Join the American Society for Engineering Education in Baltimore for its 130th Annual Conference & Exposition!

June 25-28, 2023 | Baltimore Convention Center, MD

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!

ASEE annual conference with one of these dynamic sponsorship opportunities. They’re proven to succeed!
IMPORTANT DATES TO REMEMBER

**OCT 3, 2022**
Abstract Submission Open.

**OCT 31, 2022**
Abstract Submission Closed

**NOV 21, 2022**
Abstract Accept or Reject Notification to Author Deadline

**DEC 5, 2022**
Session Request Deadline – Non-sponsored sessions

**JAN 31, 2023**
Draft Paper Submission Deadline

**FEB 6, 2023**
Online registration and housing open for conference attendees.

**APR 2023**
Sponsor registration opens. Exact date TBD.

**APR 30, 2023**
Author registration deadline.

**MAY 5, 2023**
Abstract deadline for all sponsor technical sessions.

All sponsor tech session descriptions must be finalized and uploaded by this date for the printed program.

**JUN 25, 2023**
2023 ASEE Annual Conference officially opens.

**JUN 26 – 28, 2023**
Exhibit Hall opens.

**JUN 28, 2023**
2023 ASEE Annual Conference and Exposition concludes.

**JUN 2023**
Housing closes.
**ASEE Member Demographics**

**New Members by Academic Rank**
- 24.9% Other
- 5.7% Instructor
- 13.9% Assistant Professor
- 14.9% Associate Professor
- 4.4% Corporate/Government

**Current Membership by Academic Rank**
- 36.2% Professor
- 11.6% Corporate/Government
- 7.5% Emeritus/Retired
- 4.6% Student
- 8.7% Other Academic
- 0.7% Adjunct
- 5.6% Instructor
- 14.1% Assistant Professor
- 15.1% Associate Professor

**Current Membership Roster by Council**
- Corporate Member Council: 59
- Engineering Deans Council: 332
- Engineering Research Council: 267
- Engineering Technology Council: 97

**Membership by Race & Ethnicity**
- 49% White, Non-Hispanic
- 12.3% Asian/Pacific Islander
- 5.6% Black, Non-Hispanic
- 4.5% Hispanic
- 0.6% Multiracial
- 0.2% Native American
- Declined to Answer: 27.1%
MEMBERSHIP BY AGE GROUP

- 20.2% Unknown
- 17.9% 64 and up
- 17.3% 55 to 64
- 15.3% 45 to 54
- 16.1% 35 to 44
- 13.2% Under 35

LENGTH OF MEMBERSHIP

- 22.1% Over 20 years
- 15.5% 5 to 10 years
- 14.4% 2 to 5 years
- 14.5% 0 to 1 year
- 23.4% 10 to 20 years
- 20.2% 10 to 20 years
- 5.9% 1 to under 2 years

CORPORATE MEMBERS

- Association: 6
- Associate Affiliate: 3
- Corporate: 21
- Corporate Affiliate: 11

MEMBERSHIP BY GENDER

- Male: 68.9%
- Female: 26.8%
### Current Membership Breakdown

<table>
<thead>
<tr>
<th>Category</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Professional</td>
<td>3,671</td>
</tr>
<tr>
<td>Academic Professional Online</td>
<td>1,664</td>
</tr>
<tr>
<td>Academic Contact Representative</td>
<td>1,289</td>
</tr>
<tr>
<td>Corporate/Government Professional</td>
<td>307</td>
</tr>
<tr>
<td>Corporate/Government Professional Online</td>
<td>143</td>
</tr>
<tr>
<td>Corporate/Government Contact Representative</td>
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<tr>
<td>Life</td>
<td>722</td>
</tr>
<tr>
<td>Retired</td>
<td>176</td>
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<tr>
<td>Student</td>
<td>376</td>
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<tr>
<td>Student Online</td>
<td>902</td>
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<tr>
<td>P-12 Professional</td>
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### Total Membership

<table>
<thead>
<tr>
<th>Year</th>
<th>Members</th>
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</thead>
<tbody>
<tr>
<td>2018</td>
<td>10,679</td>
</tr>
<tr>
<td>2019</td>
<td>10,253</td>
</tr>
<tr>
<td>2020</td>
<td>9,444</td>
</tr>
<tr>
<td>2021</td>
<td>9,460</td>
</tr>
<tr>
<td>2022</td>
<td>9,417</td>
</tr>
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</table>

### Current Membership by Sections

<table>
<thead>
<tr>
<th>Region</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>North East</td>
<td>479</td>
</tr>
<tr>
<td>St. Lawrence</td>
<td>233</td>
</tr>
<tr>
<td>Middle Atlantic</td>
<td>950</td>
</tr>
<tr>
<td>Southeast</td>
<td>1,750</td>
</tr>
<tr>
<td>North Central</td>
<td>893</td>
</tr>
<tr>
<td>Illinois-Indiana</td>
<td>658</td>
</tr>
<tr>
<td>North Midwest</td>
<td>481</td>
</tr>
<tr>
<td>Midwest</td>
<td>358</td>
</tr>
<tr>
<td>Gulf Southwest</td>
<td>744</td>
</tr>
<tr>
<td>Pac Northwest</td>
<td>301</td>
</tr>
<tr>
<td>Rocky Mountain</td>
<td>327</td>
</tr>
<tr>
<td>Pac Southwest</td>
<td>743</td>
</tr>
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</table>
# Top Division Membership by Discipline

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Civil Engineering Division</td>
<td>460</td>
</tr>
<tr>
<td>Community Engagement Division</td>
<td>868</td>
</tr>
<tr>
<td>Computing and Information Technology Division</td>
<td>831</td>
</tr>
<tr>
<td>Design in Engineering Education Division</td>
<td>745</td>
</tr>
<tr>
<td>Educational Research and Methods Division</td>
<td>1,364</td>
</tr>
<tr>
<td>Electrical and Computer Division</td>
<td>654</td>
</tr>
<tr>
<td>Energy Conversion, Conservation, and Nuclear Engineering Division</td>
<td>731</td>
</tr>
<tr>
<td>Engineering and Public Policy Division</td>
<td>525</td>
</tr>
<tr>
<td>Engineering Ethics Division</td>
<td>1,283</td>
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<tr>
<td>Engineering Leadership Development Division</td>
<td>632</td>
</tr>
<tr>
<td>Equity, Culture &amp; Social Justice in Education Constituent Committee Division</td>
<td>1,090</td>
</tr>
<tr>
<td>First-Year Programs Division</td>
<td>547</td>
</tr>
<tr>
<td>Materials Division</td>
<td>613</td>
</tr>
<tr>
<td>Mechanical Engineering Division</td>
<td>594</td>
</tr>
<tr>
<td>Minorities in Engineering Division</td>
<td>540</td>
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<tr>
<td>Multidisciplinary Engineering Division</td>
<td>1,183</td>
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<tr>
<td>Pre-College Engineering Education Division</td>
<td>434</td>
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<tr>
<td>Student Division</td>
<td>1,023</td>
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<tr>
<td>Technological and Engineering Literacy/Philosophy of Engineering Division</td>
<td>563</td>
</tr>
<tr>
<td>Women in Engineering Division</td>
<td>849</td>
</tr>
</tbody>
</table>
### TOP MEMBERS BY INSTITUTION

- **Georgia Institute of Technology**: 51
- **North Carolina State University at Raleigh**: 54
- **Pennsylvania State University**: 52
- **Purdue University at West Lafayette (COE)**: 58
- **Texas A&M University**: 106
- **The Ohio State University**: 49
- **University of Alberta**: 131
- **University of Florida**: 48
- **University of Illinois at Champaign**: 59
- **University of Michigan**: 59
- **University of Tennessee at Knoxville**: 157
- **Virginia Polytechnic Institute and State University**: 60
- **West Virginia University**: 48

### ZONE MEMBERSHIP

<table>
<thead>
<tr>
<th>Zone</th>
<th>Membership</th>
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<tbody>
<tr>
<td>Zone 1</td>
<td>1,662</td>
</tr>
<tr>
<td>Zone 2</td>
<td>3,301</td>
</tr>
<tr>
<td>Zone 3</td>
<td>1,583</td>
</tr>
<tr>
<td>Zone 4</td>
<td>1,371</td>
</tr>
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### INSTITUTIONAL MEMBERS

<table>
<thead>
<tr>
<th>Type</th>
<th>Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineering</td>
<td>314</td>
</tr>
<tr>
<td>Engineering Tech 2 Year</td>
<td>8</td>
</tr>
<tr>
<td>Engineering Tech 4 Year</td>
<td>59</td>
</tr>
<tr>
<td>College Affiliate</td>
<td>16</td>
</tr>
<tr>
<td>Canadian</td>
<td>8</td>
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<tr>
<td>International</td>
<td>4</td>
</tr>
<tr>
<td>International Affiliate</td>
<td>1</td>
</tr>
<tr>
<td>International Low Income</td>
<td>1</td>
</tr>
<tr>
<td>P-12</td>
<td>2</td>
</tr>
</tbody>
</table>
The 2020 & 2021 ASEE Annual Conferences were held virtually due to the COVID-19 pandemic. All 2020 & 2021 stats are from the Virtual Conference, not an in-person conference.

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Attendance</th>
<th>Dean Attendees</th>
<th>International Attendees</th>
<th>Student Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>4,061</td>
<td>81</td>
<td>110</td>
<td>861</td>
</tr>
<tr>
<td>2018</td>
<td>3,880</td>
<td>78</td>
<td>155</td>
<td>738</td>
</tr>
<tr>
<td>2019</td>
<td>3,812</td>
<td>87</td>
<td>151</td>
<td>654</td>
</tr>
<tr>
<td>2020</td>
<td>3,362</td>
<td>62</td>
<td>108</td>
<td>486</td>
</tr>
<tr>
<td>2021</td>
<td>3,202</td>
<td>65</td>
<td>163</td>
<td>631</td>
</tr>
<tr>
<td>2022</td>
<td>3,431</td>
<td>52</td>
<td>123</td>
<td>1,100</td>
</tr>
</tbody>
</table>
## 2022 Top Attendees by Institution Location

<table>
<thead>
<tr>
<th>Institution</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>196</td>
</tr>
<tr>
<td>Florida</td>
<td>139</td>
</tr>
<tr>
<td>Indiana</td>
<td>166</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>128</td>
</tr>
<tr>
<td>Minnesota</td>
<td>129</td>
</tr>
<tr>
<td>New York</td>
<td>115</td>
</tr>
<tr>
<td>Ohio</td>
<td>120</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>183</td>
</tr>
<tr>
<td>Texas</td>
<td>211</td>
</tr>
<tr>
<td>Virginia</td>
<td>161</td>
</tr>
</tbody>
</table>

## 2022 Top Attendee Titles

<table>
<thead>
<tr>
<th>Title</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assistant Professor</td>
<td>310</td>
</tr>
<tr>
<td>Associate Dean</td>
<td>61</td>
</tr>
<tr>
<td>Associate Professor</td>
<td>281</td>
</tr>
<tr>
<td>Dean</td>
<td>52</td>
</tr>
<tr>
<td>Director</td>
<td>106</td>
</tr>
<tr>
<td>Engineering Librarian</td>
<td>31</td>
</tr>
<tr>
<td>Graduate Assistant/Graduate Student</td>
<td>58</td>
</tr>
<tr>
<td>Lecturer</td>
<td>36</td>
</tr>
<tr>
<td>Phd Student</td>
<td>34</td>
</tr>
<tr>
<td>Professor</td>
<td>378</td>
</tr>
</tbody>
</table>

## 2022 Top Attendees by Institution Location

<table>
<thead>
<tr>
<th>Institution</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arizona State University</td>
<td>44</td>
</tr>
<tr>
<td>Clemson University</td>
<td>32</td>
</tr>
<tr>
<td>Pennsylvania State University</td>
<td>61</td>
</tr>
<tr>
<td>Purdue University at West Lafayette</td>
<td>101</td>
</tr>
<tr>
<td>Texas A&amp;M University</td>
<td>70</td>
</tr>
<tr>
<td>The Ohio State University</td>
<td>45</td>
</tr>
<tr>
<td>University of Florida</td>
<td>40</td>
</tr>
<tr>
<td>University of Illinois at Urbana – Champaign</td>
<td>49</td>
</tr>
<tr>
<td>University of Michigan</td>
<td>51</td>
</tr>
<tr>
<td>Virginia Polytechnic Institute and State University</td>
<td>64</td>
</tr>
</tbody>
</table>
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:

<table>
<thead>
<tr>
<th>Level</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visionary</td>
<td>$50,000</td>
</tr>
<tr>
<td>Innovator</td>
<td>$25,000</td>
</tr>
<tr>
<td>Pioneer</td>
<td>$15,000</td>
</tr>
<tr>
<td>Mentor</td>
<td>$8,000</td>
</tr>
<tr>
<td>Leader</td>
<td>$5,000</td>
</tr>
<tr>
<td>Educator</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

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
VISIONARY  $50,000

BENEFITS:

- One (1) full page, 4C, cover position ad in the Annual Conference Program. Digital PDF Only.
- One (1) full page, 4C, cover position ad in the Baltimore Circular
- One (1) month 300x250 ad run on ASEE.org. Must be displayed around the Annual Conference April – July.
- Ten (10) complimentary full registrations (non-transferable)
- Three (3) time slots for sponsor technical session
- Complimentary exhibit booth space (up to 20’ x 20’)
- Complimentary 1 year ASEE corporate membership
- 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 Baltimore 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 2023 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 26TH**
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 27TH**
The Tuesday Plenary session features the Best Paper Presentations and the Corporate Member Council Keynote speaker, which is sure to attract a large audience. Put your organization name and logo in front of over 2,000 attendees at this conference keynote address. Sponsorship benefits include an up to 60-second ad or video to be shown, highly visible branded signage throughout the room, and verbal recognition. One sponsor video to be shown prior to the session and one post. Two videos/sponsors maximum.
SPONSORSHIP OPPORTUNITIES

INNOVATOR $25,000

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

ASEE LOUNGES & INTERACTIVE AREAS

Include your branding on multiple locations throughout the registration area and the convention center such as the Registration 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.

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.

BENEFITS:

• One (1) full page, 4C ad in annual conference final program. Digital PDF Only

• Six (6) complimentary full registrations

• Two (2) time slots for sponsor technical session

• Complimentary 1 year ASEE corporate membership

• Complimentary exhibit booth space (up to 10’ x 20’)

• 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 Baltimore Convention Center
and will have the opportunity for an organization executive to make brief (5 minutes max) welcoming remarks to the reception attendees.

**ASEE PRE-K12 AND DIVERSITY, EQUITY AND INCLUSION PAVILION**

A wonderful opportunity to showcase your organization’s commitment to fostering diversity in engineering education. The ASEE Pavilion is a large booth located at the back of the exhibit hall. Your sponsorship will provide these organizations with the opportunity to interact with 3,500 conference attendees and 110 exhibitors while aligning your brand with an important strategic mission of ASEE. Sponsorship benefits include highly visible branded signage on the pavilion structure and special recognition on the conference web site and in the conference Final Program.

**TASTE OF BALTIMORE & FOCUS ON EXHIBITS WELCOME RECEPTION**

This exciting kickoff event will be held on Sunday evening from 5:00 pm to 7:00 pm in the Exhibit Hall. 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.

**PRESIDENT’S FAREWELL RECEPTION – SPONSOR COMMERCIAL**

Join ASEE’s President for a final sendoff from the 2023 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.

**Baltimore Circular**

The 2023 Baltimore 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)

**2023 Annual Conference Expo Guide**

The 2023 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 Baltimore 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 oppor
SPONSORSHIP OPPORTUNITIES

PIONEER $15,000

BENEFITS:
- Three (3) complimentary full registrations
- One (1) time slot for sponsor technical session
- Complimentary 1 year ASEE corporate membership
- 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 Baltimore Convention Center

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

ASEE AWARDS CEREMONY & LUNCH – SIGNAGE ONLY
Celebrate excellence in engineering education by sponsoring the 130th Annual ASEE Awards Ceremony. Held on Wednesday, June 28th 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 2023 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.

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 every two weeks leading up to the conference in May & June 2023. The newsletters will provide 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. Exact send dates available in 2023.
MENTOR  $8,000

BENEFITS:

• Two (2) complimentary full registrations

• Complimentary 1 year ASEE corporate membership

• 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 Baltimore 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.

FOCUS ON EXHIBITS SUMMERTIME SOCIAL

The Focus on Exhibits Summertime Social, held Tuesday, June 27th 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 three (3) Focus on Exhibits Networking Breaks will be held on Monday, June 26th and Wednesday, June 29th in the morning and afternoon in the Exhibit Hall, with no other events occurring during this time. This is a great opportunity to reinforce your brand in the minds of conference attendees. Your organization logo will be printed on “Thank you” signage throughout the exhibition, in the program and all electronic references. 

SPONSORSHIP OPPORTUNITIES

SOLD OUT

SOLD OUT

SOLD OUT
SPONSOR TECHNICAL SESSION
Showcase a new product or service offer in an intimate classroom setting. This is an excellent opportunity to provide hands-on instruction or a case study to ASEE Annual Conference attendees who are leaders in their field and are always looking for new methods to use in the classroom and in their own research. Ninety (90) minute time slots are available Sunday through Wednesday during conference hours. Basic AV is included in the room which is set classroom style for approximately 50 people. 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. Session schedule will be available for contracted sponsors only starting in January 2023. 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 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 Baltimore Convention Center

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

**ANNUAL CONFERENCE PROGRAM AD DIGITAL PDF ONLY**

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.

**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

**ASEE.ORG BANNER AD**

Advertise your participation at the 2023 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.
EDUCATOR  $3,500

BENEFITS:

- One (1) complimentary full registration
- 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 Baltimore Convention Center
**EXHIBIT HALL ENTRANCE WALL BRANDING**

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 ANNUAL CONFERENCE PROGRAM DIGITAL PDF ONLY**

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 $4,000
- Inside front cover, four-color $3,000
- Inside back cover, four-color $3,000
- Full page, four-color $2,000

**ASEE BALTIMORE 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**

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 (4 issues)
**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)*

**SPONSOR TECHNICAL SESSION**
Showcase a new product or service offer in an intimate classroom setting. This is an excellent opportunity to provide hands-on instruction or a case study to ASEE Annual Conference attendees who are leaders in their field and are always looking for new methods to use in the classroom and in their own research. Ninety (90) minute time slots are available Sunday through Wednesday during conference hours. Basic AV is included in the room which is set classroom style for approximately 50 people. 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. Session schedule will be available for contracted sponsors only starting in January 2023. Reserve your time slot today!

*Sponsorship Rate: $2,500*

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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*

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

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20 | 2023 ASEE ANNUAL CONFERENCE & EXPOSITION
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!**

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- **Minnesota State University, Mankato**
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- **UMD**
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