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 Samueli Foundation, The Boeing Company, National Instruments, and Mathworks.
- 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.

BECOME AN EDI SPONSOR TODAY!

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

MARCH 7TH – MARCH 9TH, 2022 | THE VENETIAN | LAS VEGAS, NV
ASEE & EDI DEMOGRAPHICS

PAST EDI ATTENDANCE

2021
242
VIRTUAL

2019
240
HILL COUNTRY

2018
239
NEW ORLEANS

2017
237
CORAL GABLES

2016
247
SAN FRANCISCO
# ASEE & EDI Demographics

## Top 2021 Attendees by Institution Location - Virtual:

<table>
<thead>
<tr>
<th>State</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>23</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>17</td>
</tr>
<tr>
<td>Maryland</td>
<td>12</td>
</tr>
<tr>
<td>New York</td>
<td>9</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>8</td>
</tr>
<tr>
<td>Texas</td>
<td>20</td>
</tr>
<tr>
<td>Virginia</td>
<td>10</td>
</tr>
<tr>
<td>Washington</td>
<td>10</td>
</tr>
</tbody>
</table>

## Top 2019 Attendees by Institution Location - In-Person:

<table>
<thead>
<tr>
<th>State</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>15</td>
</tr>
<tr>
<td>Florida</td>
<td>9</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>13</td>
</tr>
<tr>
<td>Michigan</td>
<td>7</td>
</tr>
<tr>
<td>North Carolina</td>
<td>7</td>
</tr>
<tr>
<td>New York</td>
<td>9</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>8</td>
</tr>
<tr>
<td>Texas</td>
<td>28</td>
</tr>
<tr>
<td>Virginia</td>
<td>11</td>
</tr>
</tbody>
</table>
ASEE & EDI Demographics

Engineering Deans Council:
- 321 Current Active Members
- 20 International Active Members

EDC Gender Breakdown:
- 75 Female
- 245 Male
- 20 Declined to Answer

Current Membership Roster by Council:
- 341 Engineering Deans Council
- 262 Engineering Research Council
- 78 Engineering Technology Council
- 39 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!
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
- 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**
**Tuesday, March 8th or Wednesday, March 9th**

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**
**Monday, March 7th**

Integrate your brand into this elegant reception to welcome the deans to Las Vegas. Sponsorship benefits include the opportunity for an organization representative to make some or of welcome remarks (5 minutes max), verbal recognition and your organization logo on thank you signage.

SOLD OUT

SOLD OUT
LEADERSHIP

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.

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**
*Wednesday, March 9th*
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.

**Tuesday Banquet**
*Wednesday, March 8th*
Join us to network and discuss Wednesday’s sessions while enjoying a delicious meal.

**Cocktail Reception**
*Tuesday, March 8th*
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. Exclusive sponsorship.
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**
Tuesday, March 8th or Wednesday, March 9th
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. 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 Face Masks**
Take advantage of this opportunity to reinforce your brand while protecting conference attendees. Your organization logo will be printed on the face mask available for each attendee. 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. First come, first served. Exclusive opportunity.
INNOVATION ........................................ $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
Tuesday, March 8th
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” 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.
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 8.5” 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:** $2,000

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