

Dear Exhibitor,

ASEE is pleased that your organization will be joining us as an exhibitor at the 2022 ASEE Conference and Exposition at the Minneapolis Convention Center, June 26th – 29th, 2022. In this manual you will find the information you will need to prepare the lead up to the event and anything necessary onsite.

We urge you to read through the following materials. This manual is more than just an “exhibitor kit,” it will provide you with information and guidance in planning your exhibit, making hotel reservations, provide you with ways to market your company, and also help you stay within budget. Please be sure that the contact person responsible for your exhibit on-site is familiar with the contract rules and regulations found in this manual.

To obtain discounted ASEE hotel room rates, you must make your reservations through ASEE’s Housing Website to guarantee the discounted rates. This information can also be found at our website: <https://book.passkey.com/gt/218266674?gtid=60a730fe7c-7da44a667e1474bd2b3db0>

ASEE is here to work with you to make your participation in the 2022 ASEE Annual Conference and Exposition a tremendous success!

We look forward to seeing you in Minneapolis!

Sincerely,



Ashley Krawiec
Manager of Event Sales

**American Society for
Engineering Education**
1818 N Street, N.W.,
Suite 600
Washington, D.C.
20036-2479
(202) 331-3500





DATES & RESPONSIBILITIES

• Available Now

Shepard exhibitor service kit and ordering site available to all exhibitors online

• May 6th

Deadline for exhibitor-provided content to be included in the Expo Guide

• May 13

Abstract deadline for all sponsor technical sessions. All sponsor tech session descriptions must be finalized and sent to ASEE by this date for the printed program.

• May 27

First Day for Advance Warehouse Deliveries Without a Surcharge

• May 27

Discount Price Deadline or Custom Shepard Rentals

• May 27

Exhibitor Appointed Contractor Notification Deadline to Shepard

• May 27

Housing closes

• June 6

Discount Price Deadline for Standard Shepard Orders

• June 20

Last Day for Advance Warehouse Deliveries Without a Surcharge

• June 15

Last Day for Warehouse Deliveries*

*** Date indicated is last day freight can arrive to advanced warehouse with guarantee of delivery to booth for exhibitor move-in.**

• June 26

Direct Shipments may begin arriving at Exhibit Site 8:00 am to 5:00 pm

• June 27

Last day Direct Shipments to arrive at Exhibit Site 8:00 am to 4:00 pm

• June 26 – 27

Booth installation

• June 27 – 29

Exhibit Hall opens

• June 29

Booth Dismantling

• June 29

Carriers must be checked in by 2:00PM

• June 29

All exhibitor material must be removed by 2:00PM



CONFERENCE AT A GLANCE

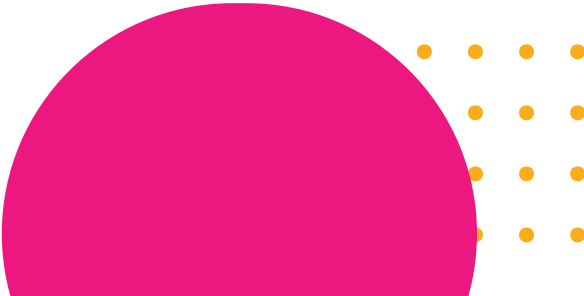


SUNDAY, JUNE 26, 2022

Registration Open	8:00 am – 5:00 pm
Sunday Workshops.....	9:00 am – 12:00 pm
ASEE Board of Directors Meeting	9:00 am – 12:00 pm
Greet the Stars! New Members and First Time Attendees Event	12:00 pm – 1:00 pm
Technical Sessions.....	1:15 pm – 2:45 pm
Technical Sessions.....	3:00 pm – 4:30 pm
PIC Chair Meeting	3:00 pm – 4:30 pm
ASEE Genral Body, Financial Town Hall & ASEE 101	3:00 pm – 4:30 pm
Division Mixer.....	4:45 pm – 6:15 pm
Taste of Minneapolis.....	6:15 pm – 8:30 pm

MONDAY, JUNE 27, 2022

Registration Open	7:00am – 7:00pm
Monday Plenary	8:00am – 9:30 am
Technical Sessions and Business Meetings.....	9:45 am – 11:15 am
Technical Sessions and Business Meetings.....	11:30 am – 1:00 pm
Technical Sessions and Business Meetings.....	1:45 pm – 3:15 pm
Technical Sessions and Business Meetings.....	3:30 pm – 5:00 pm
Interdivision Tall Hall.....	3:30 pm – 5:00 pm
Focus on Exhibits Welcome Reception	5:00 pm – 6:30 pm
Division Social Events	7:00 pm – 9:00 pm



CONFERENCE AT A GLANCE



TUESDAY, JUNE 28, 2022

Registration Open	8:00 am – 5:00 pm
Exhibit Hall Open	9:45 am – 6:00 pm
Technical Sessions and Business Meetings	8:00 am – 9:30 am
CMC Industry Day Breakfast	8:00 am – 9:30 am
ASEE Fellows Breakfast Day Breakfast	8:00 am – 9:30 am
Focus on Exhibits Networking Break & ASEE Division Poster Sessions	9:45 am – 11:15 am
Tuesday Plenary	11:30 am – 1:00 pm
Technical Session & Business Meetings	1:45 pm – 3:15 pm
CMC Industry Day Technical Session	1:45 pm – 3:15 pm
Technical Sessions and Business Meetings	3:30 pm – 5:00 pm
CMC Industry Day Technical Sessions	3:30 pm – 5:00 pm
Focus on Exhibits Summertime Social	5:00 pm – 6:00 pm
Institutional Council Reception & Dinner (By Invitation Only)	7:00 pm – 8:30 pm
Division Social Events	7:00 pm – 9:00 pm

WEDNESDAY, JUNE 29, 2022

Registration Open	8:00 am – 4:00 pm
Exhibit Hall Open	8:00 am – 11:15 am
Technical Sessions	8:00 am – 9:30 am
International Day Technical Session	8:00 am – 9:30 am
2021/2022 ASEE Board of Directors Meeting	8:00 am – 9:30 am
Focus on Exhibits Networking Break & NSF Grantees Poster Session	9:45 am – 11:15 am
Technical Sessions	11:30 am – 1:00 pm
International Day Technical Session	11:30 am – 1:00 pm
ASEE Annual Awards Luncheon	11:30 am – 1:00 pm
Distinguished Lectures Series	1:45 pm – 3:15 pm
ASEE New Program Chair Orientation	3:30 pm – 5:00 pm
International Day Technical Session	3:30 pm – 5:00 pm
Technical Sessions and Business Meetings	3:30 pm – 5:00 pm
ASEE President's Farewell Reception	6:00 pm – 7:00 pm





OVERVIEW

What is the ASEE Exposition?

The Exposition is held in conjunction with ASEE’s Annual Conference. The Exposition gives companies the opportunity to display their products and services to the largest gathering of engineering educators in the country. ASEE has reserved more than 31,000 square feet of exhibit space in Minneapolis.

The Exhibit Hall is the central meeting place for ASEE Conference attendees. It is also the host location of the poster sessions, Focus on Exhibits events, and the 2 Year College Design Competition.

Where is the exhibit hall located?

The exhibit hall is located at the Minneapolis Convention Center, Exhibit Halls B&C.

What is the attire for the exhibit hall?

Business or business casual attire is appropriate at the 2022 ASEE Annual Conference and Exposition.

Exhibit Space amenities:

- Booths are 10’ x 10’, or multiples thereof
 - (10’) of 8’ high white hard wall backdrop with (2) 18” white return panels.
 - (1) 7” x 44” ID Sign
 - (8’) of 3’ high pipe & drape side rail
 - (1) 6’ x 30” skirted table
 - (2) Side chairs
 - (1) Wastebasket
- Furniture and accessories, electrical requirements, booth carpet, and booth cleaning are the responsibility of the exhibitor.

Additional exhibitor benefits include:

- One (1) full conference registration and four (4) “Exhibits only” registrations per 10’ x 10’ space contracted

Exhibit Installation

Sunday, June 26, 20228:00 am – 5:00 pm
Monday, June 27, 20228:00 am – 4:00 pm

Exhibit Hours

Monday, June 27, 20225:00PM – 6:30 pm
Tuesday, June 28, 20229:45am – 6:00 pm
Wednesday, June 29, 20228:00am – 11:15 am

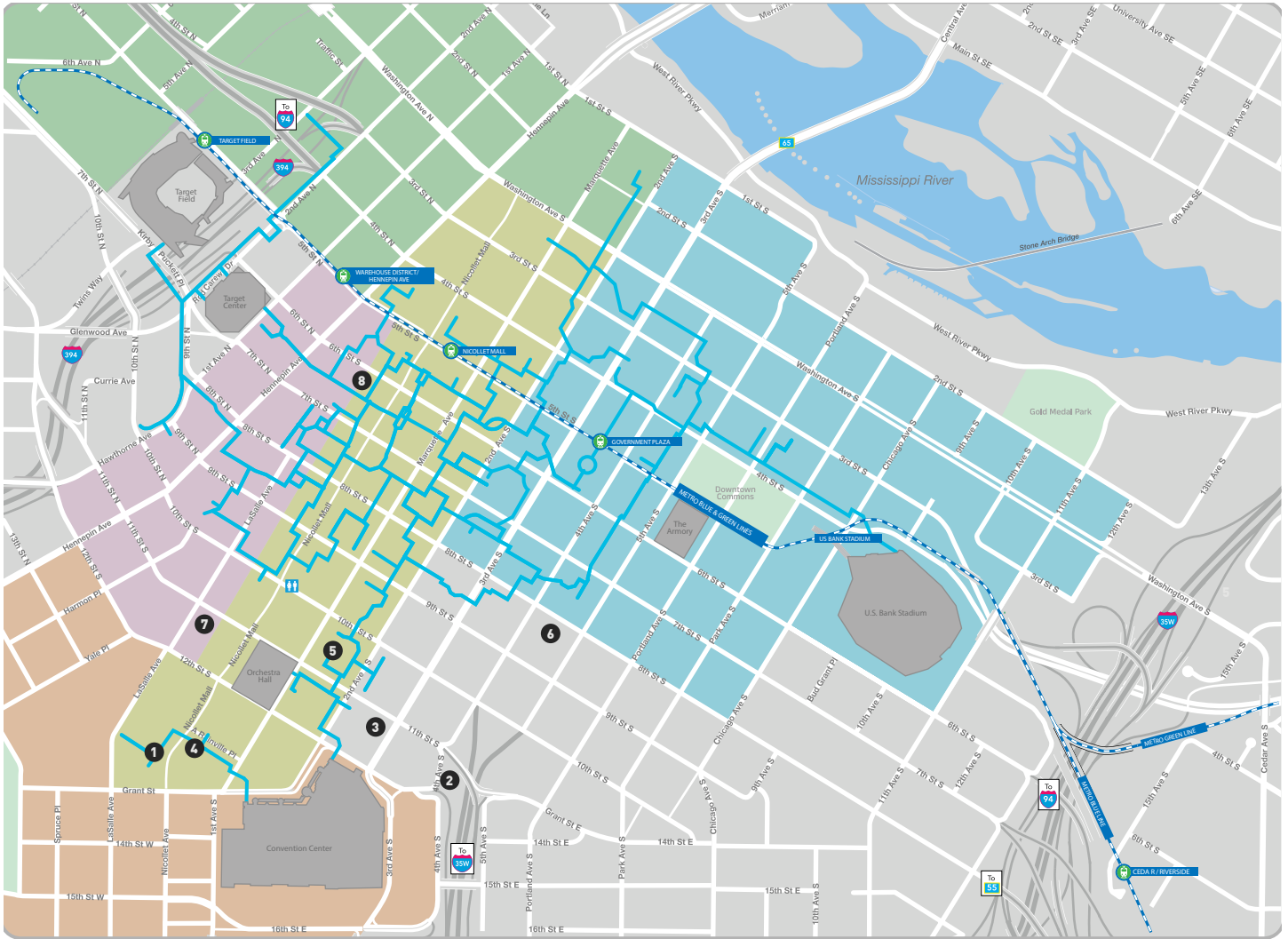
Focus on Exhibit Hours

Monday, June 27, 20225:00 pm – 6:30 pm
Tuesday, June 28, 20229:45 am – 11:15 am
Tuesday, June 28, 20225:00 am – 6:00 pm
Wednesday, June 29, 20229:45 am – 11:15 am

Exhibit Dismantle/Move-Out

Wednesday, June 29, 202211:15 am – 2:00 pm

MINNEAPOLIS HOTEL MAP



HOTELS | DISTANCE TO CONVENTION CENTER

- 1 Hyatt Regency Minneapolis | 2 Blocks
- 2 Hilton Garden Inn | 1 Block
- 3 Holiday Inn Express | 1 Block
- 4 Millennium Hotel | 1.5 Blocks
- 5 Hilton Minneapolis | 2 Blocks
- 6 Best Western Normandy Inn & Suites | 4 Blocks
- 7 DoubleTree Suites by Hilton Minneapolis | 4 Blocks
- 8 Minneapolis Marriott City Center | 6 Blocks



IMPORTANT HOUSING INFORMATION

ASEE will be using Passkey for housing reservations at the 2022 ASEE Annual Conference.

Please Note: Hotel reservations cannot be made directly with the ASEE Conference Hotels.

Please go to <https://book.passkey.com/gt/218266674?gtid=60a730fe7c7da44a667e1474bd2b3db0>

OFFICIAL ASEE ANNUAL CONFERENCE HOTELS:

Hyatt Regency Minneapolis

1300 Nicollet Mall
Minneapolis, MN 55403
(612) 370-1234

Hilton Minneapolis

1001 S Marquette Ave South
Minneapolis, MN 55403
(612) 376-1000

Millennium Minneapolis

1313 Nicollet Mall
Minneapolis, MN 55403
(612) 332-6000

Holiday Inn Express & Suites Minneapolis - Dtnw (Conv Ctr), an IHG Hotel

225 S 11th St
Minneapolis, MN 55403
(612) 341-3300

Hilton Garden Inn Minneapolis Downtown

1101 S 4th Ave
Minneapolis, MN 55404
(612) 339-6633

Doubletree Suites by Hilton Hotel Minneapolis

1101 Lasalle Ave
Minneapolis, MN 55403
(612) 332-6800

Best Western Plus The Normandy Inn & Suites

405 S 8th St
Minneapolis, MN 55404
(612) 370-1400

The Marquette Hotel, Curio Collection by Hilton

710 S Marquette Ave
Minneapolis, MN 55402
(612) 333-4545





Shepard is ASEE's sole provider of convention and conference services at the 2022 ASEE Annual Conference and Exposition. Shepard offers both an ordering site and a PDF kit of all of their offerings for exhibitors. They also offer forms for ordering items with the Minneapolis Convention Center, Smart City, lead retrieval, AV and more. Below are some of the many items you can find on the ordering site and PDF:

Please visit Shepard Ordering Site for further information:

<https://apps.shepardes.com/olk/showInformation.asp?show=23015>

Or the PDF kit:

<https://aseecmsprod.azureedge.net/aseecmsprod/asee/media/content/annual%20conference/pdf/shepard-exhibitor-kit.pdf>

Shepard Services

- Show Information
- Information
- Booth Package
- Online Ordering
- Method of Payment
- Terms & Conditions
- COVID-19 Cancellation Policy
- Safety First Plan
- Third Party Payment
- Exhibitor Appointed Contractor (EAC)
- Shipping vs. Material Handling
- Shepard Logistics Services (SLS)
- International Freight and Customs Brokerage
- Outbound Material Handling & Label Request
- Advanced Warehouse &
- Direct to Show Site Shipping Labels
- Material Handling Information
- Mobile Spotting Fee
- Personally Operated Vehicle (POV) Unloading Information
- Forklifts & Ground Rigging
- Warehouse Storage
- Shepard Furnishings & Decor Catalog
- Standard Furnishings
- Specialty, Displays & Drapery
- Flooring
- Custom Furnishings
- Soft Seating Collections
- Accent Chairs
- Individual Seating
- Benches & Ottomans
- Cube & Swivel Ottomans
- Accent Tables: Cocktail & End
- Accent Tables: Side
- Bar Tables, Bars & Counters
- Café Tables
- Conference & Work Tables
- Executive Seating, Desks & Storage
- Dividers
- Accessories
- Graphics & Signs
- Uploading Graphics 101
- Shepard Graphic Guidelines
- Elevate Your Exhibit
- Shields & Barriers
- Exhibit Counter Rentals
- Product Displays & Charging Station Rentals
- Inline Booth Rentals
- FABEX Booth Rentals
- FABEX Backlit Booth Rentals
- Island Booth Rentals
- Fabric Hanging Signs
- Advanced Warehouse Hanging Sign Shipping Label
- Hanging Signs 101
- Overhead Rigging Labor
- Overhead Rigging Equipment
- Labor Rules and Regulations
- Shepard Blue Labor
- Exhibitor Supervised Labor
- Electrical
- Plumbing/Gas/Compressed Air
- AV
- Cleaning Services
- Internet
- Lead Retrieval
- Floral

RULES TO EXHIBIT



1. AGENT/PRINCIPAL

A. The American Society for Engineering Education (ASEE) acts for the Exhibitor and representative(s) in the capacity of agent or principal. ASEE assumes no liability for any act of omission or commission in connection with this agency. The Exhibitor and their representative(s) hereby release and hold harmless from any and all costs, expenses (including but not limited to attorney's fees) and liabilities for loss or damage ensuing from any cause whatsoever.

B. All parties involved in the exhibit, including specifically, but not limited to, the exhibit hall, the owner, the leasing association, the sponsor and the individual Exhibitor, respectively agree to pay any and all claims arising out of their own negligence of that of their respective employees or grants.

2. REJECTED DISPLAYS

A. ASEE determines eligibility of any company or product for exhibit. ASEE may forbid installation or require removal or discontinuance of any exhibit or promotion, wholly or in part, that in its opinion is not in keeping with the spirit and mission of ASEE.

B. Unethical conduct or infractions of rules on the part of Exhibitor or his representative(s) or both will subject the Exhibitor or his representative(s) to dismissal from exhibit areas, in which event it is agreed that no refund shall be made and further that no demand for redress will be made by the Exhibitor or his representative(s).

C. Exhibitors and their representative(s) who fail to observe these conditions of contract or who, in the opinion of ASEE, conduct themselves unethically may be dismissed without refund or appeal for redress.

3. EXHIBIT DAMAGE/LOSS/THEFT

A. ASEE will endeavor to assist in the protection of Exhibitor by providing 24-hour guard service. However, due to the tremendous value of exhibits, it is impractical and impossible to insure the Exhibitor's equipment against loss, theft, damage, and breakage. Neither the Salt Palace Convention Center, nor any facility, nor any of its employees nor representative(s), nor any representative of ASEE, nor any subcontractor will be responsible for any injury, loss, or damage to the Exhibitor, the Exhibitor's employees or property, however caused.

B. The Exhibitor must assume responsibility for damage to the Salt Palace Convention Center, or facility property and indemnify and hold harmless the Salt Palace Convention Center, or facility from liability, which might ensue from any cause whatsoever, including accidents or injuries to Exhibitor, its guests or employees. The Exhibitor must also assume responsibility

for any accident, injury, or property damage to any person viewing his exhibit where such accident, injury, or property damage is caused by the negligence of the Exhibitor, his agent or employees.

C. ASEE Show Management will cooperate fully, but cannot assume responsibility for damage to Exhibitor's property, lost shipments, either arriving or departing the due to inadequately packed property is Exhibitor's own responsibility. If exhibit fails to arrive, Exhibitor will nevertheless be responsible for booth rent and no refund will be made. Exhibitor should carry insurance against such risks.

4. LIABILITY/INSURANCE

A. Each party agrees to be responsible for its own property, through insurance or self-insurance, and shall hold harmless any and all parties from any damage caused by theft and other perils normally covered by fire and extended coverage of policies.

B. Exhibitor is urged to place "extraterritorial" and other coverage on equipment and exhibits, and arrange for extended public liability insurance with their regular insurance carrier, particularly if they are conducting experiments or demonstrations using heat or high voltage.

C. Exhibitor must submit Certificates of Insurance to ASEE Show Management prior to approval of Third Party Contractors at least 45 days before conference start date.

5. SPACE ASSIGNMENTS

Space assigned to Exhibitor may be transferred by ASEE Show Management to affect balance against congestion, to avoid confusion in company names, to solve competitive conditions, or similar reasons. No such transfer will be made without notifying the Exhibitor. An Exhibitor may not share or sublet space to another party. Name signs or courtesy cards on equipment loaned to an Exhibitor should be approved by ASEE.

6. HEIGHT AND SPACE RESTRICTIONS

A. All in-line exhibits, back walls and decorations will be limited to 8 feet in height and not extending more than 3 feet from the back wall except actual equipment that in normal operation exceeds this height. Permission to exhibit equipment with abnormal heights must be obtained from ASEE Show Management.

B. Island and peninsula solid booth walls may not exceed 10 feet in height and may not obstruct the sight-lines of the surrounding booths. When a peninsula booth backs up to two linear booths, the back wall is restricted to 4 ft. within 5 ft. of each aisle.

C. Exhibits should not project beyond the space allotted. They should not obstruct the view or

interfere with traffic to other exhibits. The wings of an exhibit should not project more than 3 feet from the back wall.

7. SOLICITATION

A. ASEE may, at its sole discretion, withhold or withdraw permission to distribute souvenirs, advertising, or other material it considers objectionable. Novelty gifts or souvenirs should be submitted to ASEE Show Management for review before distribution.

B. Direct selling of products or services is prohibited. The Exhibitor agrees that selling goods or services in the exhibition hall will result in closing of the exhibit by ASEE Show Management. It is agreed that no refund of exhibit fees and no demand for redress will be made by the Exhibitor or his representative(s) in this event. No soliciting for business shall be permitted in aisles or other Exhibitor's booths. Samples, catalogues, pamphlets, publications, or promotional materials may only be distributed by Exhibitor strictly within the confines of its own premises. No Exhibitor will be permitted to give away any premium items, or to conduct any prize drawings for awards for signing of names and addressees, or other extreme promotions without first obtaining written permission from ASEE Show Management.

C. Advertising, canvassing, solicitation of business, conferences in the interest of business, etc., are not permitted except by companies that have engaged from ASEE space to exhibit and then and only then in the space assigned.

D. Solicitation of advertising by magazines or publishers from other Exhibitors on the floor of the exhibit hall is prohibited.

8. SUITES/HOSPITALITY ACTIVITIES

In the interest of the success of the conference and exposition, no Exhibitor hosted hospitality functions will be allowed during the official conference programming or exhibit hours, including receptions or meal functions hosted by ASEE for all conference attendees. If transportation is required, it cannot start until after the last event concludes. Exhibitor should not extend invitations, call meetings, or otherwise encourage absence of attendees from the conference or exhibit hall. All requests for hospitality activities must be submitted in writing to ASEE. Hotel contacts will inform ASEE Show Management of the rentals of suites that coincide with official conference programming.

9. BOOTH MATERIALS/ FIRE REGULATIONS

All Exhibit and booth materials must comply with Federal and City Fire laws, Insurance Underwriter and Hotel and Facility Safety

RULES TO EXHIBIT



regulations, and must be flameproof. All packing containers, excelsior and similar materials are to be removed from the exhibition area upon completion of the booth set-up. The Exhibitor is restricted to materials that will pass inspection. Decorations of paper, pine boughs, leafy decorations, tree decorations or tree branches are prohibited. Any substance prohibited by the City Fire & Safety Departments or authorities will not be permitted in the exhibition area. In addition, all electrical work and electrical wiring must be approved and installed in accordance with local regulations. Aisles and fire exits must not be blocked by Exhibits. Any questionable materials to include helium, gas, etc., must be approved by ASEE Show Management.

10. AUDIO AND VIDEO

A. Motion picture projectors and apparatus must conform to the fire regulations of the facility. Only safety film may be used. Sound film may be exhibited only in an enclosed room or soundproof booths. Silent films should be arranged so that aisles are not blocked. Projection of motion pictures must be supervised by a licensed operator where required.

B. An exhibitor with audible electric sound motion pictures, or other microphones or devices which ASEE, in its sole discretion, deems objectionable to other Exhibitors, will be required to discontinue this method of promotion. Microphones must be preapproved by ASEE Show Management.

11. BOOTH STAFFING

In their best interest, and for security, exhibitor shall keep staff in their booth(s) during all exhibit hours. Each exhibiting company is entitled to four (4) complimentary exhibit only badges and one (1) comp full conference registration badge per 100 sq. feet of leased exhibit space. An exhibit staff badge is for personnel responsible for working in your booth during show hours, and it will not provide access to any other event. A full conference badge will allow the attendee to all conference session. Badges must be worn at all times for admission to the exhibit hall.

12. INSTALLING/DISMANTLING/REMOVING BOOTHS

A. The exhibit hall will be available to Exhibitors on Sunday, June 26, 2022 from 8:00 am to 5:00 pm & Monday, June 27th from 8:00am to 4:00PM for the installation of displays. All exhibits must be operational by 4:00 pm, Monday, June 27, 2022. After this time, no installation will be permitted without special written permission from ASEE. Space not occupied by that time may be re-assigned for other purposes by ASEE. Any Exhibitor failing to occupy contracted space is not relieved of

the obligation to pay for such space at the full rental price, and ASEE shall have the right to use such space as it deems appropriate to eliminate empty space in the exhibit hall.

B. No Exhibit may be dismantled before 11:15 am on Wednesday, June 29, 2022. No Exhibit or equipment is to be removed, once it has been set up, without permission of ASEE Show Management.

C. Before any Exhibit may be removed from the building, Exhibitor must make arrangements satisfactory to ASEE and the facility for payment of any charges incurred by the Exhibitor in connection with the exposition therein.

13. THIRD PARTY CONTRACTORS

Any independent contractor requests, including installation and dismantle companies, must be made in advance to the ASEE Conferences Director. Electrical service must be coordinated by the official contractor. In addition, Exhibitor must submit Certificates of Insurance to ASEE Show Management prior to approval of such contractors at least 45 days before conference start date.

14. PAYMENT PROCEDURES/CANCELLATION POLICY

A. Once the exhibit space contract has been accepted by ASEE, exhibitors will be invoiced immediately. After

April 1, 2022, space will not be assigned without full payment. Contracts must be received by April 1, 2022 to be eligible for the early bird rate.

B. Exhibitor understands full payment is due on April 15, 2022. Failure to comply risks loss of booth reservation. If final payment is not received by June 1, 2022, space can be made available for resale without notification.

1) Failure to pay outstanding booth balance before June 1, 2022 will result in immediate loss of the early bird discount. Discounted rates will no longer apply. Additionally, exhibitor registration will not be available until the booth fee is paid in full.

C. Cancellation Policy - Exhibitor may reduce their booth size or cancel or withdraw from the exposition subject to the following conditions:

- The exhibitor shall give the Manager of Event Sales notice in writing to reduce booth size, cancel or withdraw from the exposition and the date the exhibitor's written cancellation is received by ASEE will be considered the official cancellation date.

ASEE's refund policy is as follows:

- If the ASEE Annual Conference is cancelled or held virtually due to a pandemic or other act of god, exhibitors and sponsors will have

the opportunity to participate in the virtual conference, request a refund or transfer their fee to a future conference.

- If the ASEE Annual Conference proceeds with an in-person meeting as scheduled:
- Any organization that withdraws prior to April 30, 2022, ASEE will refund 100% of total booth cost.
- Between May 1 – June 10, any organization that withdraws will receive a 50% refund of total booth cost.
- After June 10, no refund will be given for booth reductions or cancellations.

15. ADA

All parties involved with the Exhibit agree to comply with the Americans with Disabilities Act.

16. AMENDMENT TO RULES

Any and all matters or questions not specifically covered by the preceding Rules and Regulations shall be subject solely to the discretion of ASEE.

EXHIBITOR-APPOINTED CONTRACTOR FORM



Please complete the following if you are planning to use an exhibitor-appointed independent service contractor for any installation or dismantling of your exhibit at the 2022 ASEE Annual Conference and Exposition.

Name of the exhibitor-appointed contractor: _____

Contact: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

E-mail: _____

Is this company an advertising or service company who will further subcontract the work to an independent exhibitor-appointed service contract?

☐ Yes ☐ No (check one)

The information below should be completed by the personnel coordinating the exhibitor-appointed contractor service:

Exhibiting Company Name: _____

Contact Name: _____ Booth # _____

Email: _____

Signature: _____ Date: _____

Important: This form must be returned to serve as authorization from the exhibitor, listing the names of the supervisor to be in attendance, showing that the company assumes all responsibility for acts of its contractors. Exhibitors must also provide a certificate of insurance, as described on the previous page.

RETURN TO:

ASHLEY KRAWIEC | Manager of Event Sales

1818 N Street NW, Suite 600
Washington, D.C. 20036

202-649-3838
A.KRAWIEC@ASEE.ORG

MARKETING/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.

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!**

Ashley Krawiec
Manager of Event Sales
202-649-3838
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:

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.

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

ASEE Lounges & Interactive Areas

New Option for 2022! Include your branding on multiple locations throughout the registration area and the convention center such as the World Cup Lounge, Map of the World, and the Schedule at a Glance. These areas are common gathering places for attendees during the conference. Sponsor logos will receive promotional space around the banner/board. Highlight a product or program or simply your booth location or logo.

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.

SOLD OUT

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.



INNOVATOR CONTINUED

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)



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:

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.

SPONSORSHIP LEVEL



PIONEER CONTINUED

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.



SPONSORSHIP LEVEL



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

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.

SPONSORSHIP LEVEL



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.

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 LEVEL



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 ½" 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

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 2019 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 and deadlines will be available upon reservation.

- Sponsorship cost:
\$3,500

Digital Advertising Displays

New Option for 2022! Feature a dedicated message driving attendees to your booth or your sponsored session by placing an ad on the Reader Boards and/or Kiosk Monitors throughout the Minneapolis Convention Center. Ability to include a moving message (gif) or a static ad. Location of the displays, specs, and time limits will all be available after reservation.

- Sponsorship cost:
\$3,500

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 |

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)

ADVERTISING OPPORTUNITIES



ADDITIONAL OPPORTUNITIES:

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 ½" 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

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

ASHLEY KRAWIEC
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