL	39
ENGINEERING DEANS COUNCIL	341
ENGINEERING RESEARCH COUNCIL	262
ENGINEERING TECHNOLOGY COUNCIL	78

## ▷ MEMBERSHIP BY RACE & ETHNICITY





## ► MEMBERSHIP BY GENDER



## ► INSTITUTIONAL MEMBERS

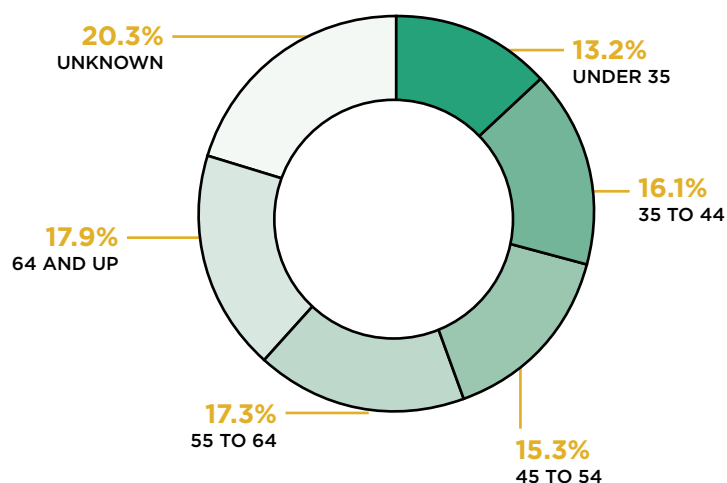
ENGINEERING	322
ENGINEERING TECH 2 YEAR	8
ENGINEERING TECH 4 YEAR	59
COLLEGE AFFILIATE	18
CANADIAN	13
INTERNATIONAL	6
INTERNATIONAL AFFILIATE	1
INTERNATIONAL LOW INCOME	1
P-12	2

## ► CORPORATE MEMBERS

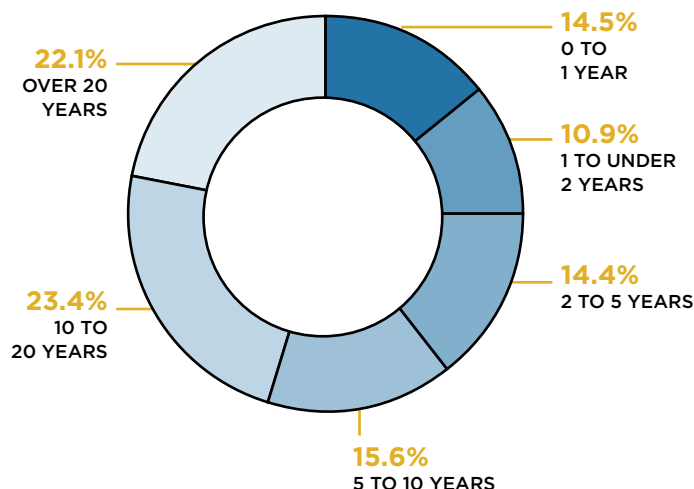
ASSOCIATION	5
ASSOCIATE AFFILIATE	1
CORPORATE	20
CORPORATE AFFILIATE	12



## MEMBERSHIP BY AGE GROUP



## LENGTH OF MEMBERSHIP



## 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



## ▷ CURRENT MEMBERSHIP BREAKDOWN

ACADEMIC PROFESSIONAL	4,093
ACADEMIC PROFESSIONAL ONLINE	1,542
ACADEMIC CONTACT REPRESENTATIVE	1,273
CORPORATE/GOVERNMENT PROFESSIONAL	125
CORPORATE/GOVERNMENT PROFESSIONAL ONLINE	49
CORPORATE/GOVERNMENT CONTACT REPRESENTATIVE	75
LIFE	715
RETIRED	224
STUDENT	360
STUDENT ONLINE	861
P-12 PROFESSIONAL	143

## ▷ TOTAL MEMBERSHIP

2021	9,460
2020	9,444
2019	10,253
2018	10,679
2017	11,174

## ▷ CURRENT MEMBERSHIP BY SECTIONS

NEW ENGLAND	591
ST. LAWRENCE	384
MIDDLE ATLANTIC	1,001
SOUTHEAST	1,842
NORTH CENTRAL	932
ILLINOIS-INDIANA	684
NORTH MIDWEST	512
MIDWEST	385
GULF SOUTHWEST	749
PAC NORTHWEST	539
ROCKY MOUNTAIN	337
PAC SOUTHWEST	797



## ► MEMBERSHIP BY DISCIPLINE

AEROSPACE ENGINEERING	103
AGRICULTURAL & BIOLOGICAL ENGINEERING	19
ARCHITECTURAL ENGINEERING TECHNOLOGY	234
BIOMEDICAL ENGINEERING	450
CHEMICAL ENGINEERING	606
CIVIL ENGINEERING	13
CIVIL ENGINEERING TECHNOLOGY	175
COMPUTER SCIENCE (INSIDE ENGINEERING)	19
CONSTRUCTION ENGINEERING TECHNOLOGY	816

ELECTRICAL & COMPUTER ENGINEERING	61
ENGINEERING	31
ENGINEERING SCIENCE/ PHYSICS	57
ENVIRONMENTAL ENGINEERING	48
GENERAL	227
GENERAL ENGINEERING TECHNOLOGY	154
INDUSTRIAL & MANUFACTURING ENGINEERING	248
INDUSTRIAL/MANUFACTURING ENG. TECH.	17
MECHANICAL ENGINEERING	1,023
MECHANICAL ENGINEERING TECHNOLOGY	41





## ▷ TOP MEMBERS BY INSTITUTION

GEORGIA INSTITUTE OF TECHNOLOGY	57
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NORTH CAROLINA STATE UNIVERSITY AT RALEIGH	63
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NORTHEASTERN UNIVERSITY	53
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PENNSYLVANIA STATE UNIVERSITY	64
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PURDUE UNIVERSITY AT WEST LAFAYETTE (COE)	73
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TEXAS A&M UNIVERSITY	112
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THE OHIO STATE UNIVERSITY	74
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UNIVERSITY OF ALBERTA	135
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UNIVERSITY OF MICHIGAN	72
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UNIVERSITY OF TENNESSEE AT KNOXVILLE	160
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VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY	65
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## ▷ ZONE MEMBERSHIP

ZONE 1	1,976
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ZONE 2	3,458
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ZONE 3	1,646
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ZONE 4	1,673
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# ANNUAL CONFERENCE ATTENDEE DEMOGRAPHICS



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

2021	3,202
2020	3,362
2019	3,812
2018	3,880
2017	4,061
2016	4,401

## ▷ DEAN ATTENDEES

2021	65
2020	62
2019	87
2018	78
2017	81
2016	113

## ▷ INTERNATIONAL ATTENDEES

2021	163
2020	108
2019	151
2018	155
2017	110
2016	230

## ▷ STUDENT ATTENDEES

2021	631
2020	486
2019	654
2018	738
2017	861
2016	849



## ▶ 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 OPPORTUNITIES



**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.

**Make an integrated, strategic investment in engineering education—become an ASEE sponsor today!**

## **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.**

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





# 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.





## SPONSORSHIP OPPORTUNITIES: VISIONARY



### Monday Plenary – Monday, June 27<sup>th</sup>

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 28<sup>th</sup>

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





# 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.



# SPONSORSHIP OPPORTUNITIES: INNOVATOR



## 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.





# SPONSORSHIP OPPORTUNITIES: INNOVATOR



## 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.







# 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.



# SPONSORSHIP OPPORTUNITIES: PIONEER



## 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

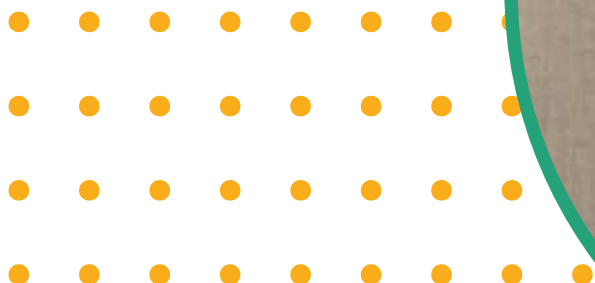
All ASEE Annual Conference attendees will receive a tote bag at registration. Take advantage of this opportunity to brand a high-value item that will be widely used by each of the 3,500-plus attendees. Your organization logo will be featured on the back of the bag. Non-exclusive.

## 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.



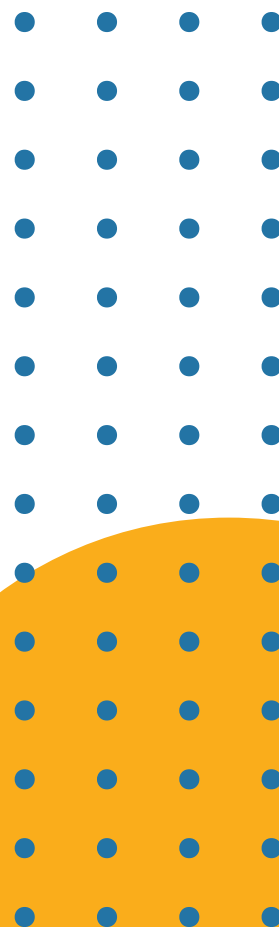


## ASEE Prism Advance Program – February 2022 Double Issue

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.





# 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

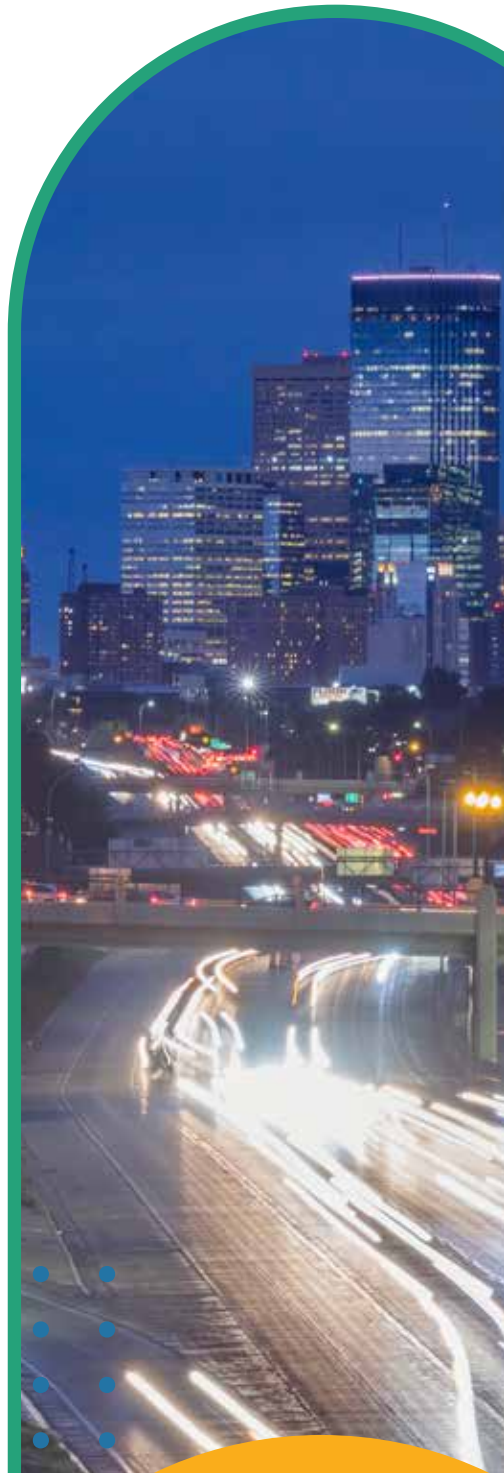
PLUS, sponsorship rights to your choice of one of the following:

### 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.



# ADVERTISING OPPORTUNITIES



## 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:**

- **Inside front cover, four-color** \$3,500
- **Inside back cover, four-color** \$3,500
- **Individual page, four-color** \$2,500

## 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.

**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**

## Conference Connection Daily E-Newsletter

Place your 180x150 banner ad on the front page of this widely read e-newsletter, which includes conference highlights, daily announcements/reminders, digital photos of conference events and sessions, etc. Conference Connection is published once a day the week of the ASEE annual conference. This is a great opportunity to reach ASEE annual conference attendees with targeted advertising by delivering your message directly to their email account! Specs and deadlines will be available upon reservation.

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



# ADDITIONAL OPPORTUNITIES



## 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

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**Sponsorship Rate: \$2,000**

**Reserve your booth today!  
Contact Ashley Krawiec,  
Manager of Event Sales,  
at (202) 649-3838 or  
[a.krawiec@asee.org](mailto: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 2022 ASEE Annual Conference sponsor today!

### VISIONARY:



### INNOVATOR:



### PIONEER:



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# PREVIOUS SPONSORS



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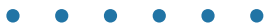


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## QUALITY PARTNER:





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