

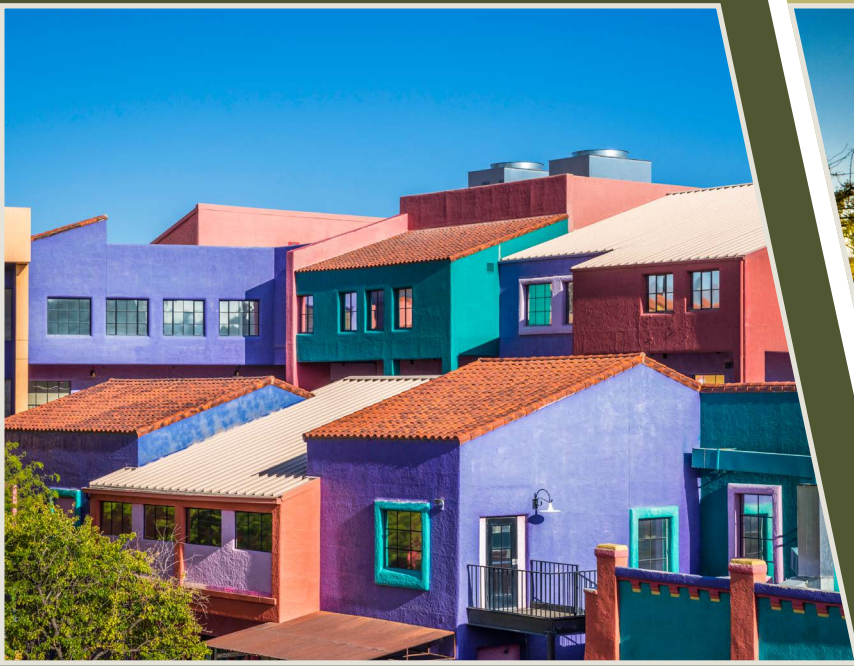


EDI MARKETING KIT

**2025 ENGINEERING
DEANS INSTITUTE (EDI)**

APRIL 6TH — APRIL 8TH 2025

JW STARR PASS RESORT, TUCSON, ARIZONA



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

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

- Build relationships with ASEE member Deans, increasing brand awareness and fostering brand loyalty among this prime audience of decision makers and engineering education thought leaders.
- Network with industry from leading organizations and Corporate Member Council representatives.
- Showcase corporate leadership by highlighting your commitment to promoting innovation and furthering excellence in engineering and engineering technology education, creating tangible goodwill with ASEE member Deans.
- Augment your recruiting efforts and research initiatives by networking with ASEE member Deans at this exclusive, invitation only event.

BECOME AN EDI SPONSOR TODAY!

CONTACT

Ashley Krawiec

Director of Event Sales



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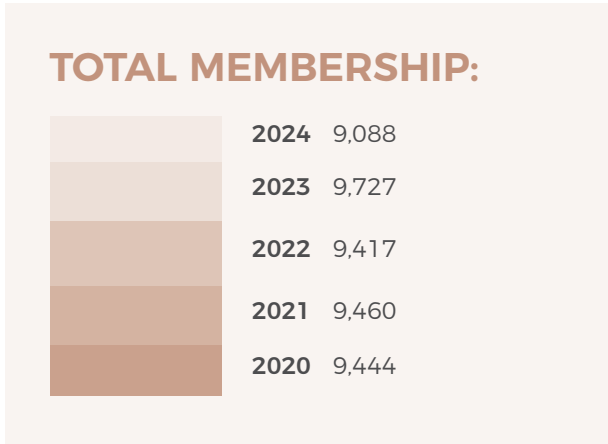
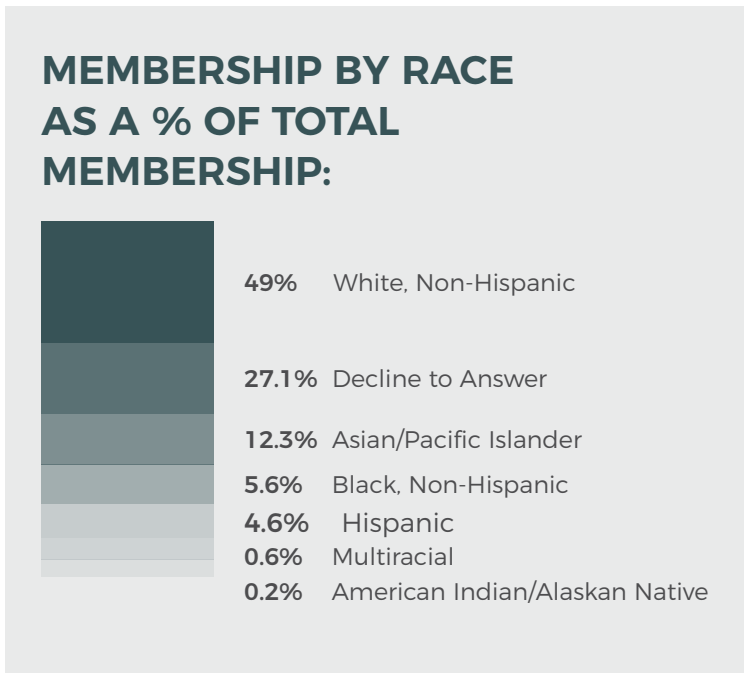
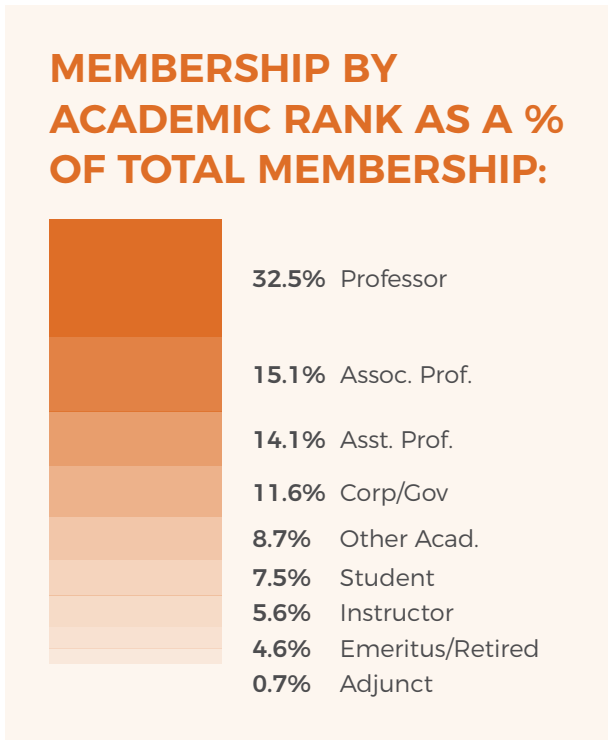
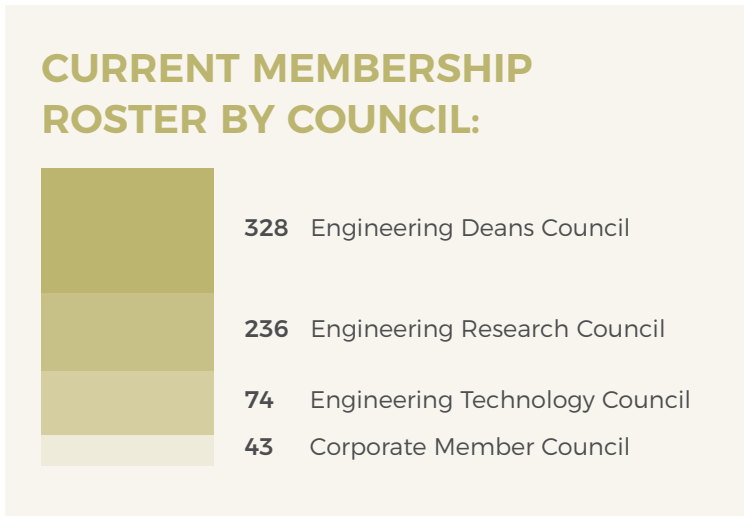
DEMOGRAPHICS

PAST EDI ATTENDANCE

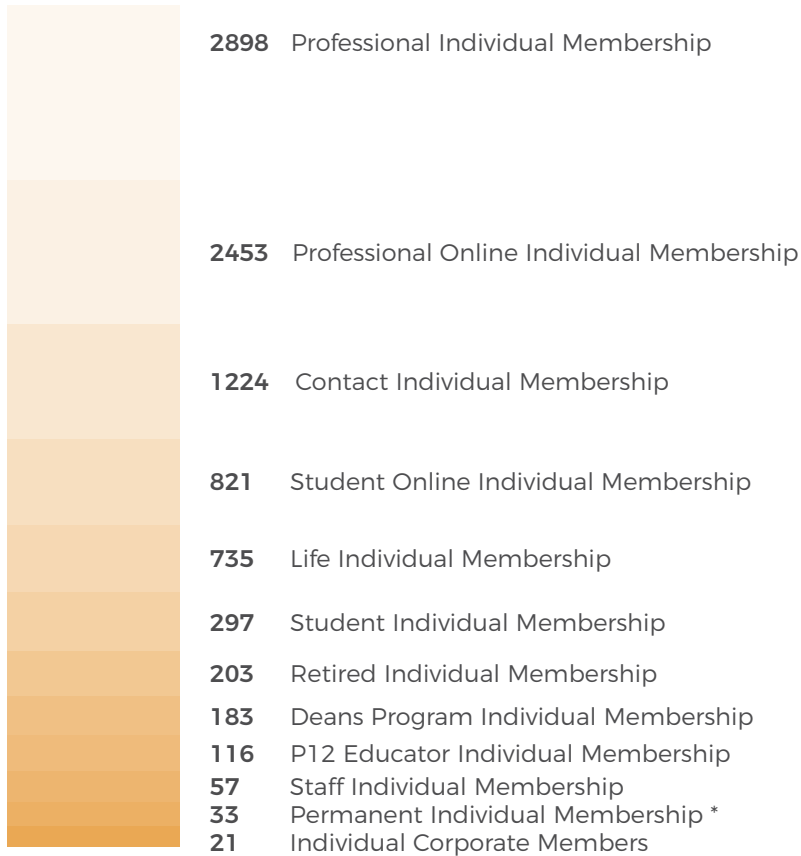
2024		217 SAN DIEGO
2023	 <small>2023 Engineering Deans Institute (EDI)</small>	232 PUERTO RICO
2022		207 LAS VEGAS
2021		242 VIRTUAL
2019		240 HILL COUNTRY

TOP 2023 ATTENDEES BY INSTITUTION LOCATION:

	37	CALIFORNIA
	15	MASSACHUSETTS
	10	NEW YORK
	8	OHIO
	11	PENNSYLVANIA
	11	TEXAS
	8	VIRGINIA



CURRENT MEMBERSHIP BREAKDOWN:



ORGANIZATION MEMBERSHIP:

College Affiliate Academic Organization	12
Community College Academic Organization	5
Dual Academic Organization	47
Engineering Academic Organization	259
Engineering Academic Organization (5-year membership):	14
Engineering Academic Organization (4-year membership):	2
Engineering Tech2 Academic Organization:	3
Engineering Tech4 Academic Organization (previously ETAC):	11
International College Affiliate Academic Organization:	2
International Engineering Academic Organization	13
Association Affiliate Organization:	2
Association Organization:	4
Association Organization (5-year membership):	1
Corporate Affiliate Organization:	14
Corporate Organization:	22



PREVIOUS

SPONSORS



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

VISIONARY



LEADERSHIP



PIONEER



INNOVATION



SPONSORSHIP

OPPORTUNITIES

VISIONARY \$30,000

BENEFITS:

- Six (6) conference registrations.
- One (1) full page, 4C cover position ad in conference program. Digital PDF only.
- Organization logo with URL link displayed in Sponsors section of the EDI web site.
- Complimentary 1 year ASEE corporate membership.
- Logo recognition in the sponsors section of the program.
- Recognition on displays and signage throughout the event.
- Promotional display opportunity.
 - 6ft. skirted table, two chairs, electricity and internet.



PLUS, NON-EXCLUSIVE RIGHTS TO YOUR CHOICE OF ONE OF THESE PREMIER EVENTS:

BREAKFAST OR LUNCHEON

Monday April 7th or Tuesday, April 8th

Your sponsorship includes a 20-minute speaking opportunity for an organization executive, invited speaker or partner to discuss a topic relevant to the conference program (subject to program committee approval). Additional benefits include organization logo on 'Thank you' signage in the room, recognition in the program, plus verbal recognition.



SPONSORSHIP

OPPORTUNITIES

LEADERSHIP..... \$20,000

BENEFITS:

- Four (4) conference registrations.
- One (1) full page, 4C ad in the digital conference program. Digital PDF only.
- Organization logo with URL link displayed in Sponsors section of the EDI web site.
- Complimentary 1-year ASEE corporate membership.
- Logo recognition in the sponsors section of the program.
- Recognition on displays and signage throughout the event
- Promotional display opportunity.
 - 6ft. skirted table, two chairs, electricity and internet.



PLUS, SPONSORSHIP OF ONE OF THE FOLLOWING:

WELCOME RECEPTION

Sunday, April 6th

Integrate your brand into this elegant reception to welcome the deans to Tuscon. Sponsorship benefits include the opportunity for an organization representative to make some brief welcome remarks (5 minutes max), verbal recognition and your organization logo on thank you signage.

CLOSING RECEPTION

Tuesday, April 8th

Sign on as a sponsor of this popular closing event. Sponsorship benefits include a brief speaking opportunity by an organization representative (5 minutes max), verbal recognition and your organization logo on thank you signage.

BANQUET

Monday, April 7th

Join us to network and discuss Wednesday's sessions while enjoying a delicious meal. Sponsorship benefits include a brief speaking opportunity by an organization representative (5 minutes max), verbal recognition and your organization logo on thank you signage. Exclusive sponsorship.

COCKTAIL RECEPTION

Monday, April 7th

Integrate your brand into this relaxing social event prior to the evening sessions. Sponsorship benefits include a brief speaking opportunity by an organization representative (5 minutes max), verbal recognition and your organization logo on thank you signage.

SOLD OUT

SPONSORSHIP OPPORTUNITIES

PIONEER \$15,000

BENEFITS:

- Three (3) conference registrations.
- Organization logo with URL link displayed in Sponsors section of the EDI web site.
- Complimentary 1-year ASEE corporate membership.
- Logo recognition in the sponsors section of the program.
- Recognition on displays and signage throughout the event.
- Promotional display opportunity.
 - 6ft. skirted table, two chairs, electricity and internet.



PLUS, SPONSORSHIP 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. First come, first served. Exclusive opportunity.

NAME BADGE HOLDERS

Take advantage of this opportunity to reinforce your brand in the minds of conference attendees. Your organization logo will be printed on the name badge holder each attendee will receive upon registering. First come, first served. Exclusive opportunity.



SPONSORSHIP

OPPORTUNITIES

INNOVATION \$10,000

BENEFITS:

- Two (2) conference registrations.
- Organization logo with URL link displayed in Sponsors section of the EDI web site.
- Complimentary 1 year ASEE corporate membership.
- Logo recognition in the sponsors section of the program.
- Recognition on displays and signage throughout the event
- Promotional display opportunity.
 - 6ft. skirted table, two chairs, electricity and internet.



PLUS, SPONSORSHIP OF ONE OF THE FOLLOWING:

REFRESHMENT BREAKS

April 7th or Tuesday, April 8th

Reserve the right to be recognized as a sponsor of this excellent networking opportunity. The morning and afternoon breaks will provide attendees with a needed respite between sessions and afford them the opportunity to network with colleagues. Benefits include organization logo on thank you signage. This opportunity is non-exclusive.

DEANS' WELCOME GIFT BAGS

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

COCKTAIL RECEPTION

Monday, April 7th

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

CLOSING RECEPTION

Tuesday, April 8th

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

ATTENDEE GIVEAWAY

This is your opportunity to reach the deans directly with customized content by placing your message directly in their hands! Reinforce your brand in the minds of conference attendees. Your organization marcom piece will be inserted into the deans welcome bag each attendee will receive upon registering. Please provide at least 200 items. Shipping instructions will be provided once contracted.

SPONSORSHIP

OPPORTUNITIES

EDUCATOR \$8,000

BENEFITS:

- One (1) conference registration.
- Organization logo with URL link displayed in Sponsors section of the EDI web site.
- Logo recognition in the sponsors section of the program.
- Recognition on displays and signage throughout the event
- Promotional display opportunity.
 - 6ft. skirted table, two chairs, electricity and internet.



ADVERTISING & ADDITIONAL OPPORTUNITIES

ASEE EDI PROGRAM

Leverage your sponsorship and increase your visibility to attendees by placing an ad in the conference final program. This schedule and agenda is used by all attendees as a daily guide and key to the event. Every activity, session, and event is listed in this informative guide. Deadlines and specs available upon reservation.

Available full page positions:

- Full page, four-color **\$3,500**

DISPLAY TABLE/EXHIBIT

Interested in getting extra visibility during the meeting? The sponsorship includes a 6ft. skirted table with 2 chairs, internet, and electric. Table does not need to be manned at all times, but materials will be accessible at all times. Please be advised recognition in sponsor signage, the website, and the program are not included.

Sponsorship Rate: \$4,000

BECOME AN EDI SPONSOR TODAY!

CUSTOM PACKAGES ARE AVAILABLE UPON REQUEST.

CONTACT

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