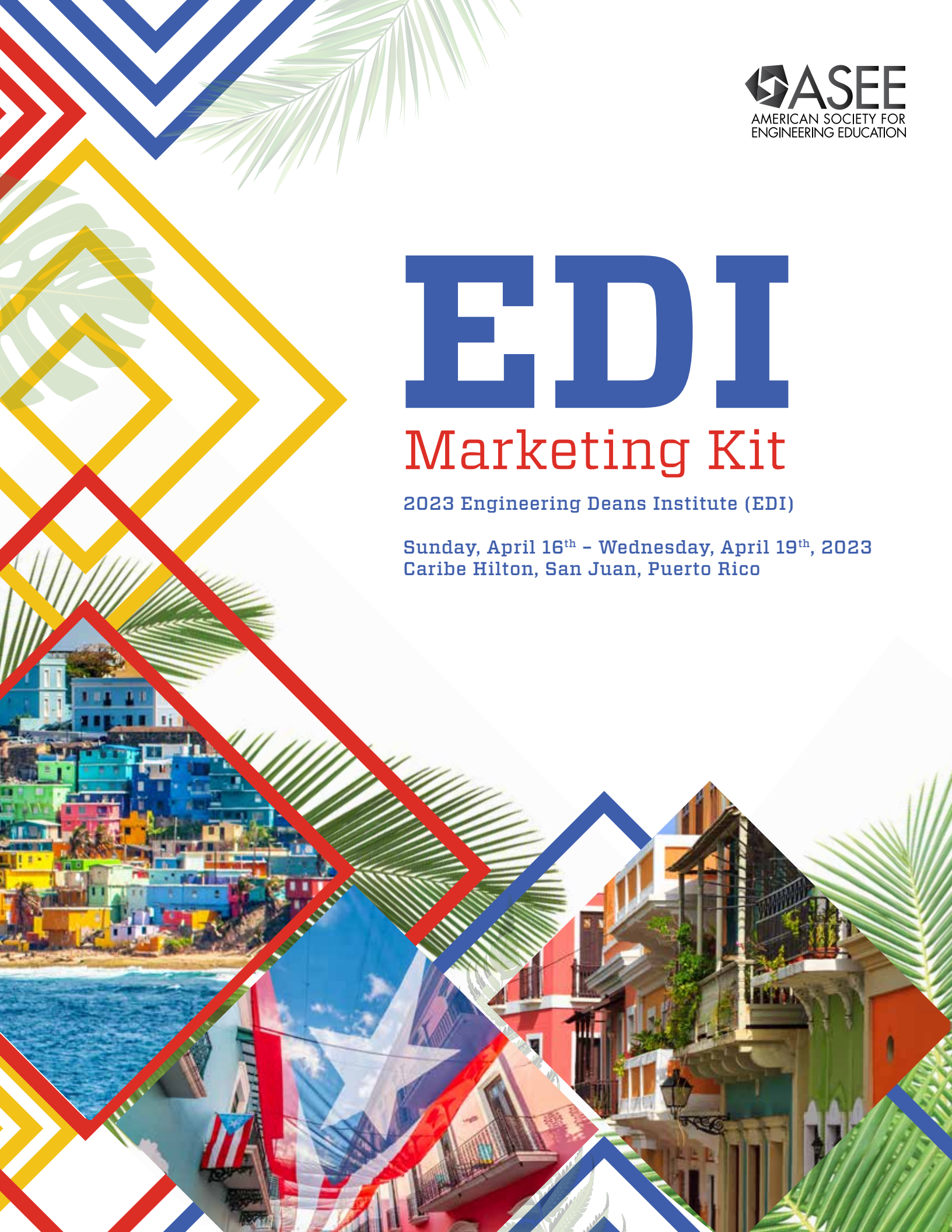


EDI

Marketing Kit


2023 Engineering Deans Institute (EDI)

Sunday, April 16th - Wednesday, April 19th, 2023
Caribe Hilton, San Juan, Puerto Rico





BECOME AN EDI SPONSOR TODAY!



Contact Ashley Krawiec, Event Sales Manager
at 202-649-3838 or a.krawiec@asee.org

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.

Sunday, April 16th – Wednesday, April 19th, 2023
CARIBE HILTON | SAN JUAN, PUERTO RICO



ASEE & EDI Demographics

PAST EDI ATTENDANCE

2022



207
LAS VEGAS

2021



242
VIRTUAL

2019



240
HILL COUNTRY

2018



239
NEW ORLEANS

2017

EDI/2017

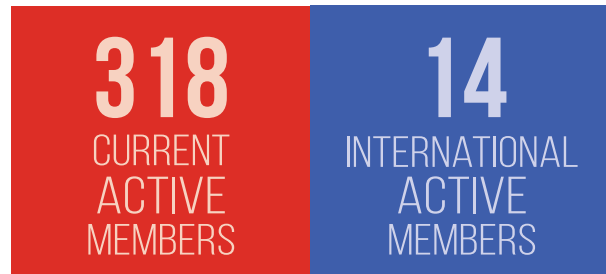
237
CORAL GABLES

ASEE & EDI Demographics

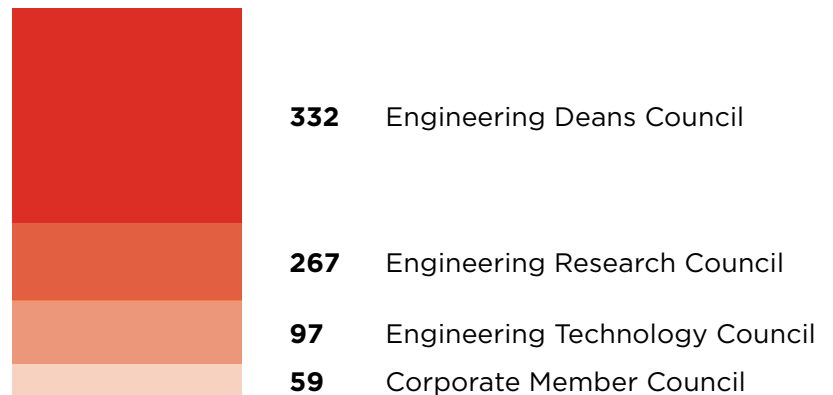
TOP 2022 ATTENDEES BY INSTITUTION LOCATION:



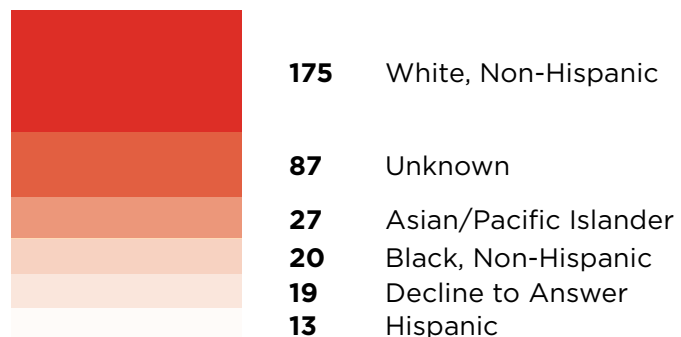
ENGINEERING DEANS COUNCIL



CURRENT MEMBERSHIP ROSTER BY COUNCIL

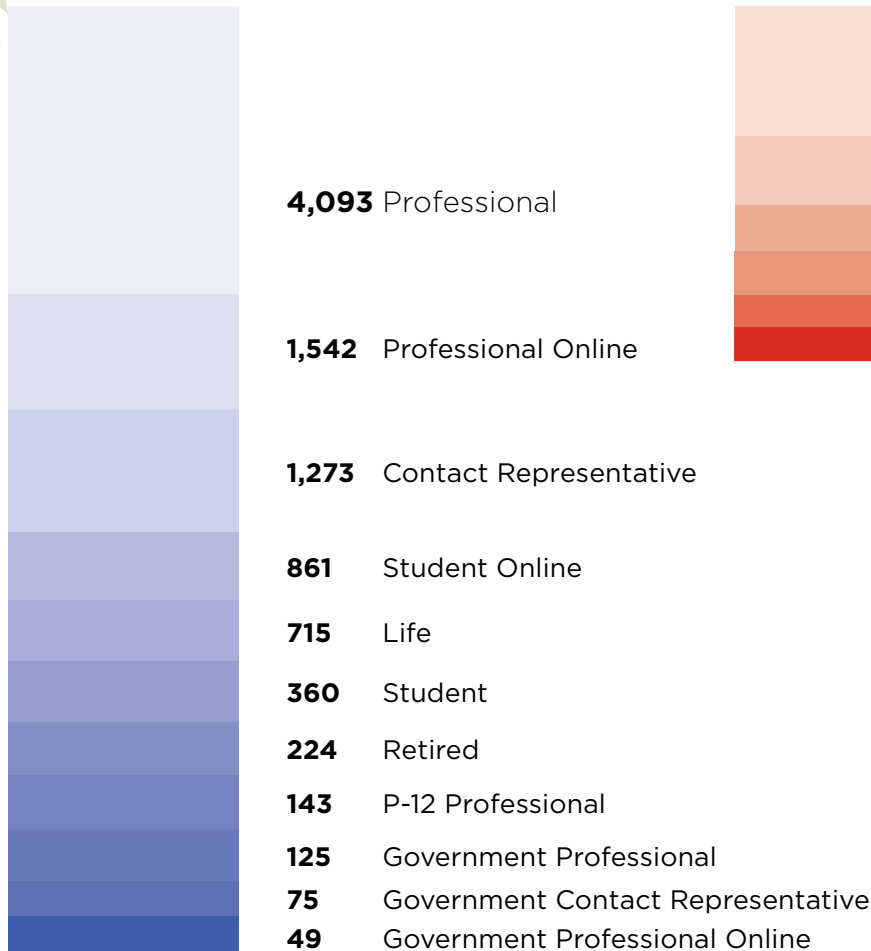


EDC MEMBERSHIP BY RACE & ETHNICITY

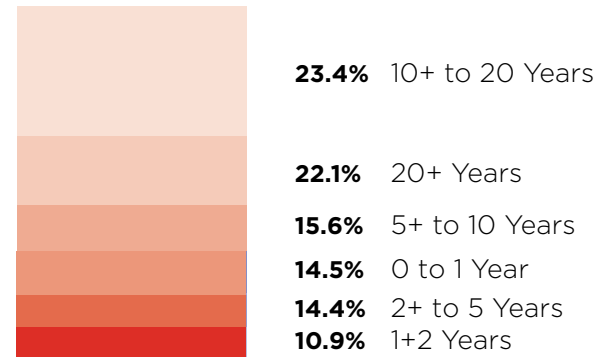


ASEE & EDI Demographics

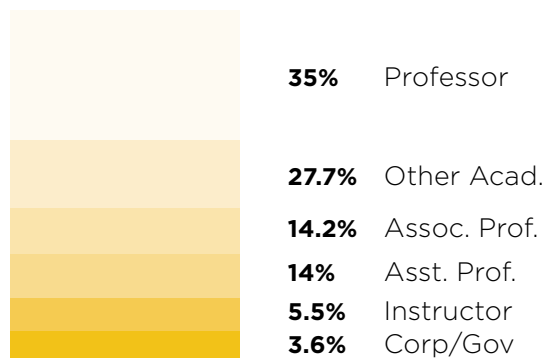
CURRENT MEMBERSHIP BREAKDOWN



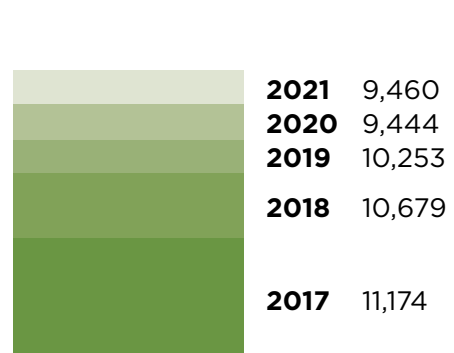
YEARS OF CONTINUOUS MEMBERSHIP



CURRENT MEMBERSHIP BY ACADEMIC RANK



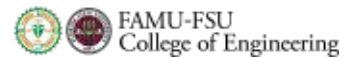
TOTAL MEMBERSHIP





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 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.





Sponsorship Opportunities

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 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:

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 (3 minutes 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.

SOLD OUT





Sponsorship Opportunities

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
- 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 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.





Sponsorship Opportunities

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.





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:

- Back cover, four-color **\$5,000**
- Inside back cover, four-color **\$3,500**
- Inside front 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" 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**





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