

Engineering Education:

Une Célébration Internationale

ASEE 127th Annual Conference | June 21-24, 2020

Marketing Kit

Engineering Education: *Une Célébration Internationale*

**Join the American Society for Engineering Education in Montréal
for its 127th Annual Conference & Exposition! June 21–24, 2020**

Founded in 1893, the American Society for Engineering Education (ASEE) has, for over a century, provided cutting-edge leadership and innovative programs and services as the largest and most prestigious membership society for the U.S. engineering education community. Nearly 90 percent of all U.S. engineering colleges are ASEE members. The ASEE Annual Conference & Exposition provides a three-day forum for approximately 4,000 leaders in the field from more than 500 university and college engineering schools, including professors, deans, instructors, and students, to present papers, exchange ideas, and interact with their colleagues and industry counterparts. Join companies like Dassault Systèmes, National Instruments, Lockheed Martin, Northrop Grumman and Boeing in reaching this prime market!

The ASEE Annual Conference & Exposition is the only conference dedicated to all disciplines of engineering education. It is committed to fostering the exchange of ideas, enhancing teaching methods and curricula, and providing prime networking opportunities for engineering and engineering technology education stakeholders, including deans, department chairs, all levels of faculty, and industry and government representatives.

**DON'T MISS THIS OPPORTUNITY TO POSITION YOUR
BRAND IN FRONT OF THESE KEY DECISION MAKERS.**

Reserve your booth space today!

Leverage your exhibit space with a cost effective sponsorship!



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© Montreal Craft Beer Tours



© Arcpixel



© Camille Gladu-Drouin



**ASEE annual conference with one of these dynamic
sponsorship opportunities. They're proven to succeed!**



IMPORTANT DATES TO REMEMBER



September 3, 2019

Abstract, Workshop, and Distinguished Lecture Submission Opens on the ASEE.org website.

October 2019

Invoices will be generated and sent for exhibitors who signed up during the exhibit space draft.

October 14, 2019

Abstract Submission Closed.

November 4, 2019

Abstract Accept or Reject Notification to Author Deadline.

January 2, 2020

The last day to obtain early-bird exhibit rates.

January 6, 2020

Online registration and housing open for conference attendees.

January 15, 2020

Deadline for exhibitors to secure a listing in the printed Advance Program (appearing in the February 2020 *Prism* magazine). Must be signed up by this date.

February 15, 2020

Full payment is due for exhibit space.

February 28, 2020

Expo Guide submissions open. Specs: an organization description 50 words or less and a website link where your organization can be reached. All details must be submitted in a word document.

March 11, 2020

Exhibitor online registration opens.

April 6, 2020

Author registration deadline.

April 10, 2020

Exhibitor manual is available.

April 27, 2020

Deadline for exhibitor-provided content to be included in the Expo Guide. Specs: an organization description 50 words or less and a website link where your organization can be reached. All details must be submitted in a word document.

April 27, 2020

Abstract deadline for all sponsor technical sessions. All sponsor tech session descriptions must be finalized and uploaded by this date for the printed program.

May 27, 2020

Housing closes.

June 20–21, 2020

Booth installation.

June 20–24, 2020

Exhibit Hall opens.

June 23, 2020

Exhibit space draft for 2021 ASEE Annual Conference & Exposition in Long Beach.

June 24, 2020

Booth dismantling.

WHY EXHIBIT?



Location. Location. Location.

The ASEE Annual Conference & Exposition provides your organization with an outstanding opportunity to get your product or service, value proposition, and brand in front of the largest gathering of engineering educators in the country. ASEE member faculty, department heads and deans are procurement and curriculum decision makers representing more than 500 colleges and universities and 31 engineering disciplines. ASEE has reserved more than 20,000 square feet of exhibit space in Montréal, a highly visible platform to reach 4,000 ASEE member engineering educators and administrators.

The Exhibit Hall is the central meeting place for ASEE Conference attendees and the location of poster sessions, Focus on Exhibits events featuring technology demonstrations, special prize drawings, the Focus on Innovation Student Winners and the Two-Year College National Design Competition. These exciting experiences generate tremendous foot traffic in the hall.

The very popular **“Focus on Exhibits”** events held each day in the exhibit hall are **exclusive. No sessions or other events are held during this time**, assuring exhibitors an excellent networking and sales opportunity in a festive, dynamic atmosphere. Over the course of the conference, there will be over 5 hours devoted to “Focus on Exhibits.”



© Madore, Daphné Caron

WHY EXHIBIT?



Exhibiting at the ASEE Annual Conference provides your organization with cost-effective, value-added opportunities to:

- **PROMOTE YOUR BRAND** - Create brand awareness and build brand loyalty among a targeted audience of engineering educators and administrators.
- **DRIVE SALES REVENUE** - Gather new leads, build relationships with prospects and cultivate current customers at the largest multi-disciplinary gathering of engineering educators in the United States.
- **EXPAND YOUR RECRUITING EFFORTS** - Cultivating relationships with ASEE members is a great way to build a competitive advantage when you're recruiting their best and brightest students.
- **ENCOURAGE CORPORATE LEADERSHIP** - Highlight your commitment to promoting innovation and excellence in engineering and engineering technology education.



The conference offers one-stop access to ASEE members and the chance to:

- Influence 4,000 attendees from ASEE member institutions, representing engineering undergraduate and graduate students from around the country.
- Leverage exposure in event print and online promotional materials (*Prism* magazine, annual conference web site, Interactive Conference Planner, Expo Guide, conference newsletters, etc.) to maximize your ROI.
- Plug into pre-event marketing support to better leverage your exhibit hall presence.

Act Now!

Reserve your booth today!
Contact Ashley Krawiec, Manager of Event Sales,
at (202) 649-3838 or a.krawiec@asee.org



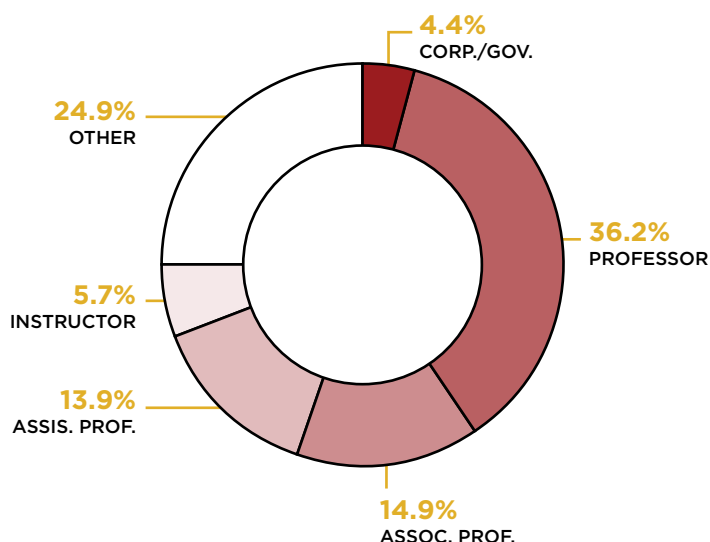
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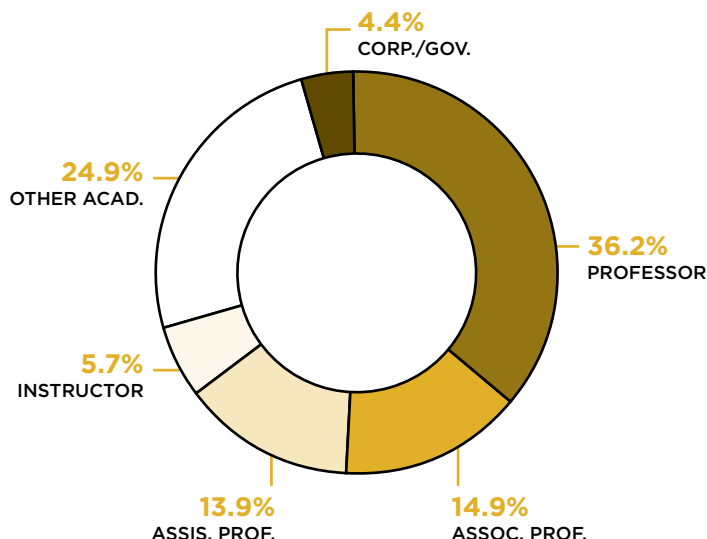
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> NEW MEMBERS BY ACADEMIC RANK



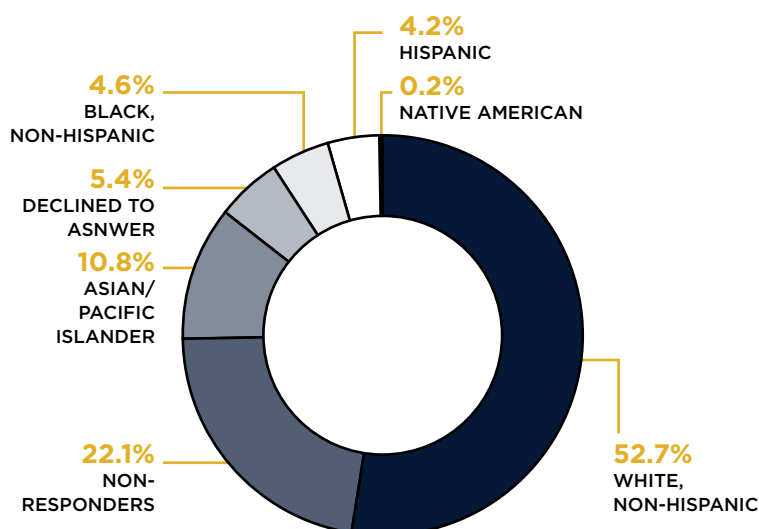
> CURRENT MEMBERSHIP BY ACADEMIC RANK



> CURRENT MEMBERSHIP ROSTER BY COUNCIL

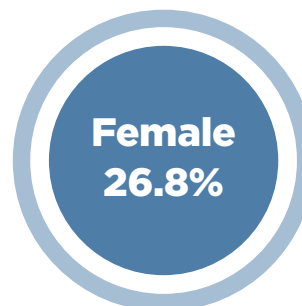
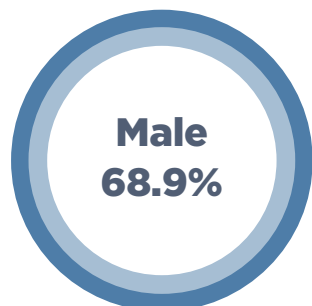
CORPORATE MEMBER COUNCIL	48
ENGINEERING DEANS COUNCIL	341
ENGINEERING RESEARCH COUNCIL	267
ENGINEERING TECHNOLOGY COUNCIL	81

> MEMBERSHIP BY RACE & ETHNICITY





> MEMBERSHIP BY GENDER



> INSTITUTIONAL MEMBERS

ENGINEERING	318
ENGINEERING TECH 2 YEAR	9
ENGINEERING TECH 4 YEAR	59
COLLEGE AFFILIATE	17
CANADIAN	13
INTERNATIONAL	4
P-12	3

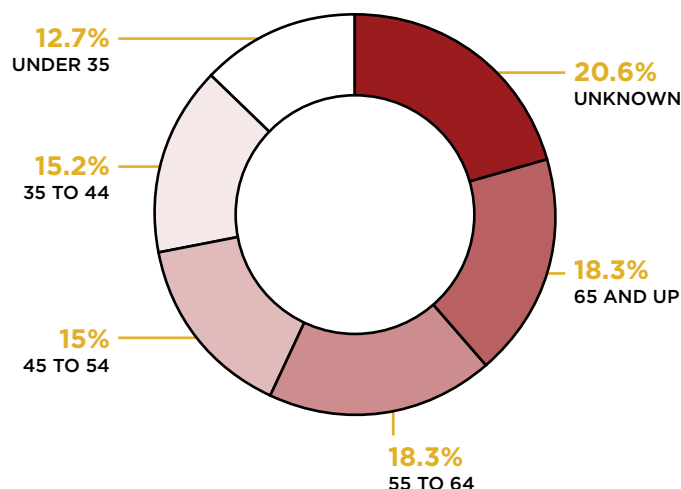
> CORPORATE MEMBERS

ASSOCIATION	8
ASSOCIATE AFFILIATE	3
CORPORATE	26
CORPORATE AFFILIATE	24

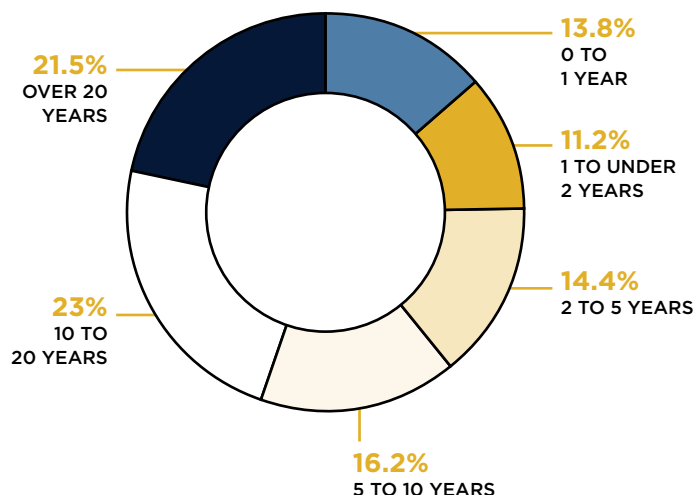
ASEE MEMBER DEMOGRAPHICS



> MEMBERSHIP BY AGE GROUP



> LENGTH OF MEMBERSHIP



> TOP ATTENDEES BY INSTITUTION LOCATION

CALIFORNIA	149
FLORIDA	172
INDIANA	183
MICHIGAN	116
NORTH CAROLINA	95
NEW YORK	113
OHIO	106
PENNSYLVANIA	141
TEXAS	160
VIRGINIA	142

> TOP ATTENDEE TITLES

ASSISTANT DEAN	21
ASSISTANT PROFESSOR	354
ASSOCIATE DEAN	68
ASSOCIATE PROFESSOR	248
DEAN	87
DIRECTOR	110
ENGINEERING LIBRARIAN	35
GRADUATE ASSISTANT	33
LECTURER	51
PROFESSOR	381



> TOTAL MEMBERSHIP

2019	10,253
2018	10,679
2017	11,174
2016	11,660
2015	11,458

> CURRENT MEMBERSHIP BREAKDOWN

CONTACT REPRESENTATIVE	1,348
LIFE	689
P-12 PROFESSIONAL	180
PROFESSIONAL	5,287
PROFESSIONAL ONLINE	1,222
STUDENT	259
STUDENT ONLINE	660
RETIRED	369

> CURRENT MEMBERSHIP BY SECTIONS

NEW ENGLAND	642
ST. LAWRENCE	406
MIDDLE ATLANTIC	1,349
SOUTHEAST	2,036
NORTH CENTRAL	1,082
ILLINOIS-INDIANA	780
NORTH MIDWEST	532
MIDWEST	470
GULF SOUTHWEST	826
PAC NORTHWEST	714
ROCKY MOUNTAIN	388
PAC SOUTHWEST	860

ANNUAL CONFERENCE ATTENDEE DEMOGRAPHICS

> TOTAL ATTENDANCE

2019	3,812
2018	3,880
2017	4,061
2016	4,401
2015	4,062

> DEAN ATTENDEES

2019	87
2018	78
2017	81
2016	113
2015	116

> INTERNATIONAL ATTENDEES

2019	151
2018	155
2017	110
2016	230
2015	315

> STUDENT ATTENDEES

2019	654
2018	738
2017	861
2016	849
2015	789



EXHIBITOR 411



Exhibit Installation

Sunday, June 21, 2020 8:00 am – 4:30 pm
Monday, June 22, 2020 8:00 am – 3:00 pm

Exhibit Dismantle/Move-Out

Wednesday, June 24, 2019 11:15 pm – 4:30 pm

Exhibit Hours

Monday, June 22, 2020 5:00 pm – 6:30 pm
Tuesday, June 23, 2020 9:45 am – 6:00 pm
Wednesday, June 24, 2020 8:00 am – 11:15 am

Focus on Exhibit Hours

Monday, June 22, 2020 5:00 pm – 6:30 pm
Tuesday, June 23, 2020 11:30 am – 1:00 pm
Tuesday, June 23, 2020 5:00 pm – 6:00 pm
Wednesday, June 24, 2020 9:45 am – 11:15 am

** Please note: Booth space is sold as it appears on the floor plan.*

Exhibition Fees

Early Bird Rates (before Jan. 1, 2020)

Standard Rates (after Jan. 1, 2020)

Booth Size	Square Feet	Member	Non-Member	Member	Non-Member
10 x 10	100	\$2,675	\$3,225	\$3,225	\$3,775
10 x 20	200	\$4,850	\$5,950	\$5,950	\$7,050
20 x 20	400	\$9,200	\$11,400	\$11,400	\$13,600
20 x 30	600	\$12,245	\$15,215	\$15,215	\$18,100

Payment Terms

Invoice is net 30.

Exhibit Space Amenities:

- Booths are 10' x 10', or multiples thereof
- Booths include 8' drape in back and 3' drape on sides
- Signage with organization name and location is complimentary
- Furniture and accessories, A/V hardware, internet access, electrical requirements, booth carpet, booth cleaning, etc. are the responsibility of the exhibitor and ARE NOT included in the exhibit fee.**

Additional Exhibitor Benefits Include:

- One (1) full conference registration and four (4) "Exhibits only" registrations per 10' x 10' space contracted.
- Ten (10) complimentary Client Passes.
- Additional full conference or exhibit hall passes will be available for purchase.

Cancellation Policy

Exhibitor may reduce their booth size or cancel or withdraw from the exposition subject to the following conditions:

- The exhibitor shall give the Manager of Event Sales notice in writing to reduce booth size, cancel or withdraw from the exposition and the date the exhibitor's written cancellation is received by ASEE will be considered the official cancellation date.

ASEE's refund policy is as follows:

- To any organization that withdraws prior to January 1, 2020, ASEE will refund 75% of total booth cost.
- Between January 2 – February 15, 2020, any organization that withdraws will receive a 50% refund of total booth cost.
- Between February 15th – March 15th, any organization that withdraws will receive a 25% refund of total booth cost.
- After March 16th, no refund will be given for booth reductions or cancellations.

Exhibitors who reserve a booth during the 2020 exhibit space draft must cancel their booth prior to January 1, 2020. After this date, any cancellations are subject to a \$250 cancellation fee.

PAST EXHIBITORS



Don't delay...Join this impressive roster of innovative engineering and technology organizations. Become an ASEE Annual Conference exhibitor today!

ABET
ACROME Robotics
Allied Powers
Altair Engineering
Amatrol, Inc.
American Society for Engineering Education
American Society of Civil Engineers
American Society of Mechanical Engineers
American Welding Society
Analog Devices, Inc.
Arizona State University
Armfield Incorporated
ASTM International
Begell House Inc.
Biomedical Engineering Society
Campuswire
CellScale Biomaterials Testing
Cengage Learning
Clemson University
Conference for Industry and Education Collaboration (CIEC)
Correlated Solutions
CRC Press - Taylor & Francis Group
Dassault Systemes
Design Assistance Corporation
Desktop Metal
Edibon USA LLC
Elsevier
Emona Instruments Pty. Ltd.
EMWorks, Inc
Engineering Education Centers & Programs
Engineering World Health
EngineeringCAS by Liaison
Famic Technologies, Inc.
Florida International University
FormLabs, Inc.
Frontiers in Education
Gap Wireless
George Mason University
Google
Gradescope by Turnitin
Granta Design, Ltd.
Hampden Engineering Corp.
ICE Publishing
IEEE Xplore Digital Library
IET Inspec
International Council on Systems Engineering
IUPUI SAE
Jameco Electronics
JoVE
Keysight Technologies
LabArchives
Liquid Instruments
littleBits Education
Lucas-Nuelle, Inc
MathWorks
Matrix Technology Solutions
McGraw-Hill Higher Education
Microchip Technology, Inc.
MIDFIELD/CATME
Minitab, Inc.
Morgan and Claypool Publishers

NASA Exploration Systems
National Academies of Sciences, Engineering, and Medicine
National Council of Examiners for Engineers & Surveying
National Instruments
National Science Foundation
National Science Foundation ATE Centers
NewBeeDrone
North Carolina State University
Order of the Engineer
Overleaf
Oxford University Press
PASCO scientific
Pearson Education
Piazza
Pitsco Education
PPI
Project Management Institute
Purdue Polytechnic Graduate Programs
Purdue University-Main Campus, West Lafayette (College of Engineering)
Rigol Technologies
Rohde & Schwarz USA, Inc.
Rubin Education
SAE International
Siemens Industry Software Inc.
Siglent Technologies
SMC INTERNATIONAL TRAINING GROUP - USA
SolidProfessor
Spatial Vis & Spatial Kids
SpectraQuest
STMicroelectronics, Inc.
Stylus Publishing
Tecquipment
Tektronix, Inc.
Texas A&M University
Texas Instruments, Inc.
The American Institute of Aeronautics and Astronautics
The Ohio State University
Tufts University
University of Cincinnati
University of Florida
University of Illinois at Urbana - Champaign
University of Maryland, College Park
University of Michigan
University of North Carolina at Charlotte
University of South Florida
US Didactic
Utah State University - Engineering Education
Vernier Software & Technology
Virginia Tech
Wiley
Worcester Polytechnic Institute
Zeiss Industrial Metrology
Zybooks
Weber State University
Wiley
Zeiss Industrial Metrology
Zybooks

EXHIBIT SPACE CONTRACT



2020 ASEE Annual Conference & Exposition

June 20-24, 2020 Palais des Congrès de Montréal– Exhibit Halls 220BCDE Montreal, QC

Company/organization/institution/program name: _____
(Brand name will be used in all exhibit signage: exhibitor floor plan, exhibitor list on web site, in printed program and expo guide, booth ID signage, etc.)

Website: _____

Primary Business: _____

Primary contact information (Will receive all event communications including invoice, exhibitor kit, registration info, e-newsletters, sponsorship opps, etc.)

Name: _____ Title: _____

Mailing Address: _____ City: _____ State: _____

Zip/Postal Code: _____ Country: _____

E-mail: _____ Phone number: (____) _____

Booth Selection Specifications (booths are sold as they appear on the floor plan)

Size of Booth requested: _____X_____ ☐ Check here if a corner booth is more important than location

Type of Booth requested: ☐ Corner ☐ In-line ☐ Island

Preferred Location/Booth # (first choice= 1; last choice=5): 1) _____ 2) _____ 3) _____ 4) _____ 5) _____

Companies you would like to be separated from: _____

Companies you desire to be near: _____

EXHIBITION FEES

Early Bird Rates (before Jan. 1, 2020)

Standard Rates (after Jan. 1, 2020)

Booth Size	Sq. Ft.	Member*	Non-Member	Member*	Non-Member
10 x 10	100	☐ \$2,675	☐ \$3,225	☐ \$3,225	☐ \$3,775
10 x 20	200	☐ \$4,850	☐ \$5,950	☐ \$5,950	☐ \$7,050
20 x 20	400	☐ \$9,200	☐ \$11,400	☐ \$11,400	☐ \$13,600
20 x 30	600	☐ \$12,245	☐ \$15,215	☐ \$15,215	☐ \$18,100

*Member rates only apply to institutional or corporate members of ASEE. The discount is not available for individual/professional members.

Payment Terms: Exhibitors participating in the exhibit space draft will be invoiced in October, 2019 for the total amount due. After January 1, 2020, space will not be assigned without full payment. Contracts must be received by January 1, 2020 to be eligible for the early bird rate.

Terms of Acceptance: Exhibitor agrees to comply with all Contract regulations and to the conditions under which displays in the Palais des Congrès de Montréal may be held, both of which are given herein. Exhibitor agrees to enclose the designated fee for its reservation and agrees to abide by the Cancellation policy set forth in the Rules to Exhibit. Exhibitor understands full payment is due on February 15, 2020. Failure to comply risks loss of booth reservation and loss of early bird rate.

Exhibitor Authorized Representative Signature: _____ **Date:** _____

Email completed contract to: ASEE, Attn: Ashley Krawiec, Manager – Event Sales Telephone: 202-649-3838; Email: a.krawiec@asee.org

Payment Amount: \$ _____ Payment type: ☐ Check ☐ Visa ☐ MasterCard ☐ American Express

Credit Card #: _____ Exp. date: _____ CVV: _____

Name on the Credit Card: _____ Signature: _____

ASEE Use Only

- ☐ Member
☐ Non-member

Booth cost: \$ _____ Booth # Assigned: _____

Booth Size: _____ Deposit Received: \$ _____ Balance due: \$ _____

Booth Assignment date: _____ By: _____

Accepted by the American Society for Engineering

RULES TO EXHIBIT



1. AGENT/PRINCIPAL

A. The American Society for Engineering Education (ASEE) acts for the Exhibitor and representative(s) in the capacity of agent or principal. ASEE assumes no liability for any act of omission or commission in connection with this agency. The Exhibitor and their representative(s) hereby release and hold harmless from any and all costs, expenses (including but not limited to attorney's fees) and liabilities for loss or damage ensuing from any cause whatsoever.

B. All parties involved in the exhibit, including specifically, but not limited to, the exhibit hall, the owner, the leasing association, the sponsor and the individual Exhibitor, respectively agree to pay any and all claims arising out of their own negligence of that of their respective employees or grants.

2. REJECTED DISPLAYS

A. ASEE determines eligibility of any company or product for exhibit. ASEE may forbid installation or require removal or discontinuance of any exhibit or promotion, wholly or in part, that in its opinion is not in keeping with the spirit and mission of ASEE.

B. Unethical conduct or infractions of rules on the part of Exhibitor or his representative(s) or both will subject the Exhibitor or his representative(s) to dismissal from exhibit areas, in which event it is agreed that no refund shall be made and further that no demand for redress will be made by the Exhibitor or his representative(s).

C. Exhibitors and their representative(s) who fail to observe these conditions of contract or who, in the opinion of ASEE, conduct themselves unethically may be dismissed without refund or appeal for redress.

3. EXHIBIT DAMAGE/LOSS/THEFT

A. ASEE will endeavor to assist in the protection of Exhibitor by providing 24-hour guard service. However, due to the tremendous value of exhibits, it is impractical and impossible to insure the Exhibitor's equipment against loss, theft, damage, and breakage. Neither the Palais des Congrès de Montréal, nor any facility, nor any of its employees nor representative(s), nor any representative of ASEE, nor any subcontractor will be responsible for any injury, loss, or damage to the Exhibitor, the Exhibitor's employees or property, however caused.

B. The Exhibitor must assume responsibility for damage to the Palais des Congrès de Montréal, or facility property and indemnify and hold harmless the Palais des Congrès de Montréal, or facility from liability, which might ensue from any cause whatsoever, including accidents or injuries to Exhibitor, its guests or employees. The Exhibitor must also assume responsibility for any accident, injury, or property damage to any person viewing his exhibit where such accident, injury, or property damage is caused by the negligence of the Exhibitor, his agent or employees.

C. ASEE Show Management will cooperate fully, but cannot assume responsibility for damage to Exhibitor's property, lost shipments, either arriving or departing the due to inadequately packed property is Exhibitor's own responsibility. If exhibit fails to arrive, Exhibitor will nevertheless be responsible for booth rent and no refund will be made. Exhibitor should carry insurance against such risks.

4. LIABILITY/INSURANCE

A. Each party agrees to be responsible for its own property, through insurance or self-insurance, and shall hold harmless any and all parties from any damage caused by theft and other perils normally covered by fire and extended coverage of policies.

B. Exhibitor is urged to place "extraterritorial" and other coverage on equipment and exhibits, and arrange for extended public liability insurance with their regular insurance carrier, particularly if they are conducting experiments or demonstrations using heat or high voltage.

C. Exhibitor must submit Certificates of Insurance to ASEE Show Management prior to approval of Third Party Contractors at least 45 days before conference start date.

5. SPACE ASSIGNMENTS

Space assigned to Exhibitor may be transferred by ASEE Show Management to affect balance against congestion, to avoid confusion in company names, to solve competitive conditions, or similar reasons. No such transfer will be made without notifying the Exhibitor. An Exhibitor may not share or sublet space to another party. Name signs or courtesy cards on equipment loaned to an Exhibitor should be approved by ASEE.

6. HEIGHT AND SPACE RESTRICTIONS

A. All in-line exhibits, back walls and decorations will be limited to 8 feet in height and not extending more than 3 feet from the back wall except actual equipment that in normal operation exceeds this height. Permission to exhibit equipment with abnormal heights must be obtained from ASEE Show Management.

B. Island and peninsula solid booth walls may not exceed 10 feet in height and may not obstruct the sight-lines of the surrounding booths. When a peninsula booth backs up to two linear booths, the back wall is restricted to 4 ft. within 5 ft. of each aisle.

C. Exhibits should not project beyond the space allotted. They should not obstruct the view or interfere with traffic to other exhibits. The wings of an exhibit should not project more than 3 feet from the back wall.

7. SOLICITATION

A. ASEE may, at its sole discretion, withhold or withdraw permission to distribute souvenirs, advertising, or other material it considers objectionable. Novelty gifts or souvenirs should be submitted to ASEE Show Management for review before distribution.

B. Direct selling of products or services is prohibited. The Exhibitor agrees that selling goods or services in the exhibition hall will result in closing of the exhibit by ASEE Show Management. It is agreed that no refund of exhibit fees and no demand for redress will be made by the Exhibitor or his representative(s) in this event. No soliciting for business shall be permitted in aisles or other Exhibitor's booths. Samples, catalogues, pamphlets, publications, or promotional materials may only be distributed by Exhibitor strictly within the confines of its own premises. No Exhibitor will be permitted to give away any premium items, or to conduct any prize drawings for awards for signing of names and addressees, or other extreme promotions without first obtaining written permission from ASEE Show Management.

C. Advertising, canvassing, solicitation of business, conferences in the interest of business, etc., are not permitted except by companies that have engaged from ASEE space to exhibit and then and only then in the space assigned.

D. Solicitation of advertising by magazines or publishers from other Exhibitors on the floor of the exhibit hall is prohibited.

8. SUITES/HOSPITALITY ACTIVITIES

In the interest of the success of the conference and exposition, no Exhibitor hosted hospitality functions will be allowed during the official conference programming or exhibit hours, including receptions or meal functions hosted by ASEE for all conference attendees. If transportation is required, it cannot start until after the last event concludes. Exhibitor should not extend invitations, call meetings, or otherwise encourage absence of attendees from the conference or exhibit hall. All requests for hospitality activities must be submitted in writing to ASEE. Hotel contacts will inform ASEE Show Management of the rentals of suites that coincide with official conference programming.

9. BOOTH MATERIALS/FIRE REGULATIONS

All Exhibit and booth materials must comply with Federal and City Fire laws, Insurance Underwriter and Hotel and Facility Safety regulations, and must be flameproof. All packing containers, excelsior and similar materials are to be removed from the exhibition area upon completion of the booth set-up. The Exhibitor is restricted to materials that will pass inspection. Decorations of paper, pine boughs, leafy decorations, tree decorations or tree branches are prohibited. Any substance prohibited by the City Fire & Safety Departments or authorities will not be permitted in the exhibition area. In addition, all electrical work and electrical wiring must be approved and installed in accordance with local regulations. Aisles and fire exits must not be blocked by Exhibits. Any questionable materials to include helium, gas, etc., must be approved by ASEE Show Management.

10. AUDIO AND VIDEO

A. Motion picture projectors and apparatus must conform to the fire regulations of the facility. Only safety film may be used. Sound film may be exhibited only in an enclosed room or soundproof booths. Silent films should be arranged so that aisles are not blocked. Projection of motion pictures must be supervised by a licensed operator where required.

B. An exhibitor with audible electric sound motion pictures, or other microphones or devices which ASEE, in its sole discretion, deems objectionable to other Exhibitors, will be required to discontinue this method of promotion. Microphones must be preapproved by ASEE Show Management.

11. BOOTH STAFFING

In their best interest, and for security, exhibitor shall keep staff in their booth(s) during all exhibit hours. Each exhibiting company is entitled to four (4) complimentary exhibit only badges and one (1) comp full conference registration badge per 100 sq. feet of leased exhibit space. An exhibit staff badge is for personnel responsible for working in your booth during show hours, and it will not provide access to any other event. A full conference badge will allow the attendee to all conference session. Badges must be worn at all times for admission to the exhibit hall.

12. INSTALLING/DISMANTLING/REMOVING BOOTHS

A. The exhibit hall will be available to Exhibitors on Sunday, June 21, 2020 from 8:00 am to 4:30 pm and Monday, June 22, from 8:00 am to 3:00 pm for the installation of displays. All exhibits must be operational by 4:00 pm, Monday, June 22, 2020. After this time, no installation will be permitted without special written permission from ASEE. Space not occupied by that time may be re-assigned for other purposes by ASEE. Any Exhibitor failing to occupy contracted space is not relieved of the obligation to pay for such space at the full rental price, and ASEE shall have the right to use such space as it deems appropriate to eliminate empty space in the exhibit hall.

B. No Exhibit may be dismantled before 11:15 am on Wednesday, June 24, 2020. No Exhibit or equipment is to be removed, once it has been set up, without permission of ASEE Show Management.

C. Before any Exhibit may be removed from the building, Exhibitor must make arrangements satisfactory to ASEE and the facility for payment of any charges incurred by the Exhibitor in connection with the exposition therein.

13. THIRD PARTY CONTRACTORS

Any independent contractor requests, including installation and dismantle companies, must be made in advance to the ASEE Conferences Director. Electrical service must be coordinated by the official contractor. In addition, Exhibitor must submit Certificates of Insurance to ASEE Show Management prior to approval of such contractors at least 45 days before conference start date.

14. PAYMENT PROCEDURES/CANCELLATION POLICY

A. Exhibitors participating in the exhibit space draft will be invoiced in October 2019 for the total amount due. After January 1, 2020, space will not be assigned without full payment. Contracts must be received by January 1, 2020 to be eligible for the early bird rate.

B. Exhibitor understands full payment is due on February 15, 2020. Failure to comply risks loss of booth reservation. If final payment is not received by April 1, 2020, space can be made available for resale without notification.

1) Failure to pay outstanding booth balance before February 15, 2020 will result in immediate loss of the early bird discount. Discounted rates will no longer apply.

C. Cancellation Policy—Any Exhibitor may reduce their booth size or cancel or withdraw from the exposition subject to the following conditions:

1) The exhibitor shall give the Manager of Event Sales notice in writing to reduce booth size, cancel or withdraw from the exposition and the date the exhibitor's written cancellation is received by ASEE will be considered the official cancellation date.

2) ASEE's refund policy is as follows:

a) To any company that withdraws prior to January 1, 2020, ASEE will refund 75% of total booth cost.

b) Between January 2 - February 15, 2020, any company that withdraws will receive a 50% refund of total booth cost.

c) Between February 15th - March 15th, any company that withdraws will receive a 25% refund of total booth cost.

d) After March 16th, no refund will be given for booth reductions or cancellations.

3) Exhibitors who reserve a booth during the 2020 exhibit space draft must cancel their booth prior to January 1, 2020. After this date, any cancellations are subject to a \$250 cancellation fee.

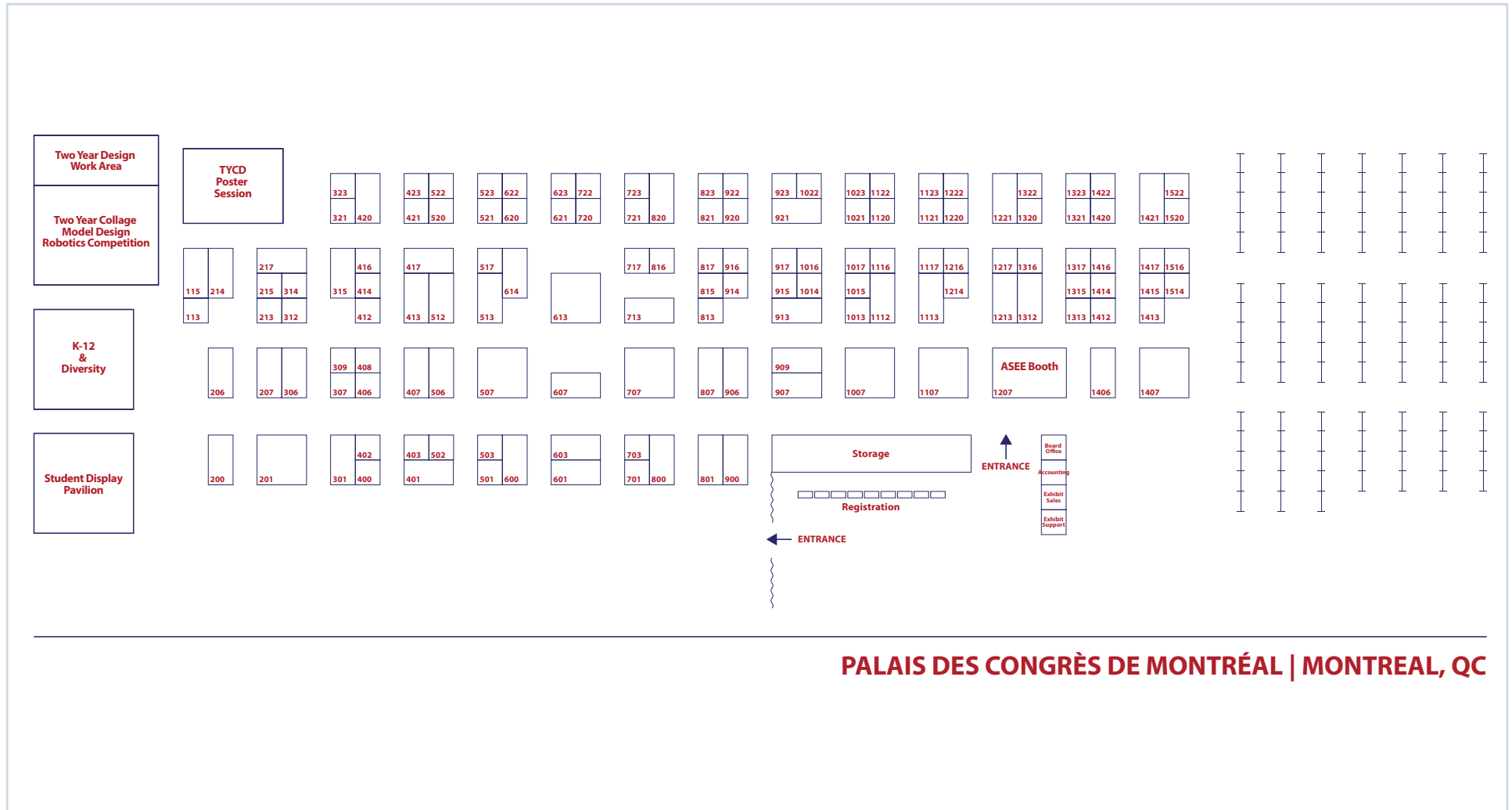
15. ADA

All parties involved with the Exhibit agree to comply with the Americans with Disabilities Act.

16. AMENDMENT TO RULES

Any and all matters or questions not specifically covered by the preceding Rules and Regulations shall be subject solely to the discretion of ASEE

EXPOSITION HALL FLOOR PLAN



PALAIS DES CONGRÈS DE MONTRÉAL | MONTREAL, QC

To view current exhibitors and which booths are still available, please visit:
https://www.asee.org/mobile/exhibits/9/expo_map

SPONSORSHIP OPPORTUNITIES



Sponsorship of the ASEE annual conference provides your organization with a cost-effective, value-added opportunity to:

- Create brand awareness and increase brand loyalty among a targeted audience of engineering educators.
- Introduce a new product/service offer to a captive group of decision makers.
- Drive sales by reinforcing your brand messaging and effectively leveraging your exhibit space.
- Differentiate yourself from your competition and benefit from the shared imagery of an ASEE sponsorship—highlighting your commitment to furthering excellence in engineering and engineering technology education.

Sponsorship Levels/Fees:

- Visionary \$50,000
- Innovator \$25,000
- Pioneer \$15,000
- Mentor \$8,000
- Leader \$5,000
- Educator \$3,500
- Advertising & A La Carte Options

**Make an integrated, strategic
investment in engineering
education—
become an ASEE sponsor today!**

Note: Sponsorship packages can be customized to meet your specific marketing objectives. All sponsorship agreements will be executed on a first-come, first-served basis.

**Reserve your booth today!
Contact Ashley Krawiec, Manager of Event Sales,
at (202) 649-3838 or a.krawiec@asee.org**

© Madore, Daphné Caron



SPONSORSHIP OPPORTUNITIES: *Visionary*



Visionary \$50,000

Benefits:

- Two (2) full page, 4C ads in the February Advance Program and Summer issues of *Prism* Magazine
- One (1) full page, 4C, cover position ad in annual conference final program
- Ten (10) complimentary full registrations (non-transferable)
- Three (3) time slots for product demonstration and/or technical session
- Complimentary exhibit booth space (up to 20' x 20')
- Complimentary 1 year ASEE corporate membership
- Prominent recognition in the Advance Program (February 2020 double issue of *Prism*)
- Prominent recognition in the Annual Conference Final Program
- Organization logo w/ hotlink in Sponsors section of the Annual Conference web site
- Prominent recognition on "Thank you" signage located in high-traffic areas of the Palais des congrès de Montréal

PLUS, sponsorship rights to your choice of one of these premier events:

ASEE Division Mixer

Create tremendous exposure and visibility while fostering brand loyalty by sponsoring this exciting networking event. In addition to the Exhibit Hall welcome reception on Sunday evening, the mixer will serve as a great kickoff to the 2020 ASEE Annual Conference. Your non-exclusive sponsorship includes:

- Verbal recognition and a brief speaking opportunity for an organization representative to welcome attendees.
- Highly visible branded signage throughout the room.
- Opportunity to distribute promotional material and develop onsite interactive attractions.

SOLD OUT



SPONSORSHIP OPPORTUNITIES: *Visionary*



Monday Plenary – Monday, June 22nd

The ASEE Monday Plenary is traditionally a highly attended session at the conference. Put your organization name and logo in front of over 2,000 attendees at this conference keynote address. Sponsorship benefits include a 30- or 60-second ad or video to be shown immediately prior to this session, highly visible branded signage throughout the room, and verbal recognition.

SOLD OUT

Tuesday Plenary – Tuesday, June 23rd

The Tuesday Plenary session features the Best Paper Presentations and the Corporate Member Council Keynote speaker, which is sure to attract a large audience. Put your organization name and logo in front of over 2,000 attendees at this conference keynote address. Sponsorship benefits include a 30- or 60-second ad or video to be shown immediately prior to these sessions, highly visible branded signage throughout the room, and verbal recognition. Non-exclusive.

Focus on Innovation Student Winners

Support ASEE's 2020 Student Winners! Each year, ASEE invites 10 or more National Student Award winners to demonstrate their innovations in the Exhibit Hall at the Student Display Pavilion.

- Sponsorship of the Student Display Pavilion
- Recognition in the Advance Program as primary sponsor of Student Display Pavilion
- Recognition in the Annual Conference Final Program as primary sponsor
- Dinner with ASEE's President and student winners on Sunday, June 21st



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Two Food Photographers
Tourisme Montréal



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Innovator \$25,000

Benefits:

- One (1) full page, 4C insert OR one (1) full page, 4C cover position ad in annual conference final program (based on availability)
- Six (6) complimentary full registrations
- Two (2) time slots for product demonstration and/or technical session
- Complimentary 1 year ASEE corporate membership
- Complimentary exhibit booth space (up to 10' x 20')
- Recognition in the advance program (February 2020 double issue of *Prism*)
- Recognition in the annual conference final program
- Organization logo w/ hotlink in Sponsors' section of the Annual Conference web site
- Recognition on "Thank you" signage located in high-traffic areas of the Palais des congrès de Montréal

PLUS, **non-exclusive** sponsorship rights to your choice of one of the following:

Interactive Conference Planner

Push your brand to the forefront by sponsoring ASEE's Interactive Conference Planner. The ICP allows all attendees to access session information, the program schedule, hours of operation, and Exhibit Hall information via their mobile devices prior to and during the conference. Sponsorship benefits include:

- Logo placed in the Interactive Conference Planner button ad, which runs on the ASEE Website and in *Conference Connection*, *Connections*, *The Accelerator*, Pre-Conference Newsletter, and *Capitol Shorts*.
- Recognition on homepage and all subsequent pages of the ICP
- Recognition in the advance program as primary sponsor of the ICP
- Recognition in the annual conference final program as primary sponsor



SPONSORSHIP OPPORTUNITIES: *Innovator*



ASEE Institutional Councils Dinner

Sponsor this exclusive, invitation-only gathering of deans, ASEE Board members and executives from some of the world's leading technology companies – a valuable networking opportunity to exchange ideas and discuss current trends in engineering education and the high tech sector. Associate your brand with engineering's best and brightest at this annual gathering of members of ASEE's Engineering Deans Council, Corporate Member Council and Engineering Research Council. Sponsors will receive verbal recognition and exposure on signage throughout the event space, and will have the opportunity for an organization executive to make brief (1-2 minutes max) welcoming remarks to the dinner attendees.

ASEE Commit to P-12 & Diversity Pavilion

A wonderful opportunity to showcase your organization's commitment to fostering diversity in engineering education. The ASEE Commit to P-12 & Diversity Booth is a large pavilion located in the exhibit hall. It provides six worthy engineering diversity organizations a chance to highlight their programs and services. Your sponsorship will provide these organizations with the opportunity to interact with 4,000 conference attendees and 110 exhibitors while aligning your brand with an important strategic mission of ASEE. Sponsorship benefits include highly visible branded signage on the pavilion structure and special recognition on the conference web site and in the conference Final Program.

Taste of Montréal

The Taste of Montréal will feature food from local restaurants, local attractions, and games, giving all a taste of what the city has to offer. It will also feature the wide range of efforts – including research, curriculum development, teacher professional development, and outreach – by ASEE members who study and make a broader impact on preschool through Grade 12 (P12) students and teachers. Sponsors will have name and logo recognition on “Thank you” signage throughout the event including the opportunity to supply guests with a promotional item placed at tables in the ballroom.



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Two Food Photographers
Tourisme Montréal



© Alison Slattery,
Two Food Photographers





Montréal Circular

The 2020 Montréal Circular includes sponsor technical sessions, promotions, fun events, diversity roundtables, and more! Take advantage of this opportunity to brand a high-value item that will be widely used by each of the 4,000-plus attendees.

The exclusive sponsorship includes:

- Logo on front cover of the expo guide
- Recognition as the presenting sponsor throughout
- Full Page Color Ad on Back Cover (specs and deadline to follow)

2020 Annual Conference Expo Guide

The 2020 Annual Conference Expo Guide features the exhibit hall floor plan, all exhibitor names, booth numbers, and a short description of each. It is utilized by all 4,000 attendees and is included in the attendee tote bag. Take advantage of this opportunity to brand a high-value item that will be widely used by each of the 4,000-plus attendees.

The exclusive sponsorship includes:

- Logo on front cover of the expo guide
- Recognition as the presenting sponsor throughout
- Full Page Color Ad on Back Cover (specs and deadline to follow)

All Day Technical Session Series

Showcase a new product or service in a dedicated classroom setting. You will have exclusive use of a meeting room at the Congrès de Montréal for an entire day of hands-on product demonstrations and/or technical sessions. Take advantage of pre-conference promotional opportunities to highlight your interactive presentations. This is an excellent opportunity to provide hands-on instruction to conference attendees who are leaders in their field and are always looking for new technology to use in the classroom and in their own research. Amenities include basic AV and light refreshments for your attendees. Internet and catering are not included.

SOLD OUT





Pioneer \$15,000

Benefits:

- Three (3) complimentary full registrations
- One (1) time slot for product demonstration or technical session
- Complimentary 1 year ASEE corporate membership
- Recognition in the Advance Program (February 2020 double issue of *Prism*)
- Recognition in the Annual Conference Final Program
- Organization logo w/ hotlink in Sponsors section of the Annual Conference web site
- Recognition on “Thank you” signage located in high-traffic areas of the Palais des congrès de Montréal

PLUS, **non-exclusive** sponsorship rights to your choice of one of the following:

Conference Connection Daily E-Newsletter

As a sponsor of this popular service, your organization can place its name and logo throughout the e-newsletter, which includes conference highlights, daily announcements/reminders, digital photos of conference events and sessions, etc. In addition, you may include advertising (a 180x150 button ad) and promotional messaging. This is a great opportunity to reach ASEE annual conference attendees with customized programming by delivering your message directly to their email account! Specs and deadlines will be available upon reservation.

Pre-Conference E-Newsletter

As “Presenting Sponsor,” your organization can place its name and logo throughout the e-newsletter, which will include conference updates and reminders. There will be four (4) issues of the e-newsletter: May 1, May 15, June 1, and June 15, providing you with an excellent platform to reach ASEE members and Annual Conference registered attendees in the weeks leading up to the conference. Your sponsorship includes the sponsor’s logo at the top of the newsletter and an advertorial, with 100 words or less, a 180x150 button ad, and a link. This is a great opportunity to reach attendees with a targeted message just prior to the Annual Conference. Specs and deadlines will be available upon reservation.

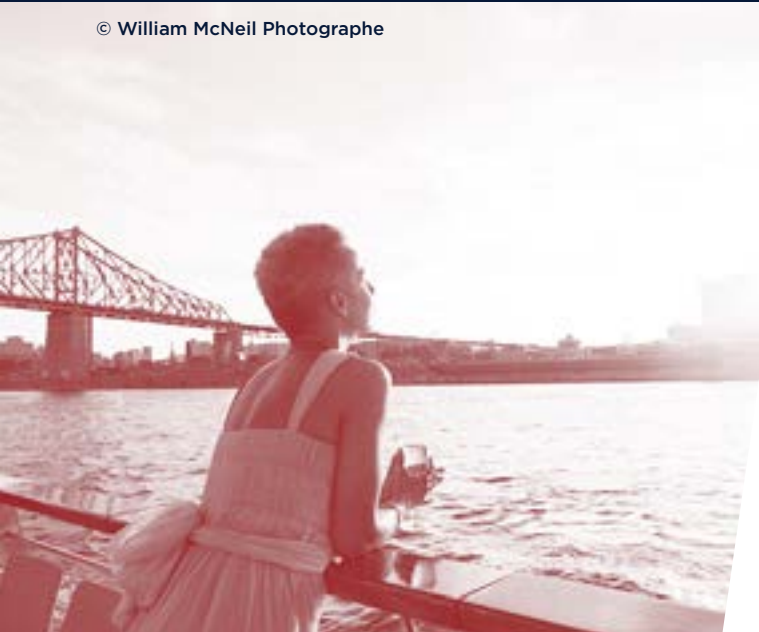
ASEE Awards Ceremony & Lunch

Celebrate excellence in engineering education by sponsoring the 127th Annual ASEE Awards Ceremony. Held on Wednesday, June 24th from 11:30 AM - 1:00 PM. The event is hosted by ASEE’s Board of Directors, the ceremony recognizes all ASEE Award recipients. Sponsorship benefits include verbal recognition and your organization’s name in the Awards Ceremony Program.

SPONSORSHIP OPPORTUNITIES: *Pioneer*



© William McNeil Photographie



© Eva Blue



© Eva Blue



President's Farewell Reception

Join ASEE's President for a final sendoff from the 2020 ASEE Annual Conference & Exposition. This is the President's last official act and a final chance to make an impression on ASEE leaders and members. Come chat with the current President and President-elect. Open to all attendees on Wednesday night from 6:00 pm to 7:30 pm. Sponsorship benefits include verbal recognition and the sponsor's name in the scrolling slide on the center screen.

Focus on Exhibits Welcome Reception

This exciting kickoff event will be held on Monday evening from 5:00 pm to 6:30 pm in the Exhibit Hall. No sessions or other events are held during this time, providing an excellent networking and sales opportunity in a dynamic atmosphere. Sponsors will have name and logo recognition on "Thank you" signage throughout the exhibition, in the program and all electronic references.

Attendee Tote Bag

All ASEE Annual Conference attendees will receive a tote bag at registration. Take advantage of this opportunity to brand a high-value item that will be widely used by each of the 4,000-plus attendees. Non-exclusive.

Distinguished Lecturers Series

Associate your brand with this series of discussions led by the thought leaders in engineering education and technology. Sponsors will receive "Thank you" signage with your organization name and logo at the main entrance of the ballroom and a mention in the conference Final Program. These popular talks are an excellent opportunity to increase your brand recognition among ASEE members.

Schedule at a Glance

As the exclusive sponsor of the schedule at a glance, sponsor will receive promotional space around the banner/board. Highlight a product or program or simply your booth location or logo. Exclusive sponsorship.



Mentor \$8,000

Benefits:

- Two (2) complimentary full registrations
- Complimentary 1 year ASEE corporate membership
- Recognition in the Advance Program (February 2020 double issue of *Prism*)
- Recognition in the Annual Conference Final Program
- Organization logo w/ hotlink in Sponsors section of the annual conference web site
- Recognition on “Thank you” signage located in high-traffic areas of the Palais des congrès de Montréal

PLUS, **non-exclusive** sponsorship rights to your choice of one of the following:

Name Badge Lanyards

Take advantage of this opportunity to place your brand in the minds of conference attendees. Your organization logo will be on the name badge lanyard each attendee will receive upon registering. Exclusive sponsorship; first-come, first-serve basis.

Name Badge Holders

Take advantage of this opportunity to place your brand in the minds of conference attendees. Your organization logo will be on the name badge holder each attendee will receive upon registering. Exclusive sponsorship; first-come, first-serve basis.

Focus on Exhibits Happy Hour

The Focus on Exhibits Happy Hour, held Tuesday afternoon from 5:00 pm to 6:00 pm in the Exhibit Hall, is a great opportunity for attendees to visit with exhibitors. No sessions or other events occur during this time, providing an excellent networking and sales opportunity in a dynamic atmosphere. Sponsors will have name and logo recognition on “Thank you” signage throughout the exhibition, in the program and all electronic references.



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SPONSORSHIP OPPORTUNITIES: *Mentor*



Focus on Exhibits Networking Breaks

The Focus on Exhibits Networking Breaks will be held on Monday from 11:30 am – 1:00 pm and Tuesday from 9:45am – 11:15am in the Exhibit Hall. No sessions or other events occur during this time, providing an excellent networking and sales opportunity in a dynamic atmosphere. Sponsors will have name and logo recognition on “Thank you” signage throughout the exhibition, in the program and all electronic references.

Product Demonstration or Technical Session

Showcase a new product or service offer in an intimate classroom setting. Take advantage of pre-conference promotional opportunities to highlight your interactive presentation. This is an excellent opportunity to provide hands-on instruction to ASEE Annual Conference attendees who are leaders in their field and are always looking for new technology to use in the classroom and in their own research. There will be several 90-minute time slots available Monday through Wednesday. Amenities include basic AV and light refreshments for your attendees. Internet and catering are available at an additional cost. ASEE provides plenty of pre-event and onsite promotional assistance to help you drive attendance to your session(s), including a listing in the Final Program and the online session locator. Reserve your time slot today!

EDC Business Breakfast

This sponsorship opportunity provides your organization with prime exposure to the cream of ASEE membership – our deans. Benefits include organization name and logo on room signage, verbal recognition, and an opportunity to place promotional materials on meeting room chairs.

ASEE Bistro

This unique sponsorship opportunity offers breakthrough differentiation, associating your organization with a valuable and much appreciated service at the ASEE Annual Conference. Sponsorship benefits include name and logo recognition on “Thank you” signage and the opportunity to provide branded items for the tables throughout a high-traffic area in the Exhibit Hall.

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© Loïc Romer





Leader \$5,000

Benefits:

- One (1) complimentary full registration
- Recognition in the Advance Program (February 2020 double issue of *Prism*)
- Recognition in the Annual Conference Final Program
- Organization logo w/ hotlink in Sponsors section of the annual conference web site
- Recognition on “Thank you” signage located in high-traffic areas of the Palais des congrès de Montréal

PLUS, sponsorship rights to your choice of one of the following:

Annual Conference Program Ad

Increase your organization’s visibility to attendees by placing an ad in the conference final program. This directory is used by most attendees as a daily guide and key to planning their schedules. Every activity, session, and event is listed in this informative 200-page program guide. Sponsorship includes a full page, four color ad; premium locations available for additional fee. Specs and deadlines will be available upon reservation. Non-exclusive.

ASEE *Prism* Advance Program – February 2020 Double Issue

Stand out from other exhibitors and sponsors by placing an ad in the double issue of Prism Magazine. The February issue includes 25-plus pages previewing the 2020 ASEE Annual Conference. With information such as a location profile, event schedule, and participating universities, this special section is your opportunity to highlight your participation at the conference and reinforce your brand awareness. The Advance Program will reach over 10,000 faculty, department heads, and deans. Sponsorship includes a full page, four color ad; premium locations available for additional fee. Specs and deadlines will be available upon reservation. Non-exclusive.

Conference Pens

Pens with your organization name and logo will be given to each attendee at the registration desk and will also be placed at all ASEE registration counters and the ASEE information booth; a nice branding opportunity that provides each attendee with a much-needed item during the conference. Non-exclusive.



Educator \$3,500

Benefits:

- Recognition in the advance program (February 2020 double issue of Prism)
- Recognition in the annual conference final program
- Organization logo w/ hotlink in Sponsors section of the annual conference web site
- Recognition on “Thank you” signage located in high traffic areas of the Palais des congrès de Montréal

PLUS, sponsorship rights to your choice of one of the following:

Attendee Tote Bag Insert

This is your opportunity to reach ASEE Annual Conference attendees with customized content by placing your message directly in their hands! Take advantage of this opportunity to 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. Leverage your Exhibit Hall presence by launching a new product or communicating a promotion via this prime direct outreach vehicle. Marcom piece to be inserted must be no larger than 8” x 11” and weigh less than 7 oz.

ASEE.org Banner Ad

Advertise your participation at the 2020 ASEE Annual Conference by placing an ad on the ASEE.org website. This opportunity includes a 30 day run on the ASEE.org site. Your sponsorship includes a 300x250 button ad (jpeg or gif) and URL. This is a great opportunity to reach all ASEE members with a targeted message about your involvement at the Annual Conference.



ADVERTISING OPPORTUNITIES



ASEE *Prism* Advance Program – February 2020 Double Issue

Stand out from other exhibitors and sponsors by placing an ad in the double issue of *Prism* Magazine. The February issue includes 25-plus pages previewing the 2020 ASEE Annual Conference. With information such as a location profile, event schedule, and participating universities, this special section is your opportunity to highlight your participation at the conference and reinforce your brand awareness. The Advance Program will reach over 10,000 faculty, department heads, and deans. Specs and deadlines will be available upon reservation.

Available full page positions:

- **Inside front cover, four-color** **\$3,500**
- **Inside back cover, four-color** **\$3,500**
- **Individual page, four-color** **\$2,500**

ASEE Annual Conference Program

Leverage your exhibit space and increase your visibility to attendees by placing an ad in the conference final program. This directory is used by most attendees as a daily guide and key to planning their schedules. Every activity, session, and event is listed in this informative 200-page program guide. The guide is retained by many attendees as a reference tool throughout the year. Specs and deadlines will be 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**
- **Insert, four-color** **\$2,500**

ASEE Montréal Circular

The Circular includes further information on events at the Annual Conference, promotions and deals in the Montréal area, Wi-Fi details, and much more! The Circular is included in every tote bag that each

attendee receives upon check in at registration. Use this flyer as extra promotion for your sponsor technical session, giveaways at your booth, or events your organization is sponsoring. Specs and deadlines will be available upon reservation.

Available full page positions:

- **Back cover, four-color** **\$4,000**
- **Inside front cover, four-color** **\$3,000**
- **Inside back cover, four-color** **\$3,000**
- **Full page, four-color** **\$2,000**

Conference Connection Daily E-Newsletter

Place your 180x150 banner ad on the front page of this widely read e-newsletter, which includes conference highlights, daily announcements/reminders, digital photos of conference events and sessions, etc. Conference Connection is published once a day for six straight days the week of the ASEE annual conference. This is a great opportunity to reach ASEE annual conference attendees with targeted advertising by delivering your message directly to their email account! Specs and deadlines will be available upon reservation.

Ad Rate: \$2,500 (6 issues of *Conference Connection*)

Pre-Conference E-Newsletter

Advertise in this very popular e-newsletter, which will include conference updates and reminders. There will be four (4) issues of the e-newsletter: May 1, May 15, June 1, and June 15 providing you with an excellent platform to reach ASEE members and registered attendees with your 180x150 button ad in the weeks leading up to the Annual Conference. This is a great opportunity to reach ASEE Annual Conference attendees with a targeted message just prior to the annual conference. Specs and deadlines will be available upon reservation.

Ad Rate: \$2,500 (4 issues)

ADDITIONAL OPPORTUNITIES



Product Demonstration or Technical Session

Showcase a new product or service offer in an intimate classroom setting. Take advantage of pre-conference promotional opportunities to highlight your interactive presentation. This is an excellent opportunity to provide hands-on instruction to ASEE Annual Conference attendees who are leaders in their field and are always looking for new technology to use in the classroom and in their own research. There will be several 90-minute time slots available Monday through Wednesday. Amenities include basic AV and light refreshments for your attendees. Internet and catering are available at an additional cost. ASEE provides plenty of pre-event and onsite promotional assistance to help you drive attendance to your session(s), including a listing in the Final Program and the online session locator. Reserve your time slot today!

Sponsorship Rate: \$2,500

Focus on Innovation Student Winners

Support ASEE's 2020 Student Winners! Each year, ASEE invites 10 or more National Student Award winners to demonstrate their innovations in the Exhibit Hall at the Focus on Innovation Pavilion. Non-exclusive.

- Recognition in the advance program as sponsor of FOI Pavilion
- Recognition on the banner in the Focus on Innovation Pavilion
- Recognition in the annual conference final program
- Organization logo w/ hotlink in Sponsors section of the annual conference web site
- Recognition on "Thank you" signage located in high traffic areas of the Palais des congrès de Montréal

Sponsorship Rate: \$2,500

Attendee Tote Bag Insert

This is your opportunity to reach ASEE annual conference attendees with customized content by placing your message directly in their hands! Take advantage of this opportunity to 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. Leverage your Exhibit Hall presence by launching a new product or communicating a promotion via this prime direct-outreach vehicle. Marcom piece to be inserted must be no larger than 8" x 11" and weigh less than 7 oz. Please provide at least 4,000 items. Shipping details will be available upon reservation. To ensure all items are placed in the bag, direct to site shipping is not available.

Sponsorship Rate: \$1,500

Sponsored Aisle Banners in Exhibit Hall

Promote your presence in the Exhibit Hall by sponsoring one of the numbered aisle banners! Each aisle throughout the hall features two (2) 4'x 6' double sided banners. Each side of the banner will include a 2'x4' position for a sponsor logo. Package includes two (2) logo positions in one row, on the same banner or on separate banners. Only logos approved by ASEE will be printed on banners.

Sponsorship Rate: \$1,000

Reserve your booth today!
Contact Ashley Krawiec, Manager
of Event Sales,
at (202) 649-3838 or
a.krawiec@asee.org

PREVIOUS SPONSORS



These ASEE sponsors reaped the benefits of an effective Exhibit Hall presence while demonstrating their strong commitment to high-quality, innovative engineering and engineering technology education. WILL YOU?? Become a 2020 ASEE Annual Conference sponsor today!

HOST CAMPUS:



A Preeminent Research University

PREVIOUS SPONSORS



VISIONARY:



A. JAMES CLARK
SCHOOL OF ENGINEERING



INNOVATOR:



PIONEER:



MENTOR:



LEADER:



EDUCATOR:





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