

2018

ENGINEERING TECHNOLOGY LEADERS INSTITUTE

THURSDAY, OCTOBER 11 – 13, 2018
HYATT REGENCY CRYSTAL CITY
CRYSTAL CITY, VA

The Engineering Technology Leaders Institute (ETLI) convenes thought leaders in engineering technology from academia, government, NGOs and industry in or near the nation's capital to discuss national issues and concerns relating to engineering technology (ET) education in the workforce, to develop new relationships and heightened visibility with federal policy makers, and to enhance key topics for engineering technology. ETLI is sponsored by the ASEE Engineering Technology Council (ETC), which is the national organization that speaks for Engineering Technology education.

Sponsorship of ETLI provides your organization with cost-effective, value-added opportunities to:

- Showcase corporate leadership by highlighting your commitment to promoting innovation and furthering excellence in engineering technology education.
- Build relationships with ASEE members, increasing awareness and fostering brand loyalty among this prime audience of decision makers and thought leaders in engineering technology.
- Network with thought leaders in higher education on how to better serve the future engineering profession.

BECOME AN ETLI SPONSOR TODAY!

Contact Ashley Krawiec, Event Sales Manager at 202-649-3838 or a.krawiec@asee.org.



ASEE & ETLI DEMOGRAPHICS

PAST ETLI ATTENDANCE

| | |
|------|----|
| 2017 | 60 |
| 2016 | 60 |
| 2015 | 59 |
| 2014 | 69 |

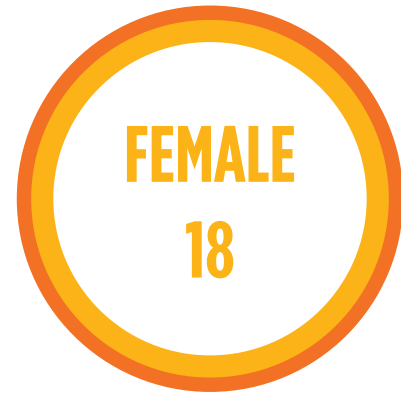
TOTAL ASEE MEMBERSHIP

| | |
|------|--------|
| 2017 | 11,174 |
| 2016 | 11,660 |
| 2015 | 11,458 |
| 2014 | 11,458 |
| 2013 | 12,143 |

INSTITUTIONAL MEMBERS

| | |
|-------------------|-----|
| ENGINEERING | 328 |
| ENGINEERING TECH | 70 |
| COLLEGE AFFILIATE | 20 |
| INTERNATIONAL | 10 |
| K-12 | 5 |

ETC GENDER BREAKDOWN





ASEE MEMBERSHIP

| | |
|----------------------------------|-------|
| K-12 EDUCATORS | 208 |
| STUDENT ONLINE | 600 |
| STUDENT | 429 |
| RETIRED | 381 |
| LIFE | 674 |
| NON-ACADEMIC CONTACT REP | 175 |
| ACADEMIC CONTACT REP | 1,203 |
| NON-ACADEMIC PROFESSIONAL ONLINE | 32 |
| ACADEMIC PROFESSIONAL ONLINE | 1,097 |
| ACADEMIC PROFESSIONAL | 6,116 |

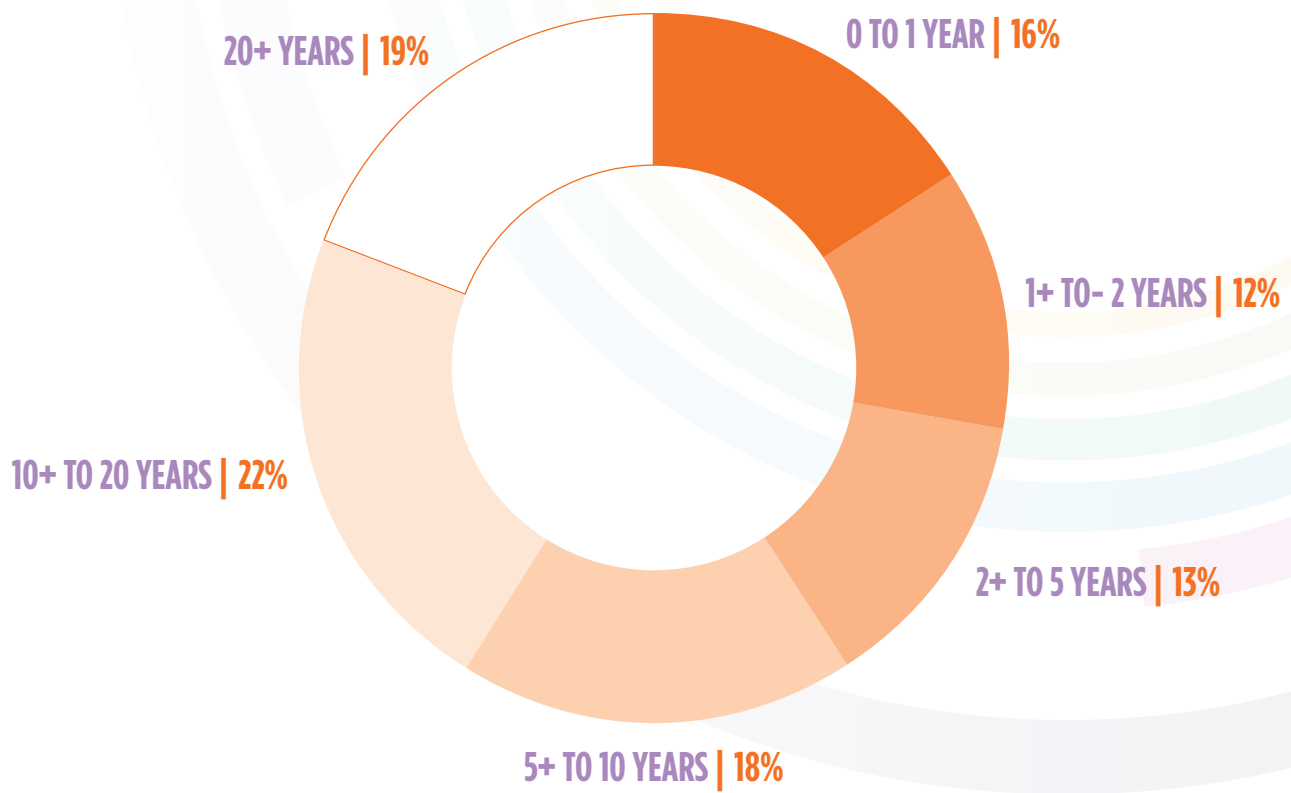
CORPORATE MEMBERS

| | |
|---------------------|----|
| ASSOCIATION | 9 |
| ASSOCIATE AFFILIATE | 8 |
| CORPORATE | 48 |
| CORPORATE AFFILIATE | 7 |

ENGINEERING TECHNOLOGY COUNCIL

**85 CURRENT,
ACTIVE MEMBERS**

MEMBERSHIP BY LENGTH-OF-MEMBERSHIP GROUP





SPONSORSHIP OPPORTUNITIES

GOLD

\$15,000

BENEFITS:

- **FOUR (4) CONFERENCE REGISTRATIONS.**
- **ONE (1) FULL PAGE, 4C AD IN CONFERENCE PROGRAM.**
- **ORGANIZATION LOGO WITH HOTLINK DISPLAYED IN SPONSORS SECTION OF THE ETLI WEB SITE.**
- **RECOGNITION IN THE CONFERENCE PROGRAM.**
- **PROMOTIONAL DISPLAY OPPORTUNITY**

PLUS, sponsorship of one of the following:

Welcome Dinner, Thursday, October 11th

Highlight your brand with participation at this fun kickoff to welcome the attendees. Sponsorship benefits include the opportunity for an organization representative to make some brief welcome remarks (1-2 minutes max), verbal recognition and your organization logo on thank you signage. Exclusive sponsorship.

Closing Banquet, Friday, October 12th

Sign on as a sponsor of this popular closing event. Sponsorship benefits include a brief speaking opportunity by an organization representative (1-2 minutes max), verbal recognition and your organization logo on thank you signage. Exclusive sponsorship.

SILVER

\$5,000

BENEFITS:

- **TWO (2) CONFERENCE REGISTRATIONS.**
- **ORGANIZATION NAME AND LOGO, PLUS A LINK TO ORGANIZATION WEB SITE, DISPLAYED IN SPONSORS SECTION OF THE ETLI WEB SITE.**
- **RECOGNITION IN THE CONFERENCE PROGRAM.**
- **PROMOTIONAL DISPLAY OPPORTUNITY**

PLUS, sponsorship of one of the following:

Attendee Tote Bag

All ETLI attendees will receive a tote bag at registration. Take advantage of this opportunity to brand a high value item that will be extensively utilized by each of the attendees. This opportunity is non-exclusive.

Breakfast, Friday, October 13th

Reserve the opportunity to be recognized as a sponsor to kick off a fun and exciting day with breakfast. Benefits include organization logo on thank you signage. This opportunity is non-exclusive.

Name Badge Lanyards

Take advantage of this opportunity to reinforce your brand in the minds of conference attendees. Your organization logo will be printed on the name badge lanyard each attendee will receive upon registering. First come, first served. Exclusive opportunity.



Name Badge Holders

Take advantage of this opportunity to reinforce your brand in the minds of conference attendees. Your organization logo will be printed on the name badge holder each attendee will receive upon registering. First come, first served. Exclusive opportunity.

Refreshment Breaks, Friday, October 12th

Reserve the opportunity to be recognized as a sponsor of this excellent networking opportunity. The morning and afternoon breaks will provide attendees with a needed respite between sessions and afford them the opportunity to network with colleagues. Benefits include organization logo on thank you signage. This opportunity is non-exclusive.

BRONZE

\$3,000

BENEFITS:

- **ONE (1) CONFERENCE REGISTRATION.**
- **ORGANIZATION NAME AND LOGO, PLUS A LINK TO ORGANIZATION WEB SITE, DISPLAYED IN SPONSORS SECTION OF THE ETLI WEB SITE.**
- **RECOGNITION IN THE CONFERENCE PROGRAM.**
- **PROMOTIONAL DISPLAY OPPORTUNITY**
- **ATTENDEE TOTE BAG INSERT**





ADVERTISING & ADDITIONAL OPPORTUNITIES

ASEE ETLI Program

Leverage your sponsorship and increase your visibility to attendees by placing an ad in the conference final program. This schedule and agenda is used by all attendees as a daily guide and key to the event. Every activity, session, and event is listed in this informative guide.

Available Full Page Positions:

- Back cover, four-color \$5,000
- Inside front cover, four-color \$3,500
- Inside back cover, four-color \$3,500
- Full page, four-color \$2,500

Attendee Tote Bag Insert

This is your opportunity to reach the academic leaders directly with customized content by placing your message directly in their hands! 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. Marcom piece to be inserted must be no larger than 8" x 11" and weigh less than 7oz. Please provide at least 80 items. Shipping instructions will be provided once contracted.

SPONSORSHIP RATE: \$1,500

Table Top Display

Interested in getting extra visibility during the meeting? The sponsorship includes a 6ft. skirted table with 2 chairs, internet, and electric. Table does not need to be manned at all times, but materials will be accessible at all times.

SPONSORSHIP RATE: \$2,000

BECOME AN ETLI SPONSOR TODAY!

Custom packages are available upon request.

CONTACT
ASHLEY KRAWIEC,
EVENT SALES MANAGER
AT 202-649-3838
OR
A.KRAWIEC@ASEE.ORG.