Marketing Kit

2023 Engineering Deans Institute (EDI)

Sunday, April 16th – Wednesday, April 19th, 2023
Caribe Hilton, San Juan, Puerto Rico
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. For a few days, a single-stream program fosters dialogue among deans, industry leaders, and those in important roles in research. 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 executives from leading technology companies such as Dassault Systemes, The Boeing Company, Pearson and Liaison International.
- 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.
# ASEE & EDI Demographics

## Past EDI Attendance

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Attendance</th>
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<tbody>
<tr>
<td>2022</td>
<td>LAS VEGAS</td>
<td>207</td>
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<tr>
<td>2021</td>
<td>VIRTUAL</td>
<td>242</td>
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<tr>
<td>2019</td>
<td>HILL COUNTRY</td>
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<tr>
<td>2018</td>
<td>NEW ORLEANS</td>
<td>239</td>
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<td>2017</td>
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ASEE & EDI Demographics

TOP 2022 ATTENDEES BY INSTITUTION LOCATION:

- **California** 15
- **Florida** 12
- **Massachusetts** 12
- **Michigan** 7
- **New York** 8
- **Pennsylvania** 11
- **Texas** 12
- **Virginia** 8

ENGINEERING DEANS COUNCIL

- 318 Current Active Members
- 14 International Active Members

CURRENT MEMBERSHIP ROSTER BY COUNCIL

- **332** Engineering Deans Council
- **267** Engineering Research Council
- **97** Engineering Technology Council
- **59** Corporate Member Council

EDC MEMBERSHIP BY RACE & ETHNICITY

- **175** White, Non-Hispanic
- **87** Unknown
- **27** Asian/Pacific Islander
- **20** Black, Non-Hispanic
- **19** Decline to Answer
- **13** Hispanic
**ASEE & EDI Demographics**

**CURRENT MEMBERSHIP BREAKDOWN**

- 4,093 Professional
- 1,542 Professional Online
- 1,273 Contact Representative
- 861 Student Online
- 715 Life
- 360 Student
- 224 Retired
- 143 P-12 Professional
- 125 Government Professional
- 75 Government Contact Representative
- 49 Government Professional Online

**YEARS OF CONTINUOUS MEMBERSHIP**

- 23.4% 10+ to 20 Years
- 22.1% 20+ Years
- 15.6% 5+ to 10 Years
- 14.5% 0 to 1 Year
- 14.4% 2+ to 5 Years
- 10.9% 1+2 Years

**CURRENT MEMBERSHIP BY ACADEMIC RANK**

- 35% Professor
- 27.7% Other Acad.
- 14.2% Assoc. Prof.
- 14% Asst. Prof.
- 5.5% Instructor
- 3.6% Corp/Gov

**TOTAL MEMBERSHIP**

- 2021 9,460
- 2020 9,444
- 2019 10,253
- 2018 10,679
- 2017 11,174
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!
Sponsorship Opportunities

VISIONARY ....................................................... $25,000

Benefits:

• Six (6) conference registrations.
• One (1) full page, 4C cover position ad in conference program.
• 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:

Luncheon, Monday
April 17th or Tuesday, April 18th

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.

Welcome Reception
Sunday, April 16th

Integrate your brand into this elegant reception to welcome the deans to Puerto Rico. 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.
LEADERSHIP ........................................... $15,000

Benefits:

- Four (4) conference registrations.
- One (1) full page, 4C ad in conference program.
- Organization logo with URL link displayed in Sponsors section of the EDI website.
- 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:

Attendee Tote Bag
All EDI attendees will receive a tote bag at registration. Take advantage of this opportunity to brand a high value item that will be extensively utilized by each of the attendees. This opportunity is non-exclusive.

Closing Reception
Tuesday, April 18th
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. Exclusive sponsorship.

Banquet
Monday, April 17th
Join us to network and discuss Monday’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 17th
Integrate your brand into this relaxing social event prior to the evening banquet. Sponsorship benefits include the opportunity for an organization representative to make some brief welcome remarks (1 minute max), verbal recognition and your organization logo on thank you signage. Make some brief welcome remarks (1-2 minutes max), verbal recognition and your organization logo on thank you signage.
INNOVATION........................................... $7,500

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

PLUS, sponsorship of one of the following:

Refreshment Breaks
Monday, April 17th or Tuesday, April 18th
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.

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.

Branded Individual Hand Sanitizers
Take advantage of this opportunity to reinforce your brand while protecting conference attendees. Your organization logo will be printed on the hand sanitizer bottle/label available for each attendee will receive upon registering. First come, first served. Exclusive opportunity.
INNOVATION (CONTINUED) ........................................... $7,500

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 17th
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. with colleagues. Benefits include organization logo

Attendee Tote Bag Insert
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 tote bag each attendee will receive upon registering. Marcom piece to be inserted must be no larger than 8.5” x 11” and weigh less than 7 oz. Please provide at least 200 items. Shipping instructions will be provided once contracted. Cannot compete with exclusive branded items listed above.
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:**
- Back cover, four-color $5,000
- Inside front cover, four-color $3,500
- Inside back cover, four-color $3,500
- Full page, four-color $2,500

ATTENDEE TOTE BAG INSERT
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 tote bag each attendee will receive upon registering. Marcom piece to be inserted must be no larger than 8 1/2” x 11” and weigh less than 7 oz. Please provide at least 200 items. Shipping instructions will be provided once contracted. Cannot compete with exclusive branded items listed above.

**Sponsorship Rate:** $2,500

TABLE TOP DISPLAY
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:** $2,500

BECOME AN EDI SPONSOR TODAY!
CUSTOM PACKAGES ARE AVAILABLE UPON REQUEST.
CONTACT ASHLEY KRAWIEC, EVENT SALES MANAGER AT 202-649-3838 OR A.KRAWIEC@ASEE.ORG