



## Frontiers in Education 2012 Sponsorship & Marketing Opportunities

The Frontiers in Education Conference (FIE) is pleased to offer your organization the opportunity to become an official sponsor. This annual international conference brings together education leaders in engineering, computer science and engineering technology. Sponsorship provides visibility for your company or institution and helps the planning committee create a more desirable conference environment.

For additional information, contact:

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FIE 2012 General Co-Chairs  
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### General Sponsor Benefits:

- One complimentary registration is included with any sponsorship at or above the **\$3,500** level. (Additional complimentary registrations are included with some higher-level sponsorships, as described below.)
- Sponsors will be recognized in the Conference Program Book if sponsorship is confirmed by August 30, 2012.
- Sponsors will be recognized immediately on the conference web site.
- Sponsors have the opportunity to purchase advertising in the Conference Program Book.
- Sponsorship ribbons will be provided for staff from sponsoring organizations.

*Note: All sponsorship requests will be handled on a first-come, first-served basis.*

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### Platinum Sponsor - \$15,000

- Platinum Supporter acknowledgement and highlight on conference web site
- 2 free exhibit booths with priority placement in the Exhibits Area (locations assigned on a first-come, first-served basis)
- 25% discount on additional booths
- Two 90 minute supporter session presentations of the supporting organization's choice
- Three complimentary Conference Registrations
- Special recognition with logo displayed at Opening Plenary Session
- Prominent logo placement and recognition in the Conference Program Book
- Prominent recognition signage in the Exhibit Hall

### Gold Sponsor - \$10,000

- Gold Supporter acknowledgement and highlight on conference web site
- 2 free exhibit booths with priority placement in the Exhibits Area (locations assigned on a first-come, first-served basis)
- 25% discount on additional booths
- One 90 minute supporter session presentation of the supporting organization's choice
- Two complimentary Conference Registrations

- Special recognition with logo displayed at Opening Plenary Session
- Prominent logo placement and recognition in the Conference Program Book
- Prominent recognition signage in the Exhibit Hall

**Conference Reception - \$15,000 exclusive sponsorship or \$5,000 per sponsor for up to four sponsors**

This unique sponsorship opportunity offers your company or organization the chance to stand apart by sponsoring the conference reception. This is traditionally one of the most popular and best-attended events where attendees come to meet old friends and make new contacts. Your company's name and logo will appear on signage throughout the reception with additional opportunities for visibility through presentations, announcements and/or give-aways. An exclusive sponsor of the reception will receive all of the Platinum Sponsor benefits listed above.

**New Faculty Fellows - \$10,000 exclusive sponsorship or \$2,500 per sponsor for up to five sponsors**

Have your name associated with the rising stars of FIE. The New Faculty Fellows are early career professionals who are recognized for their outstanding work and potential in their future career. They are awarded a travel stipend to attend FIE and recognized during a poster session as part of the Focus on Exhibits. Your company or organization's name will be listed as sponsor of the New Faculty Fellows in the Program, on the website and during the poster session. An exclusive sponsor of the reception will receive all of the Gold Sponsor benefits listed above.

**Proceedings USB drive - \$5,000 for exclusive sponsorship**

What better way for your company to gain visibility than by being seen over and over again! Even after the event, the proceedings USB drive, imprinted with your company logo, will be carried back to the office by hundreds of people. Grab the awareness of the people who are shaping the future!

**Main Plenary - \$5,000 exclusive sponsorship or \$1,000 per sponsor for up to five sponsors**

The Main Plenary session is traditionally the most highly attended session at the conference. Put your company's name and logo in front of over 500 attendees attending the Main Plenary. Your company's logo will appear on the screen before the plenary presentation begins and during question and answer periods and on the fliers handed out at the plenary.

**Conference Lunches - \$6,000 exclusive sponsorship for each lunch or \$3,500 per sponsor for up to two sponsors per lunch**

Capture the attention of all our attendees through a sponsorship of one of our conference lunches. These lunches bring all of the conference attendees together for a meal, networking and enough time for a sponsor to make an address or presentation. The name and logo of your company will appear in the banquet hall and at each table. Materials provided by the sponsor can also be distributed to all luncheon attendees. Brief speaking and presentations opportunities are available for exclusive sponsors of a lunch and arrangements may be made in the case of multiple sponsors at the discretion of the conference general chairs. This is a terrific way to address all conference attendees.

**Annual Awards Banquet - \$6,000 exclusive sponsorship or \$3,500 per sponsor for up to two sponsors**

The FIE Annual Awards Banquet, where outstanding engineers and educators are recognized by ASEE and IEEE, is one of the highlights of the Conference. This is your chance to leave a

lasting impression with attendees at one of the most significant events of the conference. Your company's name and logo will appear on signage throughout the banquet and in the awards section of the conference program.

**Breakfasts - \$3,000 exclusive sponsorship or \$1,000 per sponsor for up to three sponsors**

This sponsorship opportunity puts your company's name and logo in front of all attendees as they begin their day. Breakfasts are well attended as conference participants share time with colleagues before they attend their first session. Sponsor's name and logo will appear on signage and at each table during breakfast. Each of the three breakfasts is treated as a separate sponsorship opportunity.

**Focus on Exhibits - \$2,500 exclusive sponsorship or \$1,500 per sponsor for up to two sponsors**

The Focus on Exhibits Reception is held on the second afternoon, when conference attendance is at its peak. It is one of the most popular events held during the conference. No sessions are held during this time, which allows both attendees and exhibitors ample time to relax and interact with each other. We will distribute your materials to each attendee as they enter the exhibit hall during the Focus on Exhibits. Don't miss this opportunity to guarantee your materials will reach those interested in your product -- a perfect way to promote a raffle or giveaway in your booth.

**Refreshment Breaks - \$2,500 all-day or \$1,000 per break exclusive sponsorship**

Always popular, our refreshment breaks are scheduled between sessions and are held in the exhibit hall. After listening to educational sessions all morning or afternoon, attendees relish the opportunity to relax and mingle with their colleagues. The refreshment breaks will be open to all attendees and exhibitors. The **all-day** option allows your organization to be the only sponsor of refreshment breaks for the entire day.

**Badge Holders - \$2,000 for exclusive sponsorship**

Have you seen an attendee at a show without a badge? Not likely! Everyone must wear a badge to participate at the FIE Conference. Let FIE attendees become your walking advertisement at all events for four days.

**Proceedings Advertising - \$1,000 for non-exhibitors, \$500 exhibitors, complimentary to any sponsor donating \$1,000 or more.**

This is your opportunity to have an electronic version of a flyer, brochure, or other document saved onto each Proceedings USB drive that is handed out at the conference. Your electronic document can be more engaging than a static, printed copy. You can insert links to your website, animations and more! Your documents must be submitted by August 30, 2011. The maximum size for your single file or folder is 2,500 KB. No executable files are allowed.