



# EDI

Marketing Kit

**2024 Engineering Deans Institute (EDI)**

**SUNDAY, APRIL 14TH – WEDNESDAY, APRIL 17TH, 2024**

**Rancho Bernardo Resort, San Diego, CA**

# BECOME AN EDI SPONSOR TODAY!



## CONTACT

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*Director of Event Sales*

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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

**2023** **EDI** **232**  
2023 Engineering Deans Institute (EDI) PUERTO RICO

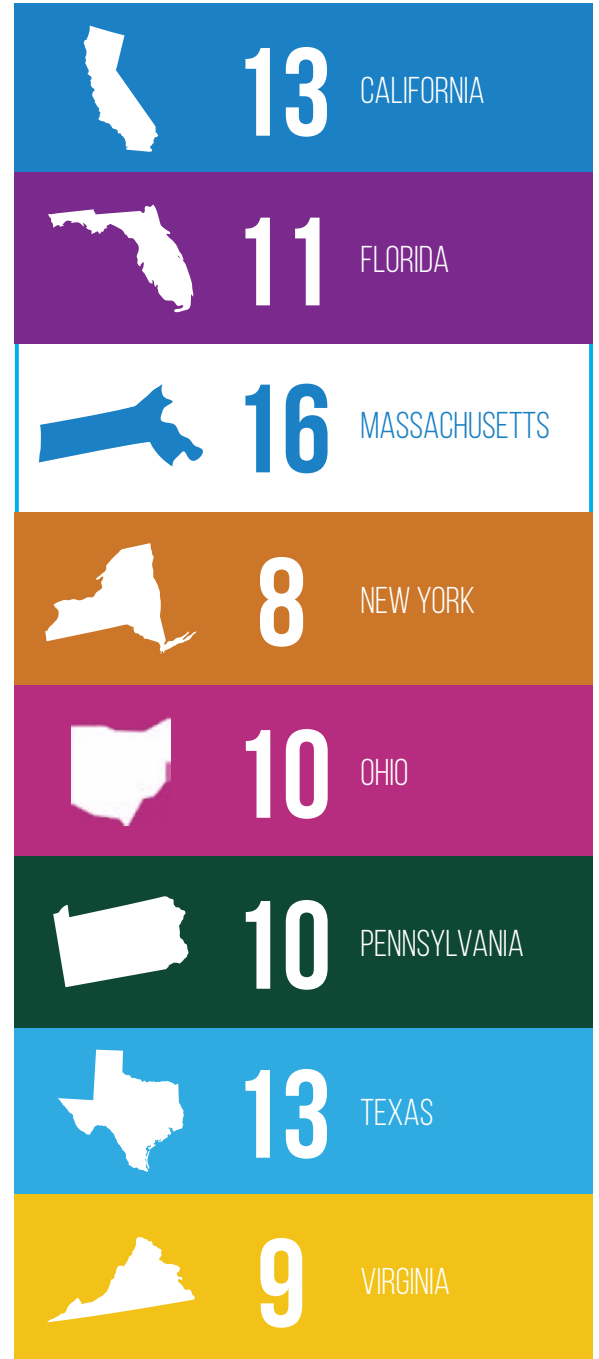
**2022** **EDI** **207**  
LAS VEGAS

**2021** **EDI** **242**  
ENGINEERING DEANS INSTITUTE VIRTUAL

**2019** **EDI** **240**  
ENGINEERING DEANS INSTITUTE HILL COUNTRY

**2018** **EDI** **239**  
NEW ORLEANS

## TOP 2023 ATTENDEES BY INSTITUTION LOCATION:



## ENGINEERING DEANS COUNCIL:

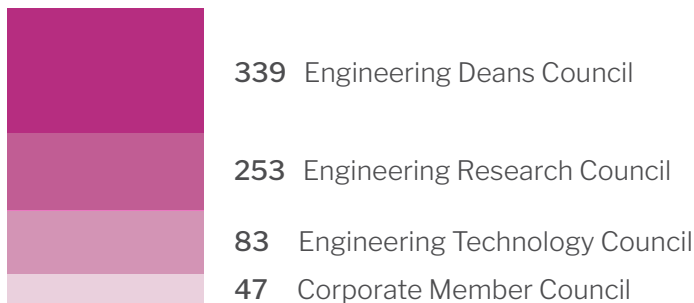
**338**

CURRENT, ACTIVE MEMBERS

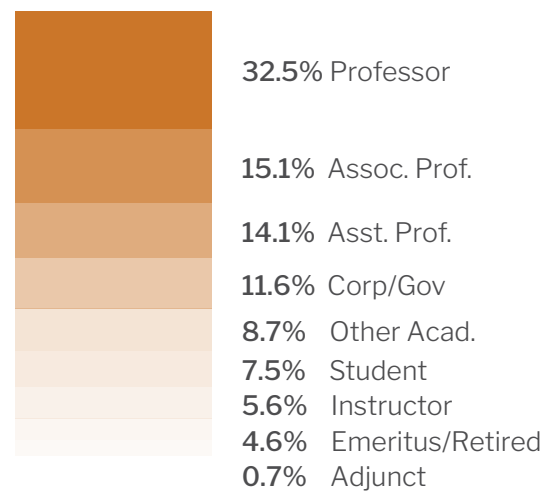
**15**

INTERNATIONAL ACTIVE MEMBERS

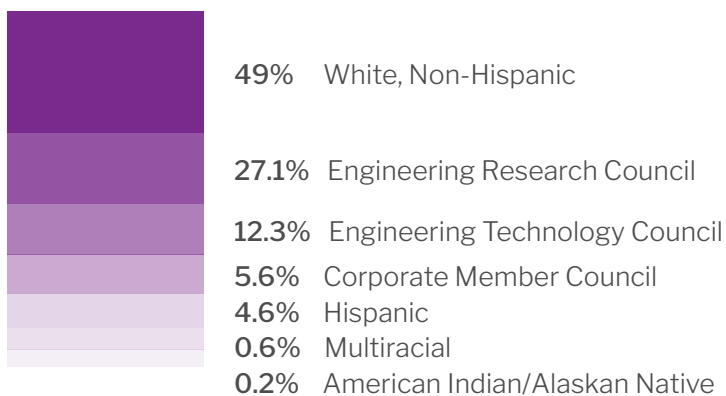
### CURRENT MEMBERSHIP ROSTER BY COUNCIL:



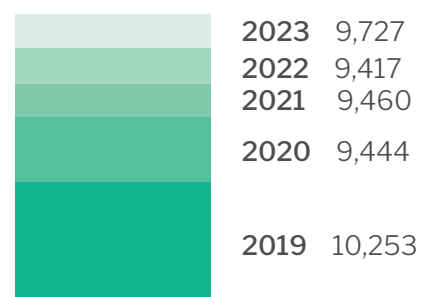
### MEMBERSHIP BY ACADEMIC RANK AS A % OF TOTAL MEMBERSHIP:



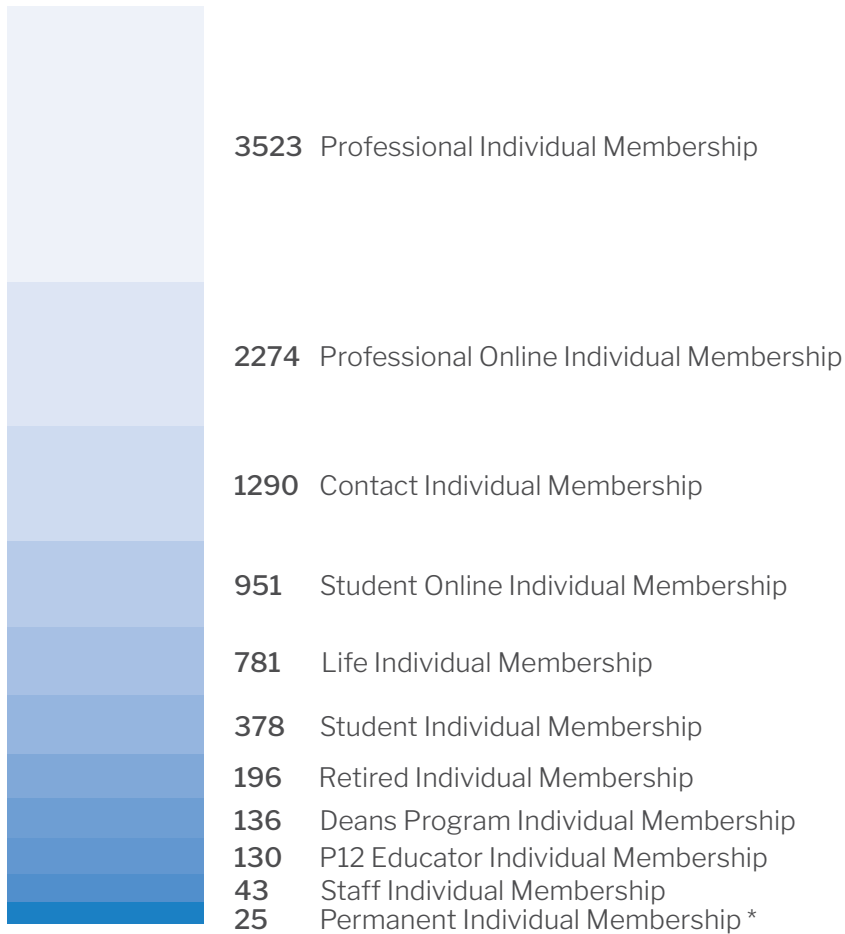
### MEMBERSHIP BY RACE AS A % OF TOTAL MEMBERSHIP:



### TOTAL MEMBERSHIP:



## CURRENT MEMBERSHIP BREAKDOWN:



## ORGANIZATION MEMBERSHIP:

College Affiliate Academic Organization	14
Community College Academic Organization	6
Dual Academic Organization	47
Engineering Academic Organization	273
Engineering Academic Organization (5-year membership)	1
Engineering Academic Organization (George Mason University)	1
Engineering Tech2 Academic Organization	4
Engineering Tech4 Academic Organization (previously ETAC):	12
International College Affiliate Academic Organization	2
International Engineering Academic Organization	16
Association Affiliate Organization	1
Association Organization	6
Association Organization (5-year membership)	1
Corporate Affiliate Organization	20
Corporate Organization	25



# 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!

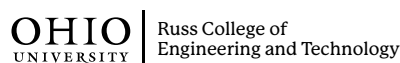
## VISIONARY



## LEADERSHIP



## INNOVATION



# SPONSORSHIP OPPORTUNITIES



**VISIONARY ..... \$30,000**

## 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:**

### **BREAKFAST OR LUNCHEON,**

**Monday April 15th or Tuesday, April 16th**

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 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:

#### WELCOME RECEPTION

**Sunday, April 14th**

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.

#### CLOSING RECEPTION

**Tuesday, April 16th**

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.

#### BANQUET

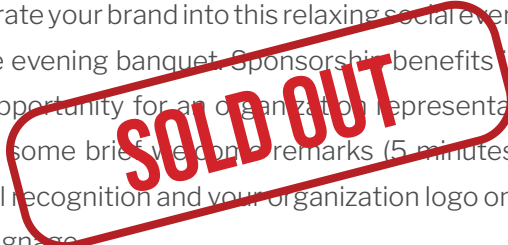
**Monday, April 15th**

Join us to network and discuss Wednesday'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 15th**

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 (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 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.

#### 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.

# SPONSORSHIP OPPORTUNITIES



## INNOVATION..... \$10,000

### 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 15th or Tuesday, April 16th

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.

#### 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 15th

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.

# SPONSORSHIP OPPORTUNITIES



## INNOVATION (CONTINUED).....\$10,000

### CLOSING RECEPTION

**Tuesday, April 16th**

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.

### 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. Must not include branded masks or hand sanitizer. 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:

- Inside front cover, four-color **\$5,000**
- Inside back cover, four-color **\$5,000**
- Full page, four-color **\$3,500**

## 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 ½" x 11" and weigh less than 7 oz. Please provide at least 200 items. Shipping instructions will be provided once contracted. Must not include branded masks or hand sanitizer. Cannot compete with exclusive branded items listed above.

**Sponsorship Rate: \$4,000**

## 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**

## BECOME AN EDI SPONSOR TODAY!

Custom packages are available upon request.

### CONTACT

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*Director of Event Sales*

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