

ECEDHA

Electrical and
Computer Engineering
Department Heads Association

**ECEDHA Annual Conference
and ECE*xpo***

**Sponsorship and Exhibit
Prospectus**

**March 23-27, 2012
AT&T Conference Center
University of Texas at Austin
Austin, Texas**

Your Connection to the ECE University Community

Dear Prospective ECE^{expo} Sponsors and Exhibitors,

The Electrical and Computer Engineering Department Heads Association (ECEDHA) is pleased to present your organization an opportunity to participate as a sponsor in its 2012 ECEDHA Annual Conference and ECE^{expo}.

Taking place March 23-27, 2012 in Austin, Texas, the Annual Conference and ECE^{expo} is an ideal opportunity for industry to partner with leading engineering schools across North America and Canada as their ECE department heads and faculty gather to discuss the latest trends and issues in educational tools, curriculum, and industry opportunities for future engineering professionals.

The Annual Conference features sessions dealing with topical issues facing the electrical and computer engineering academic community such as energy and power curriculum development, globalization, social media and academics, and diversity. Other topics include the latest in laboratory facilities, hardware, software, web-based curriculum, industry partnerships, funding and grant activities, student services, and ECE departmental management.

Sponsoring and exhibiting organizations are strongly encouraged to share their perspectives and insights as speakers within these conference sessions.

A variety of sponsorships, including the ECE^{expo} opportunity, provides your company - and products and services - with significant brand recognition and exposure. In addition, your participation will give you access to the targeted ECEDHA audience throughout the calendar year through several online marketing opportunities.

We look forward to your participation at the 2012 ECEDHA Annual Conference and ECE^{expo}!

Best regards,



John R. Janowiak
ECEDHA Executive Director

About ECEDHA

The Electrical and Computer Engineering Department Heads Association (ECEDHA) is a leading academic association comprised of nearly 300 ABET accredited ECE university department heads or chairs from across the United States and Canada.

ECEDHA's mission is to catalyze the fields of electrical and computer engineering through member interaction and exchange. ECEDHA actively promotes industry relations and linkages through its Annual Conference and ECExpo, industry spotlights, and government sponsored grants and workshops.



ECEDHA Facts

- ▶ The ECEDHA Annual Conference and ECExpo is the only meeting of its kind bringing together department heads from across the United States and Canada
- ▶ More than 200 ECE department heads attend the Annual Conference
- ▶ Nearly 300 ECE departments are active ECEDHA members or affiliates and utilize the official ECEDHA website regularly
- ▶ 28 ECEDHA affiliates are located in Canada
- ▶ Computer science and engineering technology departments are also represented in ECEDHA membership

Creating Synergy Between Industry and Academia

ECEDHA's Annual Conference and ECExpo provides the perfect setting to network and conduct business with department heads from today's leading ECE universities. Exhibit space or sponsorship places your organization ahead of the competition by providing the following:

▶ **Participate in the *Only* Major Gathering of ECE Decision Makers**

The ECEDHA Annual Conference and ECExpo is your best opportunity to reach the largest concentration of ECE department buyers and decision makers in a premier gathering .

▶ **Network in an Ideal Business Setting**

ECEDHA's Annual Conference and ECExpo is a professional, collaborative, and highly interactive setting.

▶ **Understand ECE Technology Requirements**

With direct access to leading university department heads, the ECEDHA Annual Conference and ECExpo provide a deep understanding of ECE technology requirements.

▶ **Introduce/Present Products, Technologies, and Solutions**

The dedicated ECExpo provides a turn-key exhibit opportunity to demonstrate your products and services to ECEDHA leadership.

▶ **Connect with Future ECE Professionals**

Influence and attract the next generation of engineering graduates by positioning your products and solutions directly within today's leading ECE universities.

▶ **Position Your Organization as a Market Leader**

Maintain your positioning as a market leader with significant presence and branding at the Conference while getting firsthand insight on your academic clients' ever-changing needs.

▶ **Establish Lasting Relationships**

The ECEDHA Annual Conference and ECExpo is your platform to establish new contacts and strengthen existing relationships with ECE decision makers in a professional setting.



ECEDHA Corporate Sponsorships

ECEDHA Corporate Sponsorships are designed to provide your organization with a leadership position and exposure at the 2012 ECEDHA Annual Conference and ECE^{expo}.

Organizations may choose from four levels of exposure:
(see pages 6-8 for full details)

- ECEDHA Conference Platinum Sponsor
- ECEDHA Conference Diamond Sponsor
- ECEDHA Conference Gold Sponsor
- ECEDHA Conference Silver Sponsor



ECEDHA Conference Sponsorships include the following:

ECE^{expo} Exhibit

Sponsorship Fee: Included in the above sponsorship packages. See also page 9 to purchase the ECE^{expo} as a stand-alone item.

The ECE^{expo} offers an exhibit opportunity to demonstrate your products and services to the targeted ECEDHA audience. Organized and integrated into the ECEDHA Annual Conference's networking opportunities, the ECE^{expo} allows you maximum exposure to this important academic community in a professional setting. The ECE^{expo} turn-key opportunity includes the following:

- One 6-foot skirted table with 2 chairs
- Waste paper basket
- One power socket
- One back wall and two 3-foot side walls
- Company identification sign
- Corporate profile and logo listing within the Official Program Guide

ECE Spotlight

Sponsorship Fee: Included in Platinum, Diamond, and Gold Sponsorship Packages

Extend your reach beyond the ECEDHA Annual Conference and ECE^{expo} with the ECE Spotlight. ECE Spotlight sponsors are provided with a 20-minute seminar delivered to a captive audience during the Annual Conference. Additionally, ECE Spotlight presentations are captured and filmed for post-conference webcast availability. Spotlights are featured on the ECEDHA website and in the ECEDHA Source E-Newsletter.

ECE Spotlight presentations are ideally positioned prior to the opening of the ECE^{expo} to allow ECEDHA members a prime opportunity to hear your company's products, services, and views on future trends in ECE education.

Conference attendees are invited to attend Spotlight presentations while enjoying a continental breakfast courtesy of all ECE Spotlight sponsors.

ECEDHA Conference Platinum Sponsor**Sponsorship Fee: \$15,000**

The 2012 ECEDHA Conference Platinum Sponsorship provides a comprehensive benefit package at the Annual Conference with additional exposure opportunities via the ECEDHA website, ECEDHA Source E-Newsletter, and targeted member communications.

Annual Conference Exposure

- Executive interview to be conducted on-site at the ECEDHA Annual Conference
- Exhibit space within the ECE^o exhibit area (including all associated benefits, see page 5)
- ECE Spotlight Presentation and filming (see page 5 for full description)
- Opportunity to host a private roundtable/focus group
- Hospitality sponsorship for the Monday Evening Awards Reception and Banquet
- Logo recognition on the cover and within the Official Program Guide
- Two-Page Advertisement in the Official Program Guide
- Corporate acknowledgment and thank-you during the keynote address
- Three complementary conference passes including full access to the Annual Conference program and social activities

ECEDHA Website Exposure

- Corporate profile and logo recognition on the ECEDHA website
- Interview featuring your corporate executive
- ECE Spotlight webcast featuring your corporate presentation
- Product demonstration spotlight

ECEDHA Source E-Newsletter Exposure

- Skyscraper advertisement in electronic ECEDHA Member Newsletter
- Featured article on your corporation's products and services
- Prominent placement of your ECE Spotlight webcast and Executive Interview

ECEDHA Membership Email Access

- Opportunity to send an email to ECEDHA Annual Conference and ECE^o attendees

ECEDHA Conference Diamond Sponsorship**Sponsorship Fee: \$10,000**

The 2012 ECEDHA Conference Diamond Sponsorship offers highlighted visibility during the Annual Conference and throughout the year.

Annual Conference Exposure

- Executive interview to be conducted on-site at the ECEDHA Annual Conference
- Exhibit space within the ECE^o exhibit area (including all associated benefits, see page 5)
- ECE Spotlight Presentation and filming (see page 5 for full description)
- Opportunity to host a private roundtable/focus group
- Hospitality sponsorship to include a Conference Luncheon
- Logo recognition in the Official Program Guide
- One Page Advertisement in the Official Program Guide
- Corporate acknowledgment and thank-you during the keynote address
- Two complementary conference passes including full access to the Annual Conference program and social activities

ECEDHA Website Exposure

- Corporate profile and logo recognition on the ECEDHA website
- Interview featuring your corporate executive
- ECE Spotlight webcast featuring your corporate presentation

ECEDHA Source E-Newsletter Exposure

- Side-bar button advertisement in electronic ECEDHA Member Newsletter
- Featured article on your corporation's products and services
- Prominent placement of your ECE Spotlight webcast and Executive Interview

Continued on following page

ECEDHA Conference Gold Sponsorship**Sponsorship Fee: \$7,500**

The 2012 ECEDHA Conference Gold Sponsorship offers significant visibility during the Annual Conference and recognition throughout the year.

Annual Conference Exposure

- Exhibit space within the ECE^o exhibit area (including all associated benefits, see page 5)
- ECE Spotlight Presentation and filming (see page 5 for full description)
- One-Page Advertisement in the Official Program Guide
- Logo recognition in the Official Program Guide
- Corporate acknowledgment and thank-you during the conference
- One complementary conference pass including full access to the Annual Conference program and social activities

ECEDHA Website Exposure

- Corporate profile and logo recognition on the ECEDHA website
- ECE Spotlight webcast featuring your corporate presentation

ECEDHA Source E-Newsletter Exposure

- Side-bar button advertisement in electronic ECEDHA Member Newsletter
- Prominent placement of your ECE Spotlight webcast

ECEDHA Conference Silver Sponsorship**Sponsorship Fee: \$5,000**

The 2012 ECEDHA Conference Silver Sponsorship offers visibility during the Annual Conference and throughout the year.

Annual Conference Exposure

- Exhibit space within the ECE^o exhibit area (and all associated benefits, see page 5)
- One-Page Advertisement in the Official Program Guide
- Logo recognition in the Official Program Guide
- Corporate acknowledgment and thank-you during the conference
- One complementary conference pass including full access to the Annual Conference program and social activities

ECEDHA Website Exposure

- Corporate profile and logo recognition on the ECEDHA website

ECEDHA Source E-Newsletter Exposure

- Side-bar button advertisement in electronic ECEDHA Member Newsletter

ECEDHA Company Tour Sponsorship

ECEDHA Company Tour Sponsorship

Sponsorship Fee: \$7,500

This sponsorship package is exclusive for two companies.

Companies who purchase the Platinum, Diamond, or Gold Sponsorship Packages are eligible to purchase the ECEDHA Company Tour Sponsorship.

The ECEDHA Company Tour Sponsorship provides two corporations with the opportunity to host a private tour of your corporate facility. Tours will take place on Friday, March 23rd and will allow for two private afternoon viewings. This will provide an ideal opportunity to showcase your products and services in your own corporate setting to ECE leadership.

The Company Tour Sponsorship includes bus transportation, invitation administration, and promotion to ECEDHA members.

Benefits include the following:

- Two private afternoon tours of your corporate facility on Friday, March 23rd
- Dedicated page on the ECEDHA Web site featuring your corporate facility and tour information
- Logo recognition on the Web site and the Official Program Guide
- Corporate acknowledgment and thank-you during the conference
- Opportunity to send a post-show email to attendees of the tour

ECEDHA ECExpo

ECExpo Exhibit

Sponsorship Fee: \$2,500

The ECExpo offers an exhibit opportunity to demonstrate your products and services to the targeted ECEDHA audience. Organized and integrated into the ECEDHA Annual Conference's networking opportunities, the ECExpo allows you maximum exposure to this important academic community in a professional setting. The ECExpo turn-key opportunity includes the following:

- One 6-foot skirted table with 2 chairs
- Waste paper basket
- One power socket
- One back wall and two 3-foot side walls
- Company identification sign
- Corporate profile and logo listing within the Official Program Guide



ECEDHA Session Sponsorships

ECEDHA Keynote Session Sponsorship

Sponsorship Fee: \$1,500

ECEDHA Keynote or Panel Session sponsorship provides optimal exposure within the ECEDHA Annual Conference. Sponsorship includes logo recognition on the projection screen as members assemble for the session, the opportunity to distribute corporate collateral within the session room, and corporate logo exposure outside of the session room.

ECEDHA General Session Sponsorship

Sponsorship Fee: \$1,000

ECEDHA General Session sponsorship provides sponsorship of your choice of ECEDHA Workshops or Breakout sessions and includes logo recognition on the projection screen as members assemble for the session, the opportunity to distribute corporate collateral within the session room, and corporate logo exposure outside of the session room.



Official Program Guide Advertising

At the Annual Conference, ECEDHA members and their guests rely on the Official Program Guide to track their activities throughout the meeting. Highlight your company in the Official ECEDHA Annual Conference program guide for all to see!

Center Spread Advertisement	\$1,000
Two-Page Spread Advertisement	\$800
Inside Front Cover Advertisement	\$750
Inside Back Cover Advertisement	\$750
Back Cover Advertisement	\$750
One-Page Advertisement	\$500

Merchandise Sponsorships

Merchandise Sponsorships offer the opportunity to showcase your corporate logo on exclusive ECEDHA Annual Conference materials distributed to all attendees.

Benefits of sponsorship include the following:

- Corporate logo recognition on selected merchandise item
- Sponsorship recognition in the Official Program Guide
- Logo recognition on the ECEDHA website

ECEDHA Conference Bag Sponsorship

Sponsorship Fee: \$2,500

The ECEDHA Conference Bag Sponsorship offers logo recognition on the Conference Bags received by all ECEDHA attendees. ECEDHA Conference Bags will be distributed at registration and will be utilized during the entire conference and afterwards on hundreds of university campuses.

Sponsorship of the ECEDHA Conference Bag also provides an opportunity to distribute your organization's product literature to every attendee. Simply provide us with your corporate/product literature, and we will insert it in the ECEDHA Conference Bags for distribution.

Attendee Portfolio Sponsorship

Sponsorship Fee: \$1,500

Each ECEDHA member will receive a notepad and pen for use during the Annual Conference. Sponsorship includes a two-color logo to be imprinted on the notepad paper as well as the opportunity to include a corporate pen in each pad holder. (Pens must be provided by the sponsoring organization.) Your organization also has the opportunity to include a corporate collateral piece and business card within the portfolio.

Registration Name Badge Lanyard Sponsorship

Sponsorship Fee: \$1,500

The ECEDHA Name Badge Lanyard sponsorship offers prominent visibility for your organization. ECEDHA name badges and lanyards are distributed to all attendees and guests at registration and are worn throughout the event. Your corporate logo will be worn by more than 200 ECEDHA meeting participants and guests throughout the program.

Registration Name Badge Insert Sponsorship

Sponsorship Fee: \$1,000

ECEDHA attendees and guests will recognize your organization's name with the name badge insert. This insert extends above the badge and offers prominent advertising/branding space to capture the attention of ECEDHA attendees.

The ECEDHA Source E-Newsletter Advertising

The ECEDHA Source is a quarterly e-newsletter designed to share timely industry and organizational news with all of the ECEDHA members and supporters. Circulated to more than 300 universities, the ECEDHA Source is ECEDHA's leading communications channel reaching member ECE department heads and their faculty.

E-Newsletter Advertising

E-Newsletter Advertising includes advertising listed below as well as the opportunity to contribute a white paper to the ECEDHA Source E-Newsletter. In addition, lead collection will be provided on click-throughs 15 days post distribution.

Skyscraper \$500
120 pixels (w) x 600 pixels (h) / Maximum File Size: 40 Kb

Banner – Top \$500
468 pixels (w) x 60 pixels (h) / Maximum File Size: 20 Kb

Text Ad with Logo \$500
Logo with 30 word text ad

Text Ad \$350
30-50 word text ad

Button \$250
125 pixels (w) x 125 pixels (h) / Maximum File Size: 20 Kb



Product Demonstration Spotlight

Sponsorship Fee: \$1,000

Showcase your product or service with a 5-7 minute product demonstration spotlight video! Your commercial spotlight will be showcased on the ECEDHA website and within the ECEDHA Source E-Newsletter. Video can be captured live at the ECEDHA conference or provided directly by the sponsoring company.

For more information, contact:

Kim Simpao
Marketing Director
+1-312-283-8459
ksimpao@iec.org