



ASEE ANNUAL CONFERENCE & EXPOSITION

THE HARBOR OF ENGINEERING EDUCATION
FOR 130 YEARS

JUNE 25-28, 2023



The Harbor of Engineering Education for 130 Years

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 2023

Housing closes.

JUN 25, 2023

2023 ASEE Annual
Conference officially opens.

JUN 26 – 28, 2023

Exhibit Hall opens.

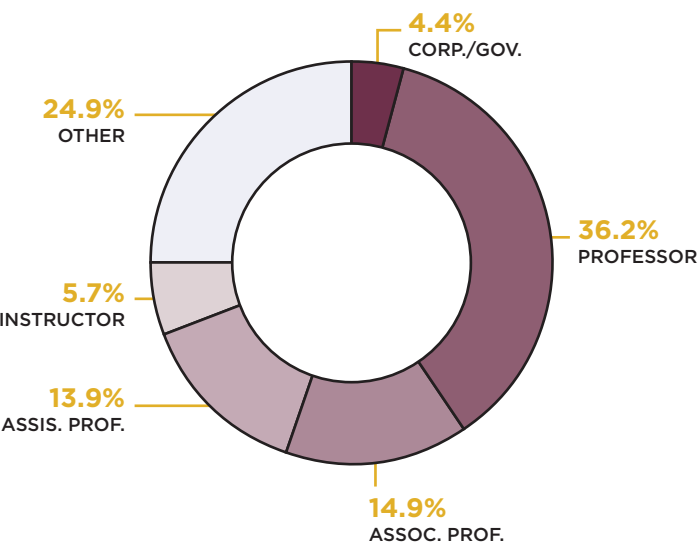
JUN 28, 2023

2023 ASEE Annual
Conference and
Exposition concludes.

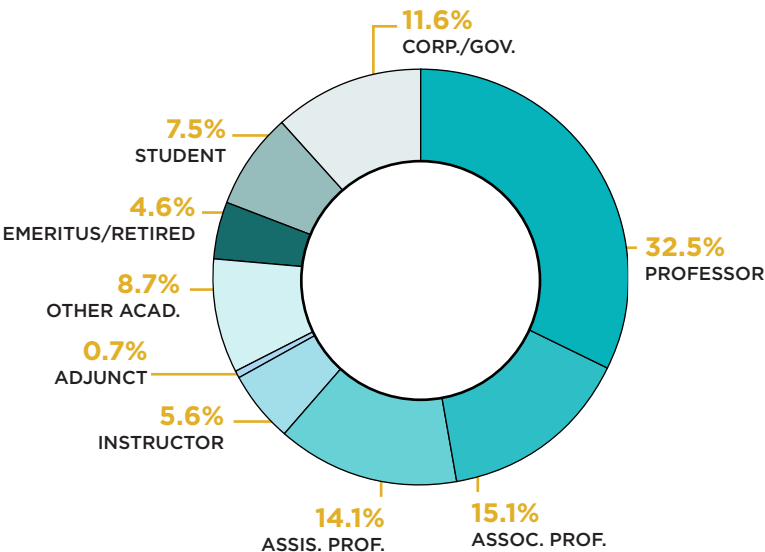




NEW MEMBERS BY ACADEMIC RANK



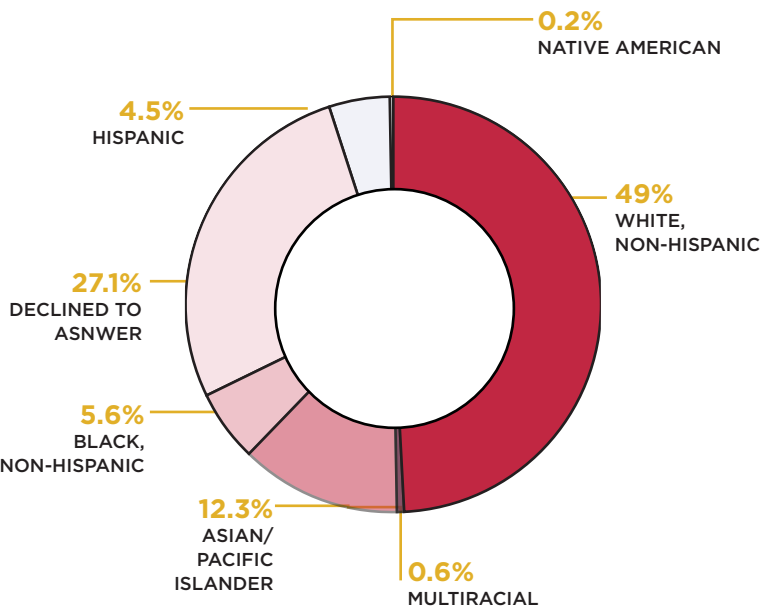
CURRENT MEMBERSHIP BY ACADEMIC RANK



CURRENT MEMBERSHIP ROSTER BY COUNCIL

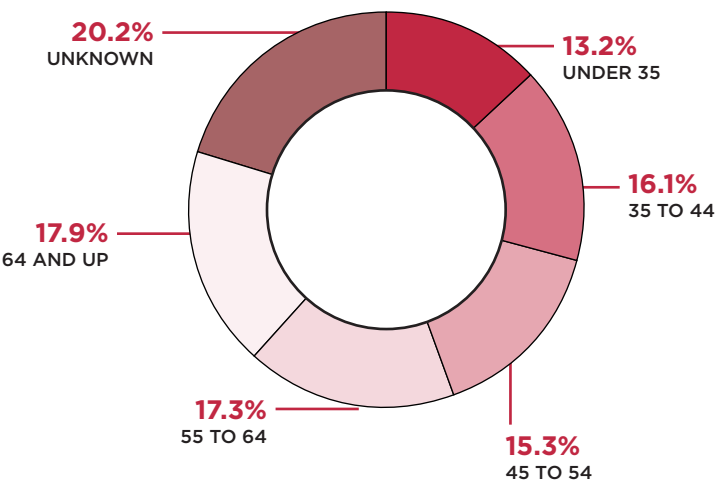
CORPORATE MEMBER COUNCIL	59
ENGINEERING DEANS COUNCIL	332
ENGINEERING RESEARCH COUNCIL	267
ENGINEERING TECHNOLOGY COUNCIL	97

MEMBERSHIP BY RACE & ETHNICITY

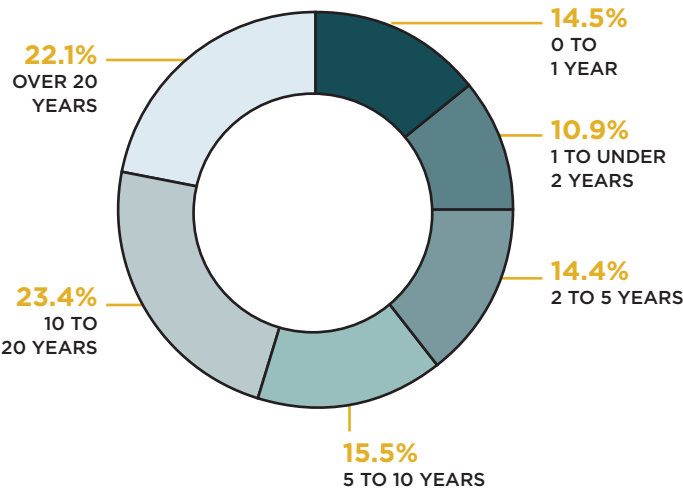




MEMBERSHIP BY AGE GROUP



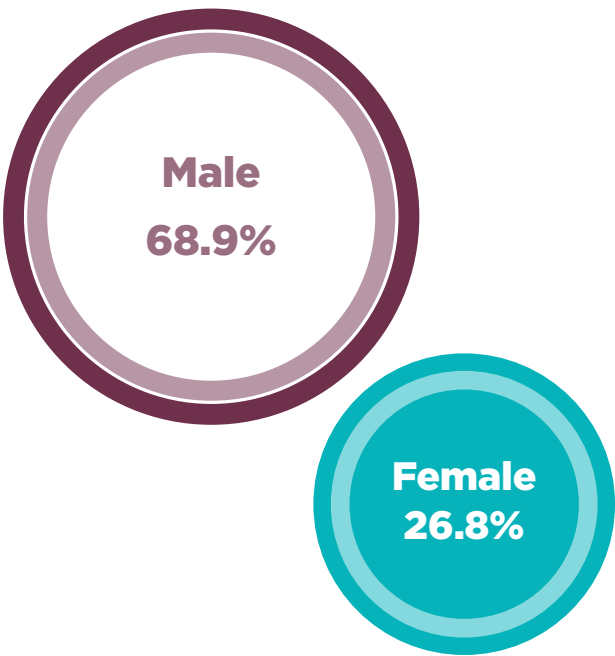
LENGTH OF MEMBERSHIP



CORPORATE MEMBERS

ASSOCIATION	6
ASSOCIATE AFFILIATE	3
CORPORATE	21
CORPORATE AFFILIATE	11

MEMBERSHIP BY GENDER





CURRENT MEMBERSHIP BREAKDOWN

ACADEMIC PROFESSIONAL	3,671
ACADEMIC PROFESSIONAL ONLINE	1,664
ACADEMIC CONTACT REPRESENTATIVE	1,289
CORPORATE/GOVERNMENT PROFESSIONAL	307
CORPORATE/GOVERNMENT PROFESSIONAL ONLINE	143
CORPORATE/GOVERNMENT CONTACT REPRESENTATIVE	47
LIFE	722
RETIRED	176
STUDENT	376
STUDENT ONLINE	902
P-12 PROFESSIONAL	120

TOTAL MEMBERSHIP

2022	9,417
2021	9,460
2020	9,444
2019	10,253
2018	10,679

CURRENT MEMBERSHIP BY SECTIONS

NORTH EAST	479
ST. LAWRENCE	233
MIDDLE ATLANTIC	950
SOUTHEAST	1,750
NORTH CENTRAL	893
ILLINOIS-INDIANA	658
NORTH MIDWEST	481
MIDWEST	358
GULF SOUTHWEST	744
PAC NORTHWEST	301
ROCKY MOUNTAIN	327
PAC SOUTHWEST	743



TOP DIVISION MEMBERSHIP BY DISCIPLINE

CIVIL ENGINEERING DIVISION	460	EQUITY, CULTURE & SOCIAL JUSTICE IN EDUCATION CONSTITUENT COMMITTEE	1,090
COMMUNITY ENGAGEMENT DIVISION	868	FIRST-YEAR PROGRAMS DIVISION	547
COMPUTING AND INFORMATION TECHNOLOGY DIVISION	831	MATERIALS DIVISION	613
DESIGN IN ENGINEERING EDUCATION DIVISION	745	MECHANICAL ENGINEERING DIVISION	594
EDUCATIONAL RESEARCH AND METHODS DIVISION	1,364	MINORITIES IN ENGINEERING DIVISION	540
ELECTRICAL AND COMPUTER DIVISION	654	MULTIDISCIPLINARY ENGINEERING DIVISION	1,183
ENERGY CONVERSION, CONSERVATION, AND NUCLEAR ENGINEERING DIVISION	731	PRE-COLLEGE ENGINEERING EDUCATION DIVISION	434
ENGINEERING AND PUBLIC POLICY DIVISION	525	STUDENT DIVISION	1,023
ENGINEERING ETHICS DIVISION	1,283	TECHNOLOGICAL AND ENGINEERING LITERACY/ PHILOSOPHY OF ENGINEERING DIVISION	563
ENGINEERING LEADERSHIP DEVELOPMENT DIVISION	632	WOMEN IN ENGINEERING DIVISION	849



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

ZONE 1	1,662
ZONE 2	3,301
ZONE 3	1,583
ZONE 4	1,371

INSTITUTIONAL MEMBERS

ENGINEERING	314
ENGINEERING TECH 2 YEAR	8
ENGINEERING TECH 4 YEAR	59
COLLEGE AFFILIATE	16
CANADIAN	8
INTERNATIONAL	4
INTERNATIONAL AFFILIATE	1
INTERNATIONAL LOW INCOME	1
P-12	2



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.

TOTAL ATTENDANCE

2022	3,431
2021	3,202
2020	3,362
2019	3,812
2018	3,880
2017	4,061

INTERNATIONAL ATTENDEES

2022	123
2021	163
2020	108
2019	151
2018	155
2017	110

DEAN ATTENDEES

2022	52
2021	65
2020	62
2019	87
2018	78
2017	81

STUDENT ATTENDEES

2022	1,100
2021	631
2020	486
2019	654
2018	738
2017	861



2022 TOP ATTENDEES BY INSTITUTION LOCATION

CALIFORNIA	196
FLORIDA	139
INDIANA	166
MASSACHUSETTS	128
MINNESOTA	129
NEW YORK	115
OHIO	120
PENNSYLVANIA	183
TEXAS	211
VIRGINIA	161

2022 TOP ATTENDEE TITLES

ASSISTANT PROFESSOR	310
ASSOCIATE DEAN	61
ASSOCIATE PROFESSOR	281
DEAN	52
DIRECTOR	106
ENGINEERING LIBRARIAN	31
GRADUATE ASSISTANT/ GRADUATE STUDENT	58
LECTURER	36
PHD STUDENT	34
PROFESSOR	378

2022 TOP ATTENDEES BY INSTITUTION LOCATION

ARIZONA STATE UNIVERSITY	44
CLEMSON UNIVERSITY	32
PENNSYLVANIA STATE UNIVERSITY	61
PURDUE UNIVERSITY AT WEST LAFAYETTE	101
TEXAS A&M UNIVERSITY	70

THE OHIO STATE UNIVERSITY	45
UNIVERSITY OF FLORIDA	40
UNIVERSITY OF ILLINOIS AT URBANA - CHAMPAIGN	49
UNIVERSITY OF MICHIGAN	51
VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY	64



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.

**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.



INNOVATOR

\$25,000

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

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



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 opport



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:

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.

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.



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 force 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.

SOLD OUT

NAME BADGE HOLDERS

Take advantage of this opportunity to force 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.

SOLD OUT

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 28th in the morning and afternoon 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.

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 \$5,000
- Inside front cover, four-color \$3,500
- Inside back cover, four-color \$3,500
- Insert, four-color \$2,500

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

ATTENDEE TOTE BAG INSERT

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