



## **SPONSORSHIP AND ADVERTISING OPPORTUNITIES**

### **13<sup>th</sup> Annual First-Year Engineering Experience Conference**

July 31-August 2, 2022, at Michigan State University, East Lansing, Michigan

#### **Conference Overview:**

Over 200 academic and industry representatives are expected at this event to discuss and share relevant topics on the first-year engineering experience. Participants include college deans, department chairs, student service professionals, advisors, faculty in engineering and engineering technology, K-12 teachers, and industry leaders from across the country. Participants of FYEE come together to share and expand their knowledge and discuss a wide range of topics related to the first-year engineering experience.

The success of the FYEE conference relies on the generosity of individual donors and partners. Sponsorship helps subsidize the cost of many aspects of the event, including meal functions and special events. As a sponsor or advertiser, you will have the opportunity to reach your target market and maximize your brand awareness with academic and industry professionals from across the country. Donations will be recognized on the conference website and throughout the conference according to the sponsorship level noted on the next page.

Check <https://sites.asee.org/fyee/> for up to date information about the conference.

## FYEE 2022 - Sponsorship and Advertising Opportunities

### **Diamond Level: Conference Title Sponsor (\$10,000)**

- Sponsorship recognition at all meals, breaks, and keynote sessions
- Up to two full-page advertisements in the conference program
- Recognition on the main conference website
- One exhibit table in networking room
- Inclusion of bag inserts for all attendees (bag insert provided by sponsor)
- Mono-color logo on outside of conference bag

### **Platinum Level: Conference Sponsor (\$4,000)**

- Sponsorship recognition at a keynote session or meal
- Up to a full-page advertisement in the conference program
- Recognition on the conference website
- One exhibit table in networking room
- Inclusion of bag inserts for all attendees (bag insert provided by sponsor)

### **Gold Level: Opening Reception Sponsor (\$2,000)**

- Sponsorship recognition at the opening reception
- Up to a half page advertisement in the conference program
- Recognition on the conference website
- One exhibit table in networking room

### **Silver Level: Break Sponsor (\$1,000)**

- Sponsorship recognition at a networking break
- Up to a quarter page advertisement in the conference program
- Recognition on the conference website

### **Bronze Level: Advertising Sponsor (\$100-\$700)**

- Bag Inserts – Inclusion of inserts, flyers, brochures, or other promotional materials for all attendees (insert material provided by sponsor) -\$200
- Conference Program Advertisement
  - Full Page - \$700
  - Half Page - \$350
  - Quarter Page - \$175
  - Conference Website only - \$100

### **Workshop Sponsor (\$1,500)**

- One workshop session with description in the conference program

### **Exhibitor (\$1,000)**

- One table in networking room – includes 2 conference registrations

If interested, email Timothy Hinds ([hinds@msu.edu](mailto:hinds@msu.edu)) for details on how to send payment.