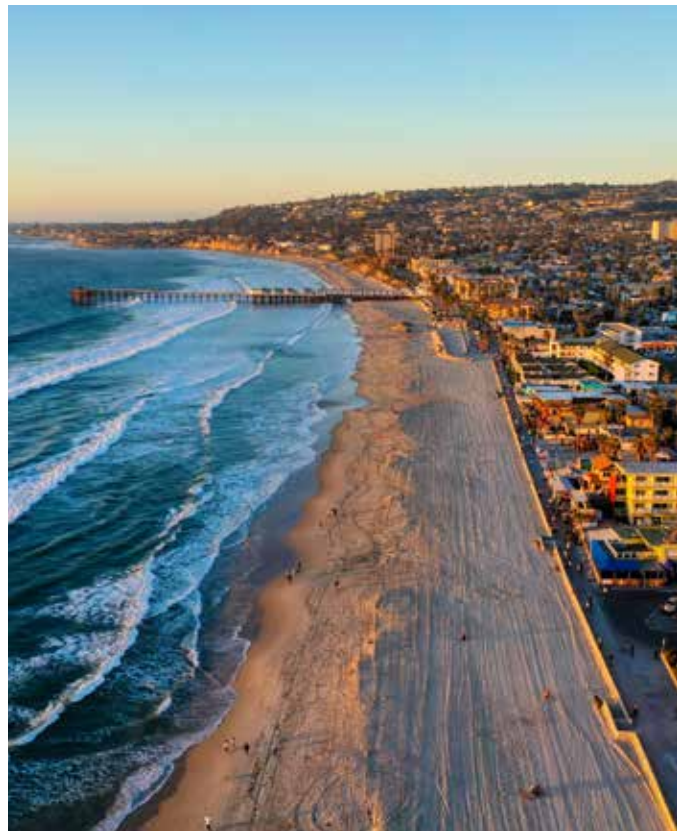




MARKETING KIT

2027 ENGINEERING DEANS INSTITUTE



RANCHO BERNARDO INN, SAN DIEGO, CA



The annual ASEE Engineering Deans Institute 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. The Institute is hosted by the ASEE Engineering Deans Council and its planning committee.

Sponsorship of Engineering Deans Institute 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 ENGINEERING DEANS INSTITUTE SPONSOR TODAY!

CONTACT

Ashley Krawiec

Director of Event Sales

a.krawiec@asee.org

ASEE & ENGINEERING DEANS INSTITUTE

DEMOGRAPHICS

PAST EDI ATTENDANCE

2026 **221**
NEW ORLEANS

2025 **207**
TUCSON

2024 **217**
SAN DIEGO

2023 **232**
PUERTO RICO

2022 **207**
LAS VEGAS

CURRENT MEMBERSHIP

8,164
MEMBERS

TOP 2026 ATTENDEES BY INSTITUTION LOCATION:

 **12**
CALIFORNIA

 **9**
FLORIDA

 **16**
MASSACHUSETTS

 **12**
NEW YORK

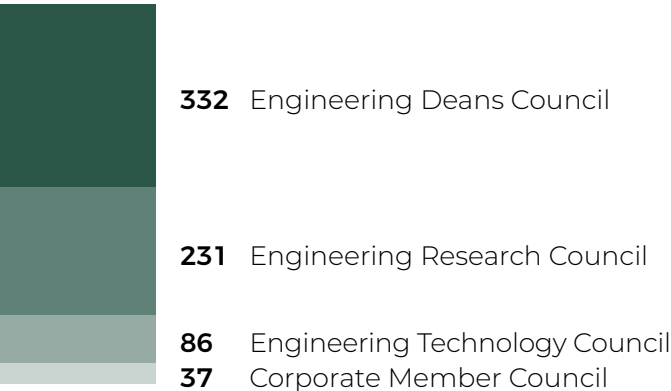
 **14**
PENNSYLVANIA

 **16**
TEXAS

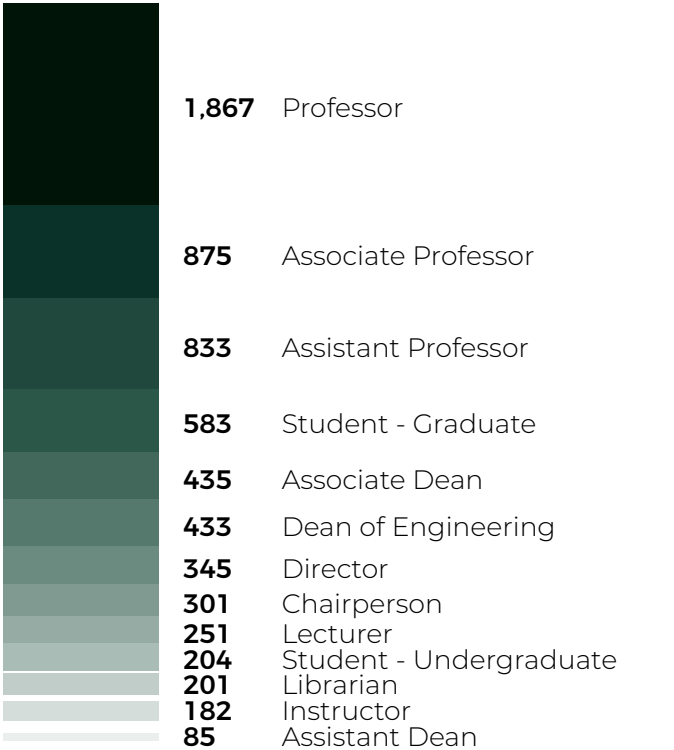
ENGINEERING DEANS COUNCIL:



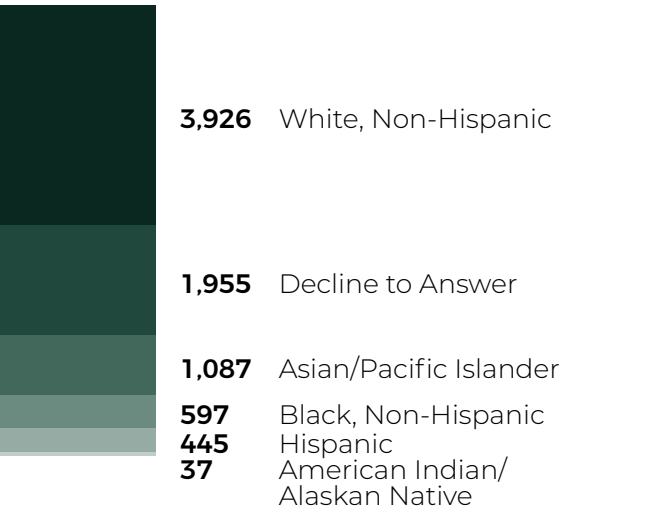
CURRENT MEMBERSHIP
ROSTER BY COUNCIL:



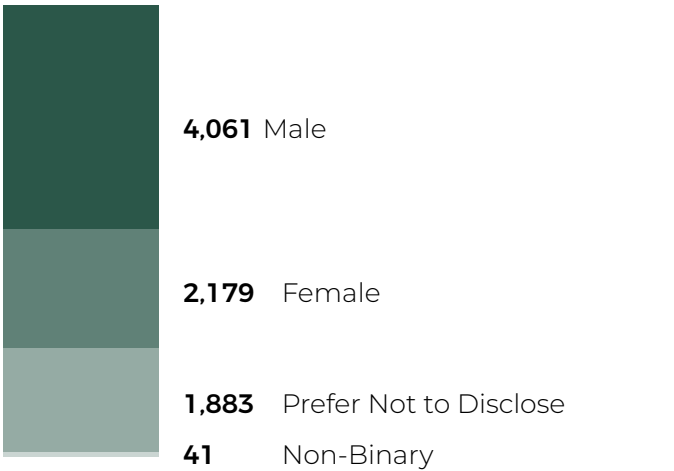
MEMBERSHIP BY
TOP JOB ROLE:



MEMBERSHIP BY RACE:



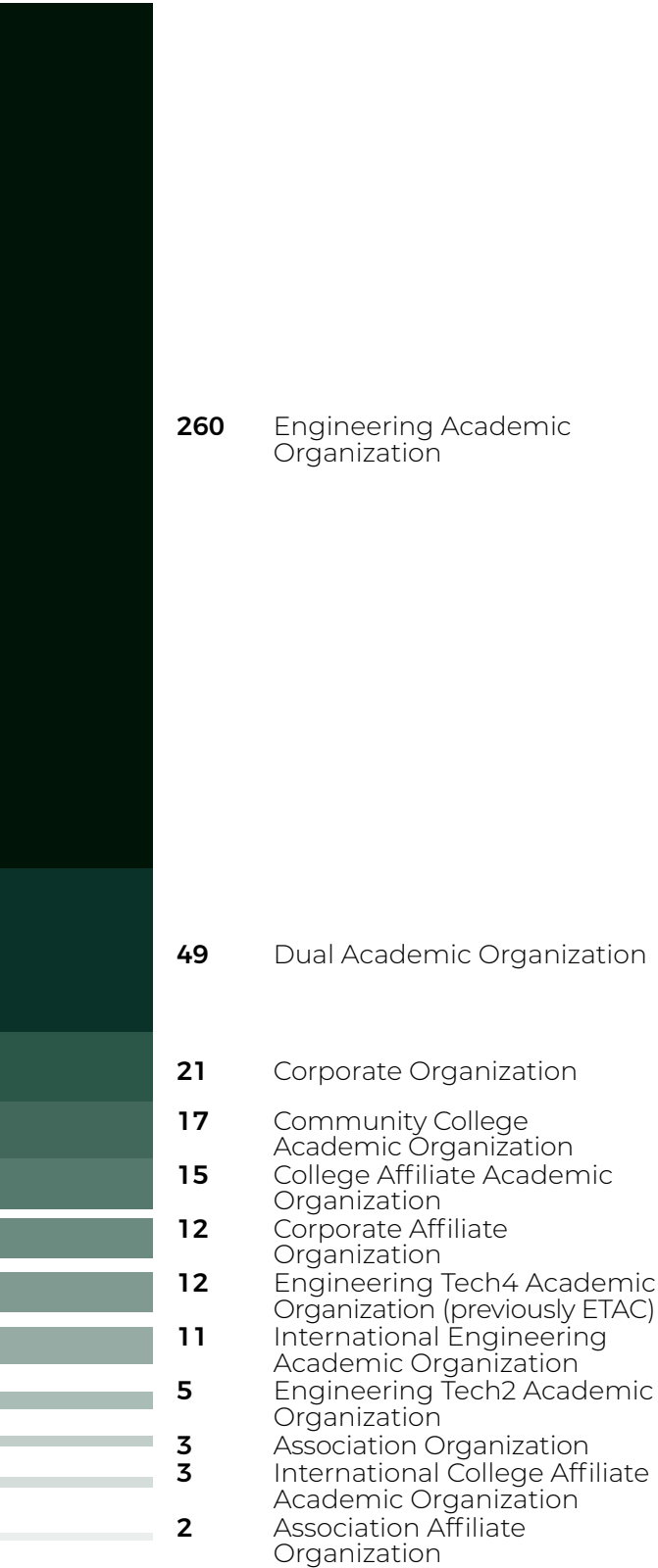
MEMBERSHIP BY GENDER:



CURRENT MEMBERSHIP BREAKDOWN



ORGANIZATION MEMBERSHIP



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 ENGINEERING DEANS INSTITUTE sponsor today!

VISIONARY



LEADERSHIP



PIONEER



INNOVATION



EDUCATOR



SPONSORSHIP OPPORTUNITIES

VISIONARY \$30,000

BENEFITS:

- Six (6) conference registrations.
- One (1) full page, 4C ad in the digital conference program.
- Organization logo with URL link displayed in Sponsors section of the Engineering Deans Institute 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 12th Or Tuesday, April 13st

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.
- Organization logo with URL link displayed in Sponsors section of the Engineering Deans Institute 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 11th

Integrate your brand into this elegant reception to welcome the deans to San Diego. 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.

Cocktail Reception

Monday, April 12st

Join us to network and discuss Monday's sessions. 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.

Banquet

Monday, April 12th

Join us to network and discuss Tuesday'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

Tuesday, April 13th

Join us to network and discuss Tuesday's sessions. 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.

SPONSORSHIP OPPORTUNITIES

PIONEER\$15,000

BENEFITS:

- Three (3) conference registrations.
- Organization logo with URL link displayed in Sponsors section of the Engineering Deans Institute 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 throughout the conference. Your organization's logo on the name badge that every attendee will receive upon registering. First come, first served. Exclusive opportunity.

SOLD OUT

Name Badge Holders

Take advantage of this opportunity to reinforce your brand throughout the conference. Your organization's logo on the name badge that every attendee will receive upon registering. First come, first served. Exclusive opportunity.

SOLD OUT



SPONSORSHIP OPPORTUNITIES

INNOVATION..... \$10,000

BENEFITS:

- Two (2) conference registrations.
- Organization logo with URL link displayed in Sponsors section of the Engineering Deans Institute 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

Monday, April 12th or Tuesday, April 13th

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.

Cocktail Reception

Tuesday, April 13th

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.

Dean's 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.

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 provided to attendees upon check-in. 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 Engineering Deans Institute 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 Engineering Deans Institute 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.

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

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 provided to attendees upon check-in. Please provide at least 200 items. Shipping instructions will be provided once contracted.

Sponsorship rate \$4,000



BECOME AN ENGINEERING DEANS INSTITUTE SPONSOR TODAY!

**CUSTOM PACKAGES ARE
AVAILABLE UPON REQUEST.**

CONTACT

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Washington, DC 20036

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