New Sponsorship opportunity for organizations

End to end content development and generation

Reaching a targeted concentration of key decision makers

ECEDHA is pleased to announce the ECE Webinars, a new sponsorship opportunity for organizations interested in providing educational training, while gaining exposure to electrical and computer engineering educators in North America and Canada.

The Webinars are free to attendees, and open to all ECE educators. Webinars will also be posted on the ECEDHA website and will be available for viewing on demand for a period of one year.

**TURN-KEY SPONSORSHIP**

ECEDHA offers an end-to-end content development and content generation program, connecting industry with academia. Through ECEDHA’s co-marketing and co-development leadership, we will step you through the Webinar process on generating an exceptional panel for the ECE community.

**CIRCULATION**

ECEDHA offers a unique database, exclusive to ECEDHA, of current ECE faculty members across the United States and Canada. The ECEDHA database is the only of its kind reaching a targeted concentration of key decision makers, including:

- **360+ ECE Department Heads** from accredited institutions throughout the U.S. and Canada
- **7,000 ECE Faculty Members**
- **500+ ECE Staff Contacts** including research staff, online education and distance learning directors, and lab managers
- **300 Deans** from accredited engineering schools
- **1200+ Industry Professionals**
WEBINAR TOPICS

Sponsoring organizations will have the opportunity to develop a session using topical matter relevant to the ECEDHA community, subject to review and approval by the ECE Media team. A list of suggested topics appears below.

• Massively open online courses (MOOCs), distributed learning, and online ECE education
• STEM outreach and inspiring new engineering students
• Understanding the impact of export control laws on academic research
• Electric power, energy research, and engineering education
• Using social media in engineering education
• New ECE lab instrumentation, ECE lab of the future
• Emerging ECE technologies
• New topics in ECE, curriculum development

MARKETING CHANNELS

ECEDHA will utilize its full array of marketing and communications opportunities to ensure the host corporations receive maximum value from their webinar sponsorship. The following marketing channels are designated to support the ECE Webinar campaign activities:

• **ECE Source** – ECEDHA’s e-newsletter resource for ECE department chairs and faculty members
• **ECE Database** – Over 9,000 ECE faculty members and professionals across the United States and Canada
• **ECEDHA Web site** – The official Web site for all ECEDHA information
• **Social Media** – Twitter, Facebook, LinkedIn
• **Annual Conference** – Yearly gathering of ECEDHA members for the Annual Conference and ECExpo

After a rigorous evaluation, ECEDHA has selected ON24 as its preferred vendor to support our online education initiatives. This industry-leading virtual communications and webinar platform will provide a high-quality experience for our viewers and presenters.
ECEDHA is proud to offer the following benefits for your sponsorship of your ECE Webinar:

- Opportunity to provide a topic and subject matter expert for the webinar panel and/or moderate the discussion
- Sponsor logo and short company description on the ECE Webinar Series web pages for a one-year period following the sponsored webinar
- Sponsor recognition on all marketing materials for the sponsored webinar
- Two dedicated broadcast e-mails sent to targeted ECEDHA database featuring session content, and sponsor recognition
- One dedicated broadcast e-mail, post-live Webinar, including on-demand, sponsor, and speaker information
- A sponsor slide in the live and recorded session featuring sponsor organization
- Promotion in ECE Source e-newsletters, announcing upcoming and on-demand Webinars
- Acknowledgment on the ECEDHA home page news section
- Cross promotion of relevant Webinar topic and Annual Conference educational program
- Post-Webinar lead generation

The promotional value of the ECE Webinars will bring tremendous value to your organization via extensive marketing to ECEDHA’s expansive ECE database.

ECE Webinar Sponsorship Fee: $5,000 per webinar