

ECEDHA

Electrical and
Computer Engineering
Department Heads Association

ECEDHA Annual Conference
and *ECExpo*

Sponsorship Manual

March 11-15, 2011
Pointe Hilton Tapatio Cliffs
Phoenix, Arizona

Your Connection to the ECE University Community

Dear Prospective ECEXpo Exhibitors and Sponsors,

The Electrical and Computer Engineering Department Heads Association (ECEDHA) is pleased to present this opportunity for your organization to participate in the ECEDHA Annual Conference and ECEXpo.

Taking place March 11-15, 2011 in Phoenix, the Annual Conference and ECEXpo is your best opportunity to partner with the top engineering schools across North America as their department heads and faculty gather to discuss the latest issues in ECE educational tools, curriculum, trends, and industry opportunities for future engineering professionals.

Featured topics include the latest in laboratory facilities, hardware, software, web-based curriculum, industry partnerships, funding and grant activities, student services, and ECE departmental management.

A variety of sponsorships, along with an ECEXpo opportunity, provides your 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 with several online marketing opportunities.

We encourage you to take full advantage of ECEDHA's Annual Conference and ECEXpo to introduce/present your products and services within this unique, interactive, and intimate setting.

We look forward to your participation at the ECEDHA Annual Conference and ECEXpo!

Best regards,



John Janowski
ECEDHA Executive Director

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 Quick Facts

- ▶ Approximately 200 ECE department heads from across North America attend the Annual Conference
- ▶ Nearly 290 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

ECEDHA – Creating Synergy Between Industry and Academia

ECEDHA's Annual Conference and ECExp 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 features:

▶ **The Only Major Gathering of ECE Decision Makers**

The ECEDHA Annual Conference and ECExp is your best opportunity to reach the largest concentration of ECE department buyers and decision makers.

▶ **Network in an Ideal Business Setting**

ECEDHA's Annual Conference and ECExp is the premier gathering of the ECE academic community in a professional, collaborative, and highly interactive setting.

▶ **Understand ECE Technology Requirements**

With direct access to more than 200 leading university department heads, the ECEDHA Annual Conference and ECExp provides a deep understanding of ECE technology requirements.

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

The dedicated ECExp provides a turn-key exhibit opportunity to demonstrate your products and services to a targeted ECEDHA audience.

▶ **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 ECExp is your platform to establish new contacts and strengthen existing relationships with ECE decision makers in an intimate and professional setting.



ECEDHA Demographics based on Carnegie Classification

About The Carnegie Classification of Institutions of Higher Education™

For over three decades, the Carnegie Classification has been the leading framework for describing institutional diversity in U.S. higher education. It has been widely used in the study of higher education, both as a way to represent and control for institutional differences, and also in the design of research studies to ensure adequate representation of sampled institutions, students, or faculty.

► 219 ECEDHA universities are doctorate-granting institutions falling into Carnegie Class Research Extensive and Intensive

- Individual institutions in the Doctorate-Granting Carnegie Class average the following:
 - Nearly 35 full time faculty members and 16 associate and assistant professors
 - More than \$3.2 million in research funds per institution

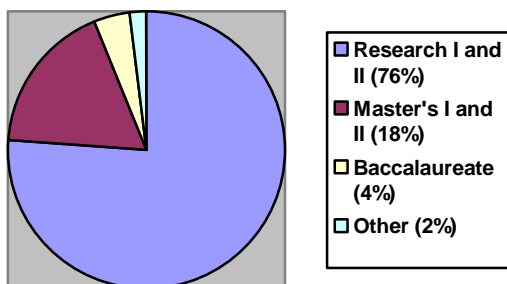
► 52 ECEDHA universities fall into Carnegie Classification Master's Colleges and Universities I and II

- Individual institutions in Master's Colleges and Universities I and II average the following:
 - 10 full-time faculty members and more than seven professors and assistant professors
 - More than \$130,000 in research funds per institution

► 12 ECEDHA universities fall into the Baccalaureate College classification

- Individual institutions in the Baccalaureate College classification average the following:
 - 37 full-time faculty members and 20 associate and assistant professors
 - More than \$100,000 in research funds per institution

ECEDHA Membership by Carnegie Classification



The ECEDHA organization and membership represents the highest concentration of Carnegie Classification Research I and II institutions.

***ECEXpo* and Related Opportunities**

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* turnkey opportunity includes the following:

- One 4-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
- Opportunity to distribute corporate collateral to ECEDHA members via the on-line virtual briefcase



ECE Spotlight

Sponsorship Fee: \$3,000

Extend your reach beyond the ECEDHA Annual Conference and *ECEXpo* with the ECE Spotlight. ECE Spotlight sponsors are provided with a dedicated 20-minute seminar at the Annual Conference. 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. Share your company's products, services, and views on future trends in ECE education.

Filming will take place on Sunday, March 13 at the Pointe Hilton Tapatio Cliffs. ECEDHA Annual Conference attendees will be invited to attend the filming while enjoying a continental breakfast courtesy of all ECE Spotlight sponsors.



ECEXpo + ECE Spotlight Package

Sponsorship Fee: \$5,000

Take advantage of the full ECEDHA experience by participating in both the *ECEXpo* and ECE Spotlight opportunities. This special package integrates a significant presence at the ECEDHA Annual Conference and *ECEXpo* with important year-long exposure on the ECEDHA website via an ECE Spotlight webcast.

ECEDHA Corporate Sponsorships

ECEDHA Corporate Sponsorships are designed to provide your organization with a leadership position and additional exposure at the ECEDHA Annual Conference and ECEXpo.

Organizations may choose from three levels of exposure:

- ECEDHA Conference Partner
- ECEDHA Conference Diamond Sponsor
- ECEDHA Conference Silver Sponsor



ECEDHA Conference Partners

Sponsorship Fee: \$15,000

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

Annual Conference Exposure

- Corporate presentation opportunity within the conference program
- Executive interview to be conducted on-site at the ECEDHA Annual Conference
- Exhibit space within the ECEXpo exhibit area
- ECE Spotlight Presentation and webcast filming
- Hospitality sponsorship of your choice to include the Saturday Evening Reception and Banquet or 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
- Four VIP conference passes including complete 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
- Featured article on your corporation's products and services

ECEDHA Membership Email Access

- Opportunity to send an email to ECEDHA Annual Conference and ECEXpo attendees

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

The ECEDHA Conference Diamond Sponsorship offers highlighted visibility both at 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 *ECExp* exhibit area
- ECE Spotlight Presentation and webcast filming
- Hospitality sponsorship of your choice to include the Friday Welcoming Reception or 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 VIP conference passes including 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
- Featured article on your corporation's products and services

ECEDHA Membership Email Access

- Opportunity to send an email to ECEDHA Annual Conference and *ECExp* attendees

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

The ECEDHA Conference Silver Sponsorship offers additional recognition at the Annual Conference.

Annual Conference Exposure

- Half-Page Advertisement in the Official Program Guide
- Exhibit space within the *ECExp* exhibit area
- Logo recognition in the Official Program Guide
- Corporate acknowledgment and thank-you during the conference
- Two registrations for the *ECExp* exhibit and selective 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

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.

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.

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.

Session Sponsorship

ECEDHA General Session Sponsorship

Sponsorship Fee: \$1,000

ECEDHA General 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.



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
Half-Page Advertisement	\$300

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 45 days prior to 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

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.