



2022 | LAS VEGAS

# MARKETING KIT

MONDAY, MARCH 7<sup>TH</sup> — WEDNESDAY, MARCH 9<sup>TH</sup>, 2022  
THE VENETIAN | LAS VEGAS, NV



# BECOME AN EDI SPONSOR TODAY!

Contact Ashley Krawiec, Event Sales Manager  
at 202-649-3838 or [a.krawiec@asee.org](mailto: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:**

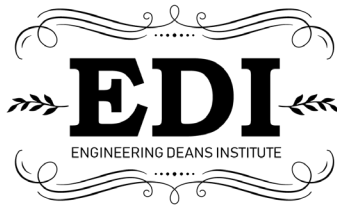
- Build relationships with ASEE member Deans, increasing brand awareness and fostering brand loyalty among this prime audience of decision makers and engineering education thought leaders.
- Network with executives from leading technology companies such as Dassault Systemes, the Samueli Foundation, The 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.

**MARCH 7<sup>TH</sup> – MARCH 9<sup>TH</sup>, 2022 | THE VENETIAN | LAS VEGAS, NV**

# ASEE & EDI DEMOGRAPHICS

## PAST EDI ATTENDANCE

**2021**



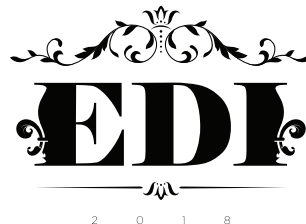
**242**  
VIRTUAL

**2019**



**240**  
HILL COUNTRY

**2018**



**239**  
NEW ORLEANS

**2017**

***EDI 2017***

**237**  
CORAL GABLES

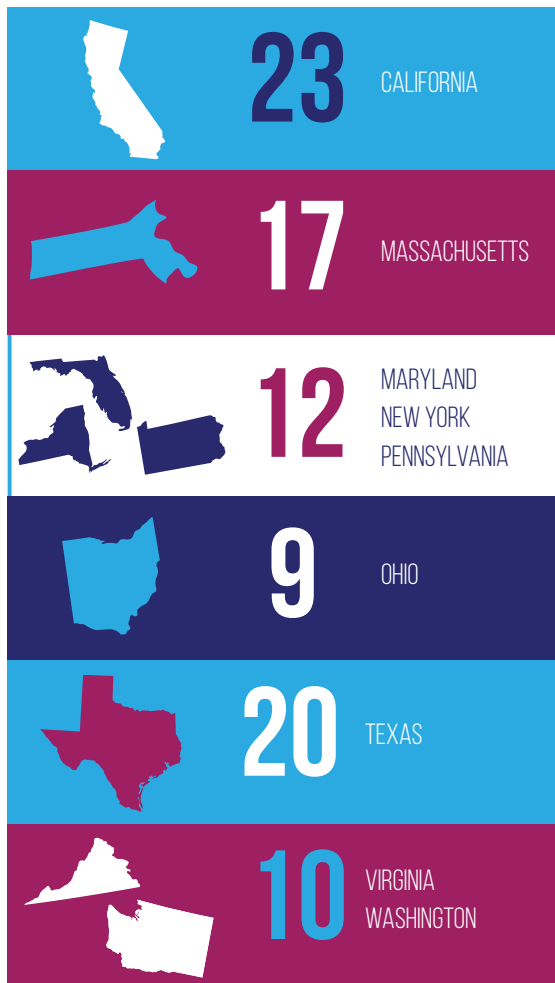
**2016**



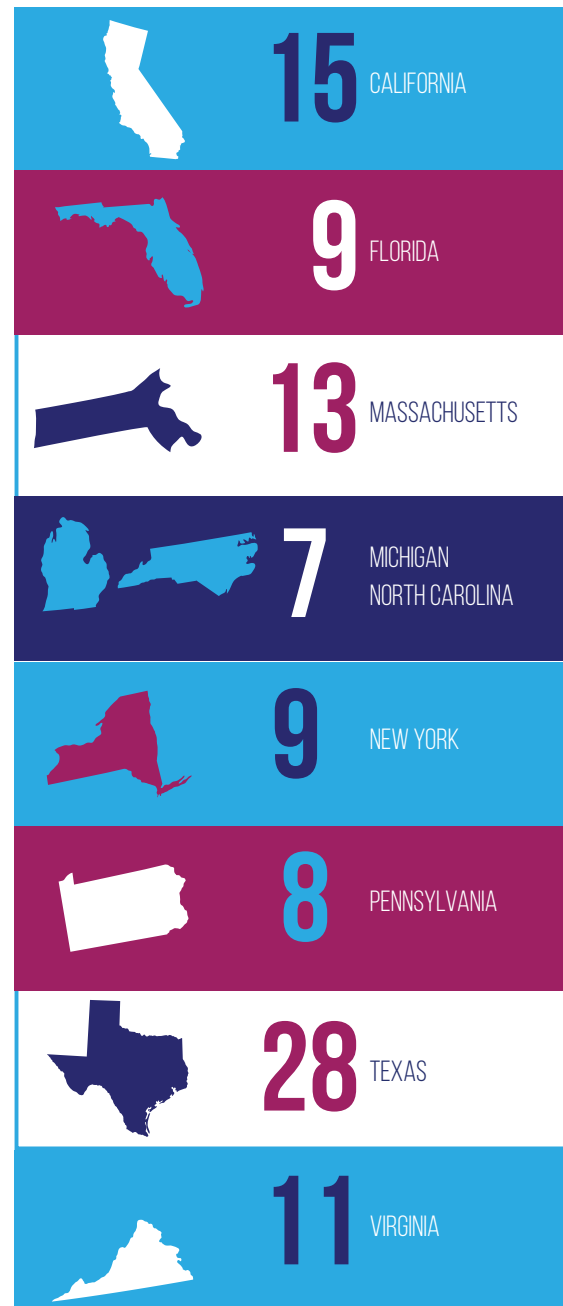
**247**  
SAN FRANCISCO

# ASEE & EDI DEMOGRAPHICS

## TOP 2021 ATTENDEES BY INSTITUTION LOCATION - VIRTUAL:



## TOP 2019 ATTENDEES BY INSTITUTION LOCATION - IN-PERSON:

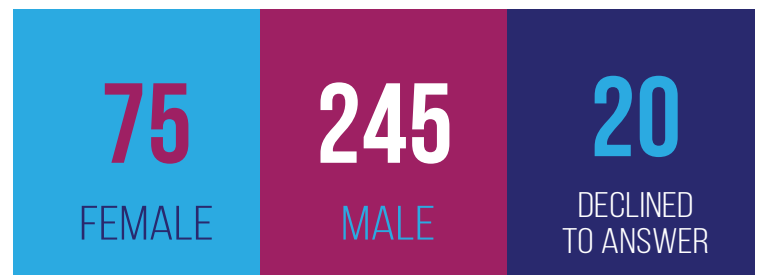


# ASEE & EDI DEMOGRAPHICS

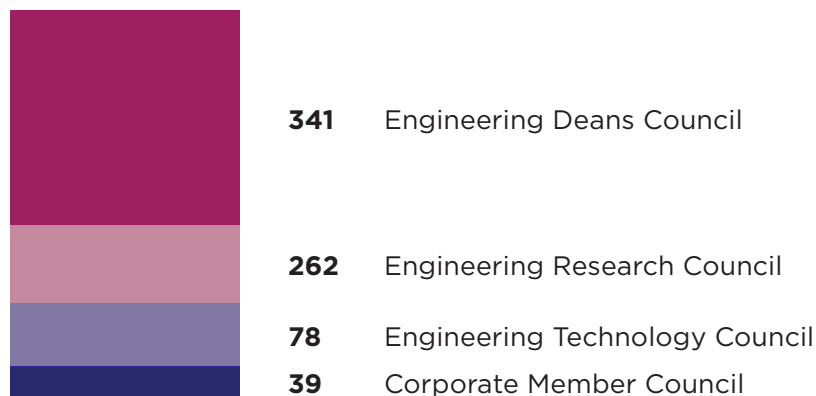
## ENGINEERING DEANS COUNCIL



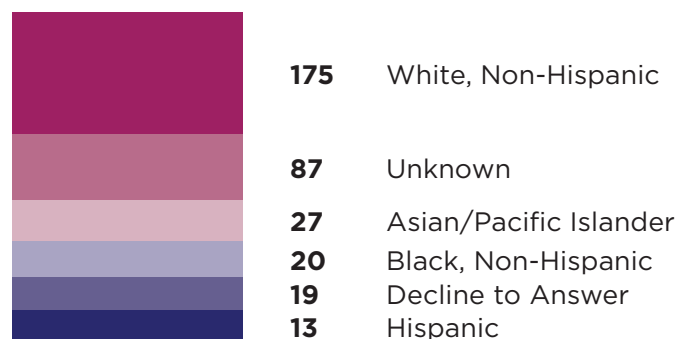
## EDC GENDER BREAKDOWN:



## CURRENT MEMBERSHIP ROSTER BY COUNCIL

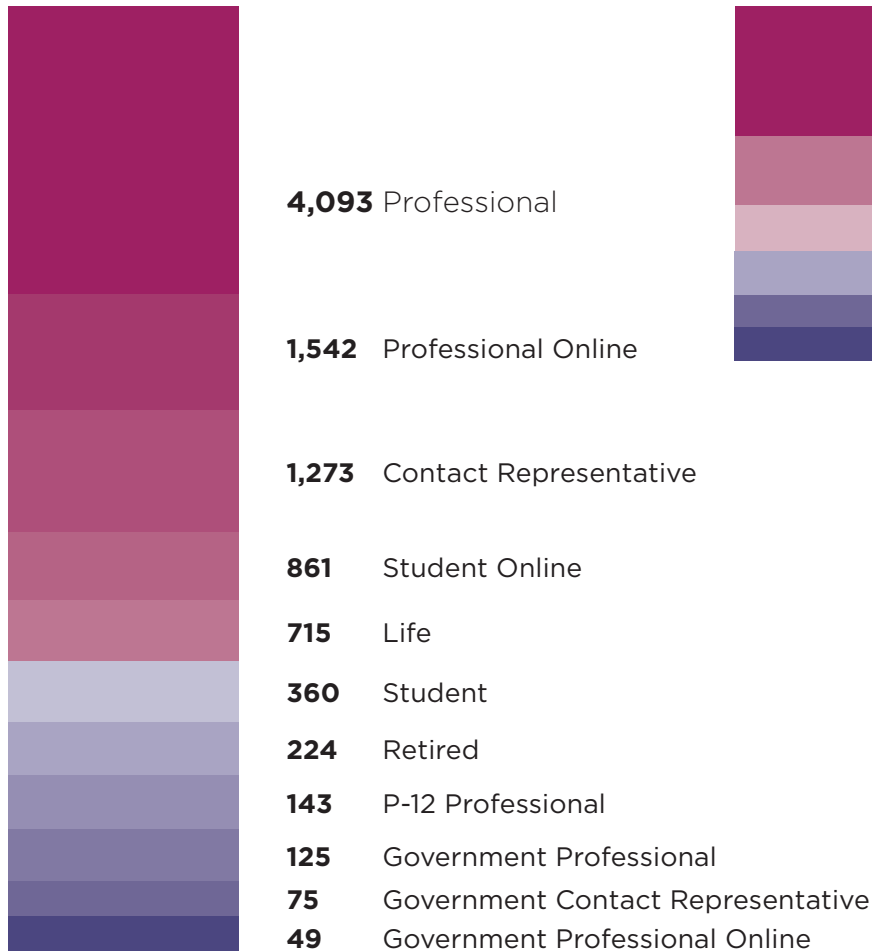


## EDC MEMBERSHIP BY RACE & ETHNICITY

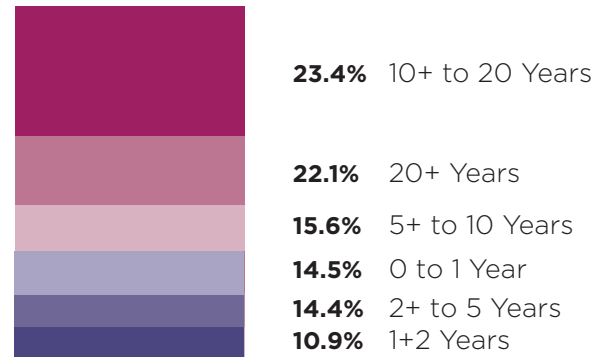


# ASEE & EDI DEMOGRAPHICS

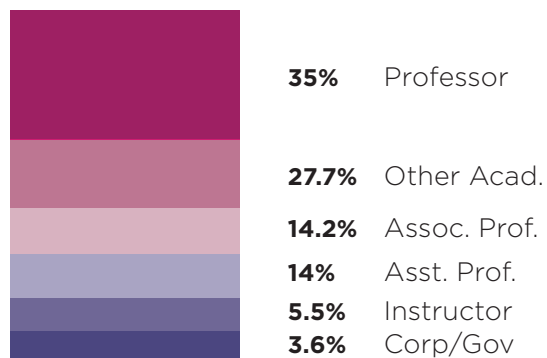
## CURRENT MEMBERSHIP BREAKDOWN



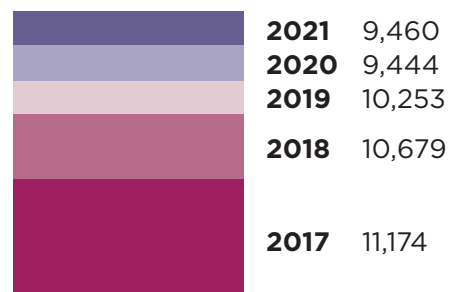
## YEARS OF CONTINUOUS MEMBERSHIP



## CURRENT MEMBERSHIP BY ACADEMIC RANK



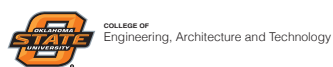
## TOTAL MEMBERSHIP





# 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
- 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

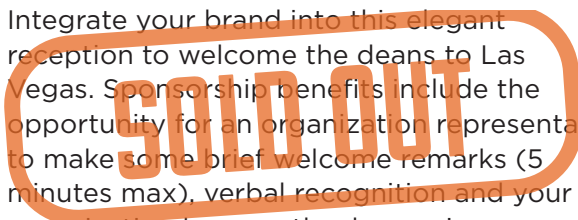
**Tuesday, March 8th or Wednesday, March 9th**

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 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

**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.

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

**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. 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

**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 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 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 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..... \$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.

# 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. 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**



American Society for  
Engineering Education  
1818 N Street, N.W. Suite 600  
Washington, DC 20036  
Phone (202) 331-3500  
Fax (202) 265-8504  
[www.asee.org](http://www.asee.org)