

# We20

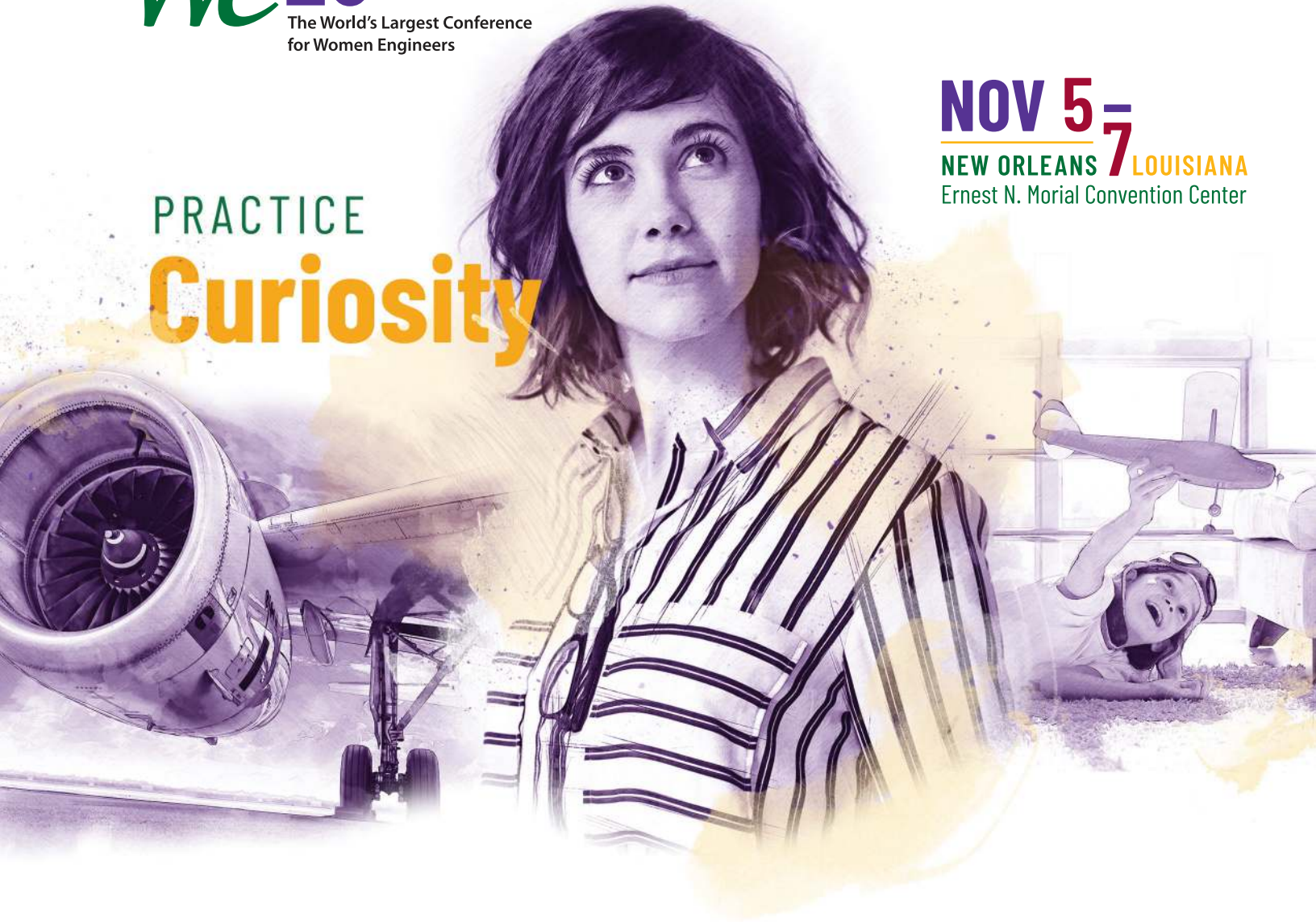
The World's Largest Conference  
for Women Engineers

PRACTICE

# Curiosity

**NOV 5-7**

**NEW ORLEANS LOUISIANA**  
Ernest N. Morial Convention Center

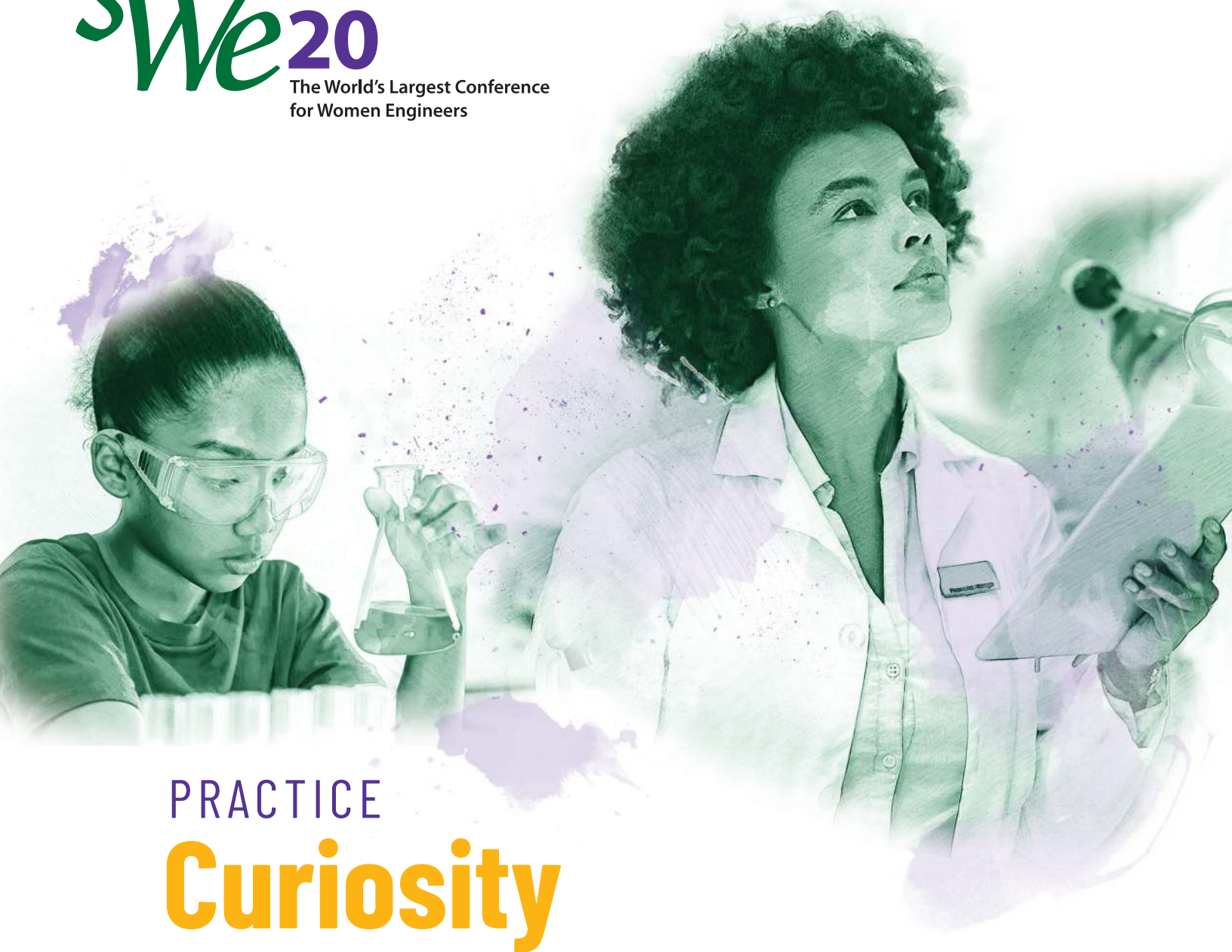


**WE20 ANNUAL CONFERENCE**  
PARTNERSHIP PROSPECTUS

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# WE20

The World's Largest Conference  
for Women Engineers



## PRACTICE Curiosity

The most productive opportunity to reach your organization's diversity recruitment goals in 2020 will be WE20.

Just a few days in New Orleans, Louisiana will give you access to thousands of engineering and technology students and professionals. Women are changing the face of engineering as they practice curiosity and create innovative solutions to challenges around the world.

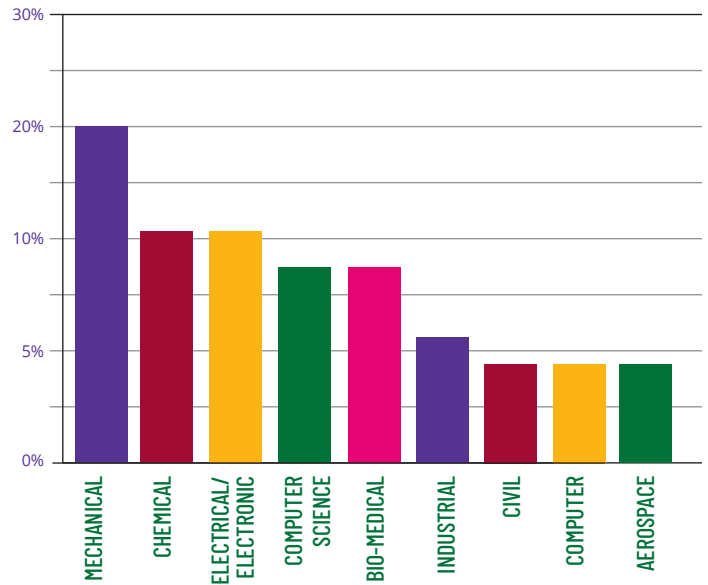
Together, let's change the lives of talented and accomplished women. Join SWE from **November 5 - 7, 2020** as a Career Fair exhibitor and sponsor at the world's largest conference and career fair for women in engineering!

**NOV 5-7**  
**NEW ORLEANS LOUISIANA**  
 Ernest N. Morial Convention Center



## TOP ENGINEERING DISCIPLINES OF WE19 ATTENDEES:

As of 10/10/2019



\*93% of all WE19 attendees indicated they came looking for an internship or first job.

## WE20 WILL HELP:

- ◆ Employers seeking a strong recruitment ROI
- ◆ Provide professional development to current employees
- ◆ Support the futures of women seeking to affect change around the globe through a career in engineering and technology

## NEW ORLEANS, LOUISIANA: THIS 300 YEAR-OLD CITY IS SO MUCH MORE THAN MARDI GRAS!

The Big Easy will make it easy for the SWE community to have an incredible event experience. NOLA has invested in numerous enhancements including an expanded airport and a renovated convention center that will be the WE20 home base. The revived Ernest N. Morial Convention Center will feature private outdoor event space, technology enhancements and a restyling of meeting and public spaces.



The city's famous riverfront is getting an update, too! The Spanish Plaza is being redesigned and a major revitalization project is underway to open public access along the river and well into the thriving Marigny district. Of course all this exciting renewal just makes the unique local flavors, sounds and experiences of New Orleans that much more special. WE20 will be an event that will inspire our attendees long after we end three days of practicing curiosity together!



## PER 10'X10' BOOTH:

### NON-ACADEMIC EXHIBITORS RECEIVE:

- ◆ Four full-conference registrations (per 10'x10' booth space)
- ◆ Option to purchase four limited registrations (exhibitor passes) for a discounted price
- ◆ Complimentary 60 day-access to SWE's Resume Database through the Career Center, 30 days prior through 30 days post conference

### ACADEMIC EXHIBITORS RECEIVE:

- ◆ Two full-conference registrations
- ◆ Option to purchase two limited registrations (exhibitor passes) for a discounted price

*Sign up and confirm your booth to receive the best available location and discount!*

## BOOTH PACKAGE INCLUSIONS:

### 10'X10' PACKAGE:

- ◆ Pipe and drape
- ◆ (1) 6ft. table, 2 chairs, identification sign and wastebasket
- ◆ Booth carpet (show color)
- ◆ 400 lbs. booth freight
- ◆ (1) 500-watt electrical outlet
- ◆ 4 conference registrations (2 for academic exhibitors)
- ◆ 60-day access to SWE's Resume Database through the Career Center, 30 days prior through 30 days post conference (non-academic exhibitors)

### 10'X20' PACKAGE:

- ◆ Pipe and drape
- ◆ (2) 6ft. tables, 2 chairs, identification sign and wastebasket
- ◆ Booth carpet (show color)
- ◆ 800 lbs. booth freight
- ◆ (1) 500-watt electrical outlet
- ◆ 8 conference registrations
- ◆ 60-day access to SWE's Resume Database through the Career Center, 30 days prior through 30 days post conference (non-academic exhibitors)

### 10'X30' PACKAGE:

- ◆ Pipe and drape
- ◆ (2) 6ft. tables, 2 chairs, identification sign and wastebasket

- ◆ Booth carpet (show color)
- ◆ 1200 lbs. booth freight
- ◆ (2) 500-watt electrical outlet
- ◆ 12 conference registrations
- ◆ 60-day access to SWE's Resume Database through the Career Center, 30 days prior through 30 days post conference (non-academic exhibitors)

### 20'X20' PACKAGE:

- ◆ (3) 6ft. tables, 4 chairs, 2- wastebaskets,
- ◆ Booth carpet (show color)
- ◆ 1600 lbs. booth freight
- ◆ (2) 500-watt electrical outlet
- ◆ 16 conference registrations
- ◆ 60-day access to SWE's Resume Database through the Career Center, 30 days prior through 30 days post conference (non-academic exhibitors)

### 20'X30' PACKAGE:

- ◆ (3) 6ft. tables, 4 chairs, 2 wastebaskets
- ◆ Booth carpet (show color)
- ◆ 2400 lbs. booth freight
- ◆ (3) 500-watt electrical outlet
- ◆ 24 conference registrations
- ◆ 60-day access to SWE's Resume Database through the Career Center, 30 days prior through 30 days post conference (non-academic exhibitors)

**75%** OF ATTENDEES SURVEYED RATED THE CAREER FAIR AN EXCELLENT TO GREAT EXPERIENCE

## CAREER FAIR RATES: (10'X10' BOOTH)

### CORPORATE:

- ◆ \$5,990 if postmarked by April 17, 2020
- ◆ \$6,490 if postmarked by August 14, 2020
- ◆ \$6,990 if postmarked after August 14, 2020

### GOVERNMENT AGENCY:

- ◆ \$4,990 if postmarked by April 17, 2020
- ◆ \$5,490 if postmarked by August 14, 2020
- ◆ \$5,990 if postmarked after August 14, 2020

### APPROVED NON-PROFIT:

- ◆ \$4,490 if postmarked by April 17, 2020
- ◆ \$4,990 if postmarked by August 14, 2020
- ◆ \$5,490 if postmarked after August 14, 2020

All Corporate, Government, and approved Non-profit booths include 60-day access to the SWE Career Center Resume Database (30-days prior through 30-days post).

### SPECIAL UNIVERSITY RATE:

#### (LIMITED BOOTHS AVAILABLE)

Includes booth space with two full conference registrations. This rate is only available to universities recruiting for undergraduate or graduate students and does not include access to the online SWE Career Center candidate database.

**Academic exhibitors are placed in the Academic Pavilion. If you prefer not to be in the Academic Pavilion, you will have to pay the prevailing Non-Profit rate to be in another area of the Exhibit Hall.**

- ◆ \$2,500 if postmarked by April 17, 2020
- ◆ \$2,700 if postmarked by August 14, 2020
- ◆ \$2,900 if postmarked after August 14, 2020

## CAREER FAIR DATES AND HOURS

(Please confirm dates and times)

### EXHIBIT INSTALLATION

TUESDAY // NOVEMBER 3, 2020 // 12:00 P.M. - 5:00 P.M.  
WEDNESDAY // NOVEMBER 4, 2020 // 8:00 A.M. - 5:00 P.M.  
THURSDAY // NOVEMBER 5, 2020 // 8:00 A.M. - 10:00 A.M.

### EXHIBIT HOURS:

THURSDAY // NOVEMBER 5, 2020 // 2:00 - 6:00 P.M.  
FRIDAY // NOVEMBER 6, 2020 // 10:00 A.M. - 4:00 P.M.

### EXHIBITOR MOVE-OUT:

FRIDAY // NOVEMBER 6, 2020 // 4:00 P.M. - 10:00 P.M.  
SATURDAY // NOVEMBER 7, 2020 // 8:00 A.M. - 11:00 A.M.

## MULTIPLE BOOTH DISCOUNT:

### (AVAILABLE FOR ALL BOOTHS)

For purchases of 10'X20' or more, SWE will offer a reduced price of \$100 per 10'X10' space.

### For example:

#### 10'X10' (one booth) Corporate rate price is:

- ◆ \$5,990 if postmarked by April 17, 2020
- ◆ \$6,490 if postmarked by August 14, 2020
- ◆ \$6,990 if postmarked after August 14, 2020

#### 10'X20' (two booths) Corporate rate price is:

- ◆ \$11,780 if postmarked by April 17, 2020 (\$200 discount)
- ◆ \$12,780 if postmarked by August 14, 2020 (\$200 discount)
- ◆ \$13,780 if postmarked after August 14, 2020 (\$200 discount)

Reduced rate will apply per rate category, per date of purchase.

## INTERVIEW BOOTHS \$1,000 EACH

Interviewing times are the same hours as the Career Fair.

**NOTE** that complimentary interview space is offered as part-of the CPC, confirmed multiple exhibit space(s) and sponsorship, but it is not automatic.



### CONFERENCE DATES:

THURSDAY // NOVEMBER 5 - SATURDAY // NOVEMBER 7, 2020  
SESSIONS, SPECIAL EVENTS, AND SWE LEADERSHIP  
\*Some Pre-Events will take place on Wednesday, November 4, 2020

### FOR BOOTH AND SPONSORSHIP INFORMATION, PLEASE CONTACT:

SWE HQ, 130 East Randolph Street, Suite 3500  
Chicago, IL 60601 // P: 312-325-7466  
judy.burke@swe.org

# SPONSORSHIPS



## RIGHT OF FIRST REFUSAL FOR FOLLOWING YEAR:

Past sponsors receive first right of refusal on or before January 15, 2020. **Note** that after that date, all sponsorships are released to be offered on a first-come, first-served basis.

## EXCLUSIVE SPONSORSHIP OPPORTUNITIES:

Exclusive sponsorships are available. Please inquire about costs and availability.

**For maximum visibility in pre-conference materials, reserve by August 3, 2020.**

## LIST OF SPONSORSHIPS

\*SUBJECT TO AVAILABILITY

### \$50,000+ SPONSORSHIPS

Presenting Sponsor: WE20 Career Fair

### \$20,000+ SPONSORSHIPS

Conference Lanyards  
Career Fair Prep Room – **New!**  
Collegiate Welcome Luncheon  
Invent It. Build It.  
SWE Awards Banquet  
Women Defining the Future Luncheon

### \$15,000+ SPONSORSHIPS

Educational Tracks  
Friday Keynote Breakfast  
Networking Lounge Space  
Opening Keynote Breakfast  
Outreach Focus Area  
SWENext Global Innovator Award  
Tote Bags  
Women of Color Luncheon

### \$10,000+ SPONSORSHIPS

Celebrate SWE! Closing Keynote  
Collegiate Presidents' Housing and  
Collegiate Leaders' Reception  
Elevator Pitch Competition – **New!**  
Executive Women's Luncheon  
Member Center

Mobile App  
Outreach Expo Presenting Sponsor  
SWE Awards Pre-Reception  
SWE Member Center Manicurists  
SWE Member Center Social Media  
Photo Booth  
Social Media Lounge  
SWE Headshot Photos  
SWENext Community Award  
Water Bottles  
Welcome Ice Cream Social  
WIFI Sponsorship

### \$7,000+ SPONSORSHIPS

Collegiate Leadership Institute  
Diversity Society Center  
Hotel Key Cards  
Rapid Fire Competition  
Self-Care Lounge – **New!**

Shuttle and Tour Bus Sponsor  
SWE Member Center Luggage Tags  
SWENext High School  
Leadership Academy

### \$5,000+ SPONSORSHIPS

Charging Stations  
Collegiate Poster Competition

Graduate Student Reception  
Mega Sessions  
Morning Fitness or Yoga Recharge  
Mother's Room  
Networking Night Hospitality Suites  
Pocket Guide  
Registration Area  
Registration Grant – **New!**  
Ride and Drive  
SWE Committee Dinner  
SWE Fellows Technical and Pathfinders  
SWE Member Center Visible Tweets Wall  
Virtual Participation  
Women in Academia Focus Area  
Women in Government and Military  
Focus Area  
Women in Government Meet and Greet

### \$2,000+ SPONSORSHIPS

Information Sessions  
Speakers' Ready Room  
SWE Boutique  
Tech Talk and Demo Showcase  
Volunteer Center

### \$1,000+ SPONSORSHIPS

Patron Sponsorship

## \$50,000+ SPONSORSHIP

### PRESENTING SPONSOR: WE20 CAREER FAIR (SOLD OUT)

**Price per Sponsor: \$50,000 Limit: 1**

A notable and high-profile opportunity to be the sole sponsor of the two-day WE20 Career Fair. Sponsorship includes:

- ◆ Exclusive signage on multiple doors leading into career fair and signage throughout the conference venue.
- ◆ Two mobile push notifications during WE20.
- ◆ Recognition through SWE's social media and recognition in the "Know Before You Go" email sent to all conference attendees.
- ◆ Photo opportunity with SWE leadership.

## \$20,000+ SPONSORSHIP

### CONFERENCE LANYARDS (SOLD OUT)

**Price per Sponsor: \$30,000 Limit: 1**

Showcase your logo on every attendee by sponsoring the official Annual Conference Lanyard. Each attendee will receive this item during registration and is required to wear it for the duration of the conference.

- ◆ Thousands will exclusively wear your organization logo over these three days.
- ◆ Sponsorship must be committed to and paid no later than April 15, 2020.
- ◆ Logo requested in an eps file for highest quality printing on lanyards.

### CAREER FAIR PREP ROOM - NEW!

**Price per Sponsor: \$20,000 Limit: 3**

As the experts of recruiting and hiring, SWE is looking for partners who will support attendees by providing onsite support on Thursday and Friday offering one of the following resources: Resume Review, Career Fair Interview Tips or How to Navigate a Career Fair Floor. As a sponsor, you can provide representatives who will interact with attendees (in one or all of the above areas).

- ◆ Sponsors will be recognized with onsite signage.
- ◆ Opportunity to brand the room with their materials.
- ◆ Have employee volunteers be a resource to jobseekers.

### COLLEGIATE WELCOME LUNCHEON (SOLD OUT)

**Price per Sponsor: \$20,000 Limit: 3**

**THURSDAY // NOVEMBER 5, 2020**

Gain high visibility by offering a networking lunch to over 1,200 collegians. Bring your organization's team to mentor and engage with this group of future engineers in this unforgettable event! Sponsors may have up to 20 employees attend.

- ◆ Sponsors will be recognized in all printed and electronic materials leading up to and onsite at WE20.
- ◆ Sponsor(s) typically collaborate on a presentation.
- ◆ Raffles and giveaways are permitted.

### INVENT IT. BUILD IT.

**Price per Sponsor: \$25,000 Limit: 4**

**SATURDAY // NOVEMBER 7, 2020 // 8:00 A.M. - 4:00 P.M.**

Invent It. Build It. helps female students understand the value of engineering and learn how to creatively engage in engineering problems. The program is held in conjunction with SWE's

Annual Conference and the participating students are drawn from local middle and high schools and Girl Scout troops in the area. The goal of the event is to spark students' interest in engineering and engage their key influencers to cultivate and explore their capacity in STEM. Invent It. Build It., creates an engaging experience for students, their parents and educators by hosting a female leader in engineering to deliver an engaging presentation, offering hands-on activities that dramatize the creative and innovative nature of modern engineering, and providing space to interact with scores of successful female engineers and technologists.

Sponsorship includes:

- ◆ Outreach EXPO booth space 10X20.
- ◆ Placement of literature and/or SWAG in goodie bags for all participants.
- ◆ Logo recognition on signage and website.
- ◆ Thank you recognition as part of the script in the middle school, high school and PEP rooms.
- ◆ Closing Ceremony sponsor thank you

### SWE AWARDS BANQUET

**Price per Sponsor: \$20,000 Limit: 3**

**FRIDAY // NOVEMBER 6, 2020**

Align your organization and brand with the best in the field. This elegant banquet honors the recipients of SWE's most distinguished awards, including the Achievement, Resnik Challenger, Suzanne Jenniches Upward Mobility, Rodney D. Chipp, Distinguished Engineering Educator, Distinguished New Engineers, SWE Fellows and Emerging Leaders awards.

- ◆ Sponsors of this event receive a table for 10.
- ◆ May present a 3-minute introduction to a capacity crowd of over 1,000.
- ◆ Sponsor recognition in printed publication, mobile app and onsite signage.

### WOMEN DEFINING THE FUTURE LUNCHEON (SOLD OUT)

**Price per Sponsor: \$45,000 Limit: 1**

## \$15,000+ SPONSORSHIP

### EDUCATIONAL TRACKS

**Price per Sponsor: \$15,000 Limit: 2 sponsors per track**

**THURSDAY // NOVEMBER 5 - SATURDAY // NOVEMBER 7, 2020**

**Choose one track:**

- > Career Management
- > Inclusion and Cultural Awareness
- > Innovation and Disruption
- > Self Management and Development
- > Strategic Leadership
  - ◆ Receive recognition throughout the conference and demonstrate your emphasis on professional development by aligning your organization with one of these tracks.
  - ◆ Signage will be placed strategically at each session in the track, showcasing your brand as professionals and collegians move through the educational sessions.

# LIST OF SPONSORSHIPS

## FRIDAY KEYNOTE BREAKFAST

**Price per Sponsor: \$15,000 Limit: 4**

**FRIDAY // NOVEMBER 6, 2020**

This continental breakfast event features an invited speaker selected by SWE's Conference Advisory Board. A unique opportunity to represent your organization in front of 1,500+ student and professional attendees. The keynote is also recorded for replay through SWE's Virtual Conference Registration, increasing your reach to those who cannot physically attend.

- ◆ Sponsor recognition in printed publication, mobile app and onsite signage.
- ◆ Reserved seats up front for 10.
- ◆ May present a 3-minute introduction.

## NETWORKING LOUNGE SPACE

**Price per Sponsor: \$15,000 Limit: 2**

**THURSDAY // NOVEMBER 5 - FRIDAY // NOVEMBER 6, 2020**

The networking lounge gives attendees the ability to recharge, both personally and digitally. The lounge is the "go-to" space and provides sponsors with a unique backdrop for connecting with attendees. SWE is offering two organizations the opportunity for prominent recognition at the conference in a high-traffic area.

- ◆ Sponsors will be recognized in all printed and electronic materials leading up to and onsite at WE20.
- ◆ Take advantage of the space to demonstrate a special device and highlight innovations.

## OPENING KEYNOTE BREAKFAST (SOLD OUT)

**Price per Sponsor: \$15,000 Limit: 4**

**THURSDAY // NOVEMBER 5, 2020**

This continental breakfast event features an invited speaker selected by SWE's Conference Advisory Board. A unique opportunity to represent your organization in front of 1,500+ student and professional attendees. The keynote is also recorded for replay through SWE's Virtual Conference Registration, increasing your reach to those who cannot physically attend.

- ◆ Sponsor recognition in printed publication, mobile app and onsite signage.
- ◆ Reserved seats up front for 10.
- ◆ May present a 3-minute introduction.

## OUTREACH FOCUS AREA

**Price per Sponsor: \$15,000 Limit: 2**

**THURSDAY // NOVEMBER 5 - SATURDAY // NOVEMBER 7, 2020**

Support the Outreach sessions with this high-recognition sponsorship. These sessions include all pre-university programming.

- ◆ Visibility includes special logo recognition for each Outreach session sign.

## SWENEXT GLOBAL INNOVATOR AWARD

**Price per Sponsor: \$15,000 Limit: 2**

Available for up to 6 high school juniors or seniors each year per sponsorship, the SWENext Global Innovator Award recognizes engineering excellence in female students across the country. The SWENext Innovator Award Program recognizes the outstanding young women shaping the future of SWE by developing an engineering identity in themselves and others. Award recipients exemplify intellectual curiosity, enthusiasm, and leadership in the STEM community. These students demonstrate a commitment to bettering the lives of women

in STEM, volunteer in outreach initiatives, and are pursuing a career in engineering. Sponsor will receive name recognition on website, onsite signage and during awards banquet.

- ◆ Meet and network with recipients onsite.
- ◆ Free booth space at Outreach Expo.

## TOTE BAGS

**Price per Sponsor: \$15,000 Limit: 4**

Your organization's identity gets maximum exposure on our popular attendee tote bags. Attendees will carry these bags during the conference and long afterwards as many attendees take their bags home, to school, or the office. Note: these eco-friendly bags are made by a woman-owned company.

- ◆ Sponsorship includes logo recognition on the bags and must be committed and paid no later than April 15, 2020.
- ◆ Eco-friendly tote.

## WOMEN OF COLOR LUNCHEON (SOLD OUT)

**Price per Sponsor: \$15,000 Limit: 1**

**FRIDAY // NOVEMBER 6, 2020**

This luncheon includes a program provided by the sponsor and available to professional WE20 attendees that identify themselves as a person of color through the registration process. The attendees will network with one another and learn from a subject matter expert.

- ◆ Sponsor is recognized in all print and digital media associated with the program along with onsite signage.
- ◆ Sponsor has the opportunity to provide a SME and present to the attendees.

## \$10,000+ SPONSORSHIP

### CELEBRATE SWE! CLOSING KEYNOTE

**Price per Sponsor: \$12,000 Limit: 3**

**SATURDAY // NOVEMBER 7, 2020**

The closing keynote celebration is the perfect finale to an unparalleled experience of professional development and networking. This high-energy event celebrates our members' accomplishments by recognizing SWE's professional and collegiate section award recipients and scholarship recipients.

- ◆ Sponsor recognition in the printed program, mobile app and onsite signage.
- ◆ Sponsors of this event receive a table for 10 and may present a 3-minute introduction.

### COLLEGIATE PRESIDENTS' HOUSING AND COLLEGIATE LEADERS' RECEPTION

**Price per Sponsor: \$10,000 Limit: 3**

**COLLEGIATE LEADERS' RECEPTION // FRIDAY // NOVEMBER 6, 2020**

Thanks to your generous sponsorship, all SWE collegiate section presidents will be able to receive 4 nights complimentary housing with their conference registrations.

- ◆ In addition to publication recognition, sponsors will receive recognition in collegiate podcasts leading up to the conference.
- ◆ Sponsors have the opportunity to place giveaways or marketing materials in each of the sponsored rooms and/or distribute them at the Collegiate Leaders' Reception where they can meet and mingle with some of SWE's collegiate leaders.
- ◆ Sponsors typically collaborate on the presentation.



- ◆ Sponsor recognition in printed publication, mobile app and onsite signage.

### **ELEVATOR PITCH COMPETITION – NEW! (SOLD OUT)**

**Price per Sponsor: \$10,000 Limit: 1**

**THURSDAY // NOVEMBER 5, 2020**

The Elevator Pitch Competition offers attendees the opportunity to demonstrate their entrepreneurship by proposing a plan, service or product. Industry leaders from the sponsoring organization who serve as judges will evaluate, offer feedback and choose the winning proposal.

### **EXECUTIVE WOMEN'S LUNCHEON (SOLD OUT)**

**Price per Sponsor: \$10,000 Limit: 2**

**THURSDAY // NOVEMBER 5, 2020**

The Executive Women's Luncheon is an invite-only program for women in senior positions with the capacity to develop as leaders and executives within the engineering and technology industry. The attendees network with one another and learn from a subject matter expert.

- ◆ Sponsors are recognized in all print and digital media associated with the program.
- ◆ Sponsors have the opportunity to give sponsor remarks at the event.

### **MEMBER CENTER (SOLD OUT)**

**Price Per Sponsor: \$12,000 Limit: 1**

### **MOBILE APP**

**Price per Sponsor: \$12,000 Limit: 5**

A prevailing and continuous way to be in front of attendees leading up to and during the entire conference. The WE20 mobile app is a key resource used by a high percentage of attendees. The app is free and simple to download on both the App Store and Google Play.

- ◆ Mobile app sponsors receive logo recognition on the splash page.
- ◆ 1 push notification per sponsor during conference.

### **OUTREACH EXPO PRESENTING SPONSOR**

**Price per Sponsor: \$10,000 Limit: 1**

**SATURDAY // NOVEMBER 7, 2020**

An exclusive opportunity to associate your organization with the Outreach Expo: an event dedicated to introducing and educating SWE members, students and their parents and educators to the world of engineering. Exhibitors promote clubs, camps, after-school programs, competitions, hands on activities and much more! Sponsorship includes:

- ◆ Exclusive signage on all doors leading into expo.
- ◆ A 10 x 20 booth in the expo with primary placement.
- ◆ Logo recognition on Invent It. Build It. website.
- ◆ 100 word description, logo and URL included in any email communications for the Outreach Expo.

### **SWE AWARDS PRE-RECEPTION**

**Price per Sponsor: \$12,000 Limit: 2**

**FRIDAY // NOVEMBER 6, 2020**

The Awards Pre-Reception honors the recipient of SWE's highest recognition, the Achievement Award, and is the precursor to the Awards Banquet, which honors the recipients of the Society's most prestigious awards.

- ◆ Sponsors receive a table for 10 and may present a brief introduction at the beginning of the Awards Banquet.

### **SWE MEMBER CENTER MANICURISTS**

**Price per Sponsor: \$12,000 Limit: 1**

**THURSDAY // NOVEMBER 5 – SATURDAY // NOVEMBER 7, 2020**

Contribute to a SWE Member Center tradition that attendees love to talk about online! A professional and well-kept appearance is important when interviewing, and your sponsorship allows attendees to receive a service that provides an additional boost of confidence when talking with recruiters.

- ◆ Sponsors can connect with attendees at the station.
- ◆ If applicable, a great opportunity to showcase the engineering and technology needed to create a cosmetic product from your organization.
- ◆ Sponsor recognition in printed publication, mobile app and onsite signage.

### **SWE MEMBER CENTER SOCIAL MEDIA PHOTO BOOTH (SOLD OUT)**

**Price per Sponsor: \$12,000 Limit: 1**

**THURSDAY // NOVEMBER 5 – SATURDAY // NOVEMBER 7, 2020**

Make a lasting impression with our exclusive photo booth sponsorship! More than 250 photos were snapped at last year's conference. With every photo automatically posting to SWE's Facebook page, the images received more than 540,000 impressions. Online sharing ensures your organization will continue to reap the benefits long after leaving New Orleans.

- ◆ Your logo will appear on every photo taken in the booth, along with props of your choosing.
- ◆ An excellent opportunity for your representatives to connect with attendees in the SWE Member Center while they enjoy this fun and memorable experience.

### **SOCIAL MEDIA LOUNGE**

**Price per Sponsor: \$10,000 Limit: 3**

**THURSDAY // NOVEMBER 5 – SATURDAY // NOVEMBER 7, 2020**

Receive distinguished visibility in this popular lounge showcasing SWE's social media engagement. Attendees will gather to see conference interviews, watch live events streaming, and view digital dashboards of SWE's Facebook, Twitter, Pinterest, YouTube and other social media sites.

- ◆ Recognition throughout the lounge.
- ◆ Sponsors will get an opportunity to have representatives available in the lounge for the duration of the Social Media Lounge hours.

### **SWE HEADSHOT PHOTOS**

**Price per Sponsor: \$10,000 Limit: 4**

**THURSDAY // NOVEMBER 5 – FRIDAY // NOVEMBER 6, 2020**

As a recruiter, you know that a photo increases your chances of looking at a candidate online. Whether it's on LinkedIn or other social media postings, a professional headshot gives the candidate an opportunity to convey a positive message about themselves to future employers. Provide a valuable resource to attendees long after the conference ends.

- ◆ Sponsors will be promoted before the conference starts as both collegiate and professional attendees will be encouraged to register for this benefit.
- ◆ Sponsors can have brand representatives at the headshot room for the duration of the event.
- ◆ Sponsor will have a dedicated table for giveaways and promotional materials.

# LIST OF SPONSORSHIPS

## SWENEXT COMMUNITY AWARD

**Price per Sponsor: \$10,000 Limit: 1**

This award encourages students to envision solutions to problems within their communities using science, technology, engineering or math (STEM), and show they have the capacity to pursue STEM careers. These awards are given to SWENexters in their freshman and sophomore years of high school who have been actively engaged in the SWE community, have a solid understanding of engineering principles, play a role in serving their own community, and demonstrate strong leadership skills.

- ◆ Sponsor will receive name recognition on website, onsite signage and during awards banquet.
- ◆ Meet and network with recipients onsite.
- ◆ Free 10x10 booth space at Outreach Expo.

## WATER BOTTLES (SOLD OUT)

**Price per Sponsor: \$10,000 Limit: 3**

As the future continues to move into a reusable and sustainable world, this sponsorship provides continuous visibility throughout the conference and beyond.

- ◆ Sponsor logos will appear on our reusable, environmentally friendly, BPA-free water bottles and must be committed and paid no later than April 15, 2020.

## WELCOME ICE CREAM SOCIAL

**Price per Sponsor: \$12,000 Limit: 5**

**WEDNESDAY // NOVEMBER 4, 2020**

Be the first to welcome our professional and collegiate attendees to New Orleans while networking with SWE members and other organization's representatives.

- ◆ Sponsors receive a table for the event - a great place for giveaways and other experiences unique to your organization.
- ◆ Sponsors of this event are also recognized and integrated with special fun event scripting.

## WIFI SPONSORSHIP

**Price per Sponsor: \$10,000 Limit: 4**

**THURSDAY // NOVEMBER 5 – SATURDAY // NOVEMBER 7, 2020**

As the official WIFI sponsor, this opportunity offers a unique privilege to get their organization in front of all WE20 attendees during conference.

- ◆ Sponsorship includes a special introduction with a splash page, ensuring your organization's information will be seen by anyone using the internet via tablet, laptop, or computer station provided by SWE.
- ◆ Sponsorship also includes 2 push notifications and recognition on the meter boards throughout the conference venue.

## \$7,000+ SPONSORSHIP

### COLLEGIATE LEADERSHIP INSTITUTE

**Price per sponsor: \$7,000 Limit: 5**

**SATURDAY // NOVEMBER 7, 2020**

As part of the conference, select attendees will have the opportunity to attend the Collegiate Leadership Institute: a personalized educational event consisting of high-quality and interactive sessions from recognized subject matter experts/professional speakers in the areas of leadership and career development. Attendees are also matched with a mentor that they will interact with throughout the year.

- ◆ Sponsors receive recognition on website and event signage, and speaker introductions.

## DIVERSITY SOCIETY CENTER

**Price per Sponsor: \$7,000 Limit: 2**

**THURSDAY // NOVEMBER 5 - FRIDAY // NOVEMBER 6, 2020**

Be recognized for your diversity initiatives by sponsoring the Diversity Society Center. The center features the diversity partners SWE collaborates with to foster engineering and technology as a desirable career choice for women and other underrepresented minority groups.

- ◆ Sponsors receive onsite signage.

## HOTEL KEY CARDS (SOLD OUT)

**Price per Sponsor: \$8,000 Limit: 4**

This is a superior branding opportunity as attendees will see your organization's name and full color logo every time they use their hotel key!

- ◆ Each sponsor will be represented in equal number by key cards at all hotels (subject to hotel approval).

## RAPID FIRE COMPETITION

**Price per Sponsor: \$7,000 Limit: 4**

**THURSDAY // NOVEMBER 5 - FRIDAY // NOVEMBER 6, 2020**

This event highlights and rewards the best collegiate research abstracts chosen from SWE members' submissions globally. The top 20 finalists (10 Undergraduate & 10 Graduate) will give a five-minute presentation of their work during WE20. Sponsor this competition to support the innovation of students and professionals.

- ◆ Your company will be recognized by special signage at the Rapid Fire Competition display area.
- ◆ Your employees will be given the chance to volunteer for judging this competition.

## SELF-CARE LOUNGE - NEW!

**Price per Sponsor: \$8,000 Limit: 4**

**THURSDAY // NOVEMBER 5- FRIDAY // NOVEMBER 6, 2020**

Brand New Opportunity! Sponsors can restore their own energy while meeting prospective candidates as they drop into this relaxed environment. Attendees will seek out this space which will feature guided meditation sessions, jazz music and mental health resources including self-care tips.

- ◆ Sponsors will receive recognition on website, mobile app, and event signage.
- ◆ Ability to brand lounge and bring relaxing items for attendees.

## SHUTTLE AND TOUR BUS SPONSOR

**Price per Sponsor: \$7,000 Limit: 4**

**WEDNESDAY // NOVEMBER 4 - SATURDAY // NOVEMBER 7, 2020**

Catch the attention of attendees as they come and go from the convention center to New Orleans specific tour sites. This sponsorship offers frequent exposure to attendees as sponsors receive:

- ◆ Logo recognition on all signage at the shuttle bus stations.
- ◆ Branding on all of the buses that we use for attendee transportation.

## SWE MEMBER CENTER LUGGAGE TAGS

**Price per Sponsor: \$7,000 Limit: 2**

**THURSDAY // NOVEMBER 5 - SATURDAY // NOVEMBER 7, 2020**

Volunteers help attendees make more than 2,000 tags featuring clever engineering-related phrases.

- ◆ Sponsors receive logo recognition on a WE20 memento that will travel the world and serve as a conversation starter for months to come.

## SWENEXT HIGH SCHOOL LEADERSHIP ACADEMY

**Price per Sponsor: \$7,000 Limit: 5**

**FRIDAY // NOVEMBER 6 - SATURDAY // NOVEMBER 7, 2020**

The SWENext High School Leadership Academy (SHLA) provides custom programming to high school students selected for their leadership potential. Participants learn about college admissions in engineering, receive mentorship training, and connect with women in the industry.

- ◆ Sponsors receive recognition on website, event signage and speaker introductions.

## \$5,000+ SPONSORSHIP

### CHARGING STATIONS

**Price per Sponsor: \$5,000 Limit: 6 // 2 sponsors per station**

**THURSDAY // NOVEMBER 7 - SATURDAY // NOVEMBER 9, 2020**

Reach attendees while they charge their phones and other mobile devices. Charging stations will be placed throughout the convention center, providing a vital service to all attendees.

- ◆ Kiosk-style charging stations will feature your organization's logo.

### COLLEGIATE POSTER COMPETITION

**Price per Sponsor: \$5,000 Limit: 4**

**THURSDAY // NOVEMBER 5 - FRIDAY // NOVEMBER 6, 2020**

This event highlights and rewards posters of the best collegiate research abstracts chosen from SWE members' submissions globally. The top 20 finalists (10 Undergraduate & 10 Graduate) will present a technical poster of their work during WE20. Sponsor this competition and support some of the brightest engineering students around. This is a great opportunity to find talent for your organization.

- ◆ Your organization will be recognized by special signage at the Collegiate Poster Competition display area.
- ◆ Your employees will be given the chance to volunteer for judging this competition.

### GRADUATE STUDENT RECEPTION (SOLD OUT)

**Price per Sponsor: \$5,000 Limit: 3**

**FRIDAY // NOVEMBER 6, 2020**

Extend your recruiting efforts and support this one-of-a-kind networking event for female graduate students throughout the country. Be part of the high-level discussion of graduate program innovations, topics and general networking. Beverages and canapés will be served.

- ◆ Your organization's employees can attend and network during the event and will receive signage onsite.

### MEGA SESSIONS

**Price per Mega Session: \$5,000 Limit: 5**

**THURSDAY // NOVEMBER 5 - SATURDAY // NOVEMBER 7, 2020**

Mega Sessions are high-level, thought-provoking sessions designed to engage attendees on a range of topics. These sessions are open to all attendees where Mega Session speakers will share new ideas and perspectives that attendees can apply to their careers.

- ◆ Sponsors will be recognized through signage at all Mega Sessions.

### MORNING YOGA

**Price per sponsor: \$5,000 Limit: 4**

**THURSDAY // NOVEMBER 5 - SATURDAY // NOVEMBER 7, 2020**

Exercise your mind and body at WE20 by sponsoring a morning fitness or yoga class. Open to all attendees that

register before the sessions fill-up at this ever-popular event that is guided by a certified fitness or yoga instructor.

- ◆ As a sponsor, your logo will be branded on fitness mats for all participants to enjoy beyond New Orleans.

### MOTHER'S ROOM (SOLD OUT)

**Price per Sponsor: \$5,000 Limit: 2**

**WEDNESDAY // NOVEMBER 4 - SATURDAY // NOVEMBER 7, 2020**

The Mother's Room is an invaluable service to our attendees. We provide a lactation area with a quiet, soothing environment for our nursing mothers, including some seating areas, magazines, supplies, ice and refrigeration. This is a great opportunity to demonstrate your organization's commitment to new mothers in the workforce.

- ◆ Sponsor receives logo signage onsite at Mother's Room.

### NETWORKING NIGHT HOSPITALITY SUITES

**Price per Sponsor: \$6,000 + your refreshment costs.**

**Limit: 21 // CPC members first option; first-come, first-served ; For exhibiting organizations only**

**THURSDAY // NOVEMBER 5, 2020 // 8-10 PM**

Don't miss the opportunity to host a hospitality suite! This is a great opportunity to reach job seekers outside the Career Fair floor in a fun, innovative way. These ever-popular suites sell out fast and are offered on a first-come, first-served basis. Past sponsors have first right of refusal.

- ◆ Sponsorship is limited to available space and subject to SWE approval.
- ◆ Sponsors receive logo recognition in the printed publication.
- ◆ Sponsors are responsible for any food, beverage and giveaways.

### POCKET GUIDE

**Price per Sponsor: \$5,000 Limit: 4**

Sponsors will receive logo recognition on the back cover of the publication, as well as a page insert in the middle of the book.

### REGISTRATION AREA

**Price per Sponsor: \$5,000 Limit: 6**

**WEDNESDAY // NOVEMBER 4 - SATURDAY // NOVEMBER 7, 2020**

Be the first organization that attendees see as they pick up their registration materials.

- ◆ Each sponsor will receive sign recognition during the entire conference in this centrally located area.

### REGISTRATION GRANT - NEW!

**Price per Sponsor: \$5,000 Limit: 5**

Support the futures of women seeking to effect change around the globe through engineering and technology by sponsoring their registration to WE20. Recipients will be selected by SWE according to basic criteria provided by the Sponsor and all recipients will receive an email confirmation with logo placement of the Sponsor and a mention of the Sponsor's booth location at WE20.

### RIDE AND DRIVE

**Price per Sponsor: \$5,000 Limit: 2**

**1 Sponsor each for THURSDAY, NOVEMBER 5 and FRIDAY, NOVEMBER 6**

Host a Ride and Drive to showcase your newest vehicle technology! Attendees wishing to drive must be 18 years or older, must bring a valid driver's license and can be accompanied by your recruiters.

- ◆ Sponsors have the opportunity to bring in vehicles for attendees to get behind the wheel and take a test drive around a designated course in New Orleans.
- ◆ You will receive promotion of the event and onsite signage.

# LIST OF SPONSORSHIPS

## SWE COMMITTEE DINNER

Price per Sponsor: \$5,000 Limit: 6

WEDNESDAY // NOVEMBER 4, 2020

During this dinner, SWE committee leaders and members gather to network and create their strategy for the year.

- ◆ Sponsors of this event may present a 2-minute introduction.
- ◆ Sponsors have a great opportunity to meet and mingle with SWE collegiate and professional leaders.

## SWE FELLOWS TECHNICAL AND PATHFINDERS

Price per Sponsor: \$5,000 Limit: 3

THURSDAY // NOVEMBER 5, 2020 • 10:00 A.M. - 5:00 P.M.

Support our SWE Fellows Technical and Pathfinders by sponsoring these presentations that will include technical updates in cutting-edge technologies, reviews of diverse viewpoints and examples of crossover career paths.

- ◆ Logo recognition with onsite signage.

## SWE MEMBER CENTER VISIBLE TWEETS WALL

Price per Sponsor: \$5,000 Limit: 2

THURSDAY // NOVEMBER 5 - SATURDAY // NOVEMBER 7, 2020

Every Tweet containing #WE20 enters this animated stream in the Member Center where attendees can stop and see what people are talking about online.

- ◆ Display your logo on a constantly changing screen that contains live messages about the conference.

## VIRTUAL PARTICIPATION

Price per Sponsor: \$5,000 Limit: 4

THURSDAY // NOVEMBER 5 - SATURDAY // NOVEMBER 7, 2020

Virtual participation is designed for attendees and non-attendees to experience the conference in a new way and to allow more participants to get a taste of the largest conference for women in engineering and technology. Many of the most popular professional development sessions will be recorded for on-demand replay. All participants who have registered for the full conference are able to opt-in for access to the educational content. Those who cannot attend in person can register for virtual participation.

- ◆ Sponsor logos will be featured during replays, which means that your sponsorship goes beyond the three days.

## WOMEN IN ACADEMIA FOCUS AREA

Price per Sponsor: \$5,000 Limit: 4

THURSDAY // NOVEMBER 5 - SATURDAY // NOVEMBER 7, 2020

Reinforce the concept of women in academia by associating your brand with these sessions.

- ◆ Visibility includes special logo recognition for each Women in Academia session sign.

## WOMEN IN GOVERNMENT AND MILITARY FOCUS AREA

Price per Sponsor: \$5,000 Limit: 4

THURSDAY // NOVEMBER 5 - SATURDAY // NOVEMBER 7, 2020

Support our government track with this high-recognition sponsorship.

- ◆ Visibility includes special logo recognition for each Women in Government and Military session sign.

## WOMEN IN GOVERNMENT MEET AND GREET (SOLD OUT)

Price per Sponsor: \$5,000 Limit: 2

FRIDAY // NOVEMBER 6, 2020

Extend your recruiting efforts and support this one-of-a-kind networking event for women in government throughout the

country. Be part of the high-level discussion of government program innovations, topics and general networking.

- ◆ Your organization's employees can attend and network during the event and will receive signage onsite.
- ◆ Sponsors are responsible for food and beverage costs.
- ◆ Sponsors typically collaborate on the presentation.

## \$2,000+ SPONSORSHIP

### INFORMATION SESSIONS

Price per Sponsor: \$3,500 Limit: 16

THURSDAY // NOVEMBER 5 - FRIDAY // NOVEMBER 6, 2020

All times/days are based on availability.

Don't miss an opportunity to familiarize potential recruits with your organization. During these info sessions, your industry leaders can provide organization information, collect resumes, convey company best practices and network with attendees. You choose how to use this session time. Will it be an info session? Workshop? Panel? You decide.

- ◆ Sponsorship includes audiovisual equipment, limited to LCD projector, computer, screen, a/v cart and microphone.

### TECH TALK AND DEMO SHOWCASE (SOLD OUT)

Price per Sponsor: \$3,500 Limit: 12

THURSDAY // NOVEMBER 5 - FRIDAY // NOVEMBER 6, 2020

Limited to times and space available.

Demonstrate your latest technology and reach out to our audience of engineers and technologists. Reserve a time slot in the Innovation Theater located in the Career Fair Expo Hall. Exhibiting organizations are eligible to purchase a predetermined block of time, advertise their presentation and invite attendees via mobile app push notification.

- ◆ Equipment and props are encouraged, but need to be set up and taken down within the allotted time frame. Exhibitors are responsible for all equipment moving.

### SWE BOUTIQUE

Price per Sponsor: \$3,000 Limit: 3

WEDNESDAY // NOVEMBER 4 - SATURDAY // NOVEMBER 7, 2020

SWE sections sell their merchandise in a central location. This area is always busy with sellers and buyers and many will see the recognition signage of this traditional and popular outlet!

### SPEAKERS' READY ROOM

Price per Sponsor: \$2,000 Limit: 5

WEDNESDAY // NOVEMBER 4 - SATURDAY // NOVEMBER 7, 2020

Sponsor the speaker preparation room and receive continuous signage recognition throughout the conference.

### VOLUNTEER CENTER

Price per Sponsor: \$2,000 Limit: 2

WEDNESDAY // NOVEMBER 4 - SATURDAY // NOVEMBER 7, 2020

The Volunteer Center is where all SWE operations take place.

- ◆ Receive continuous recognition throughout the week with signage positioned outside the center and at registration.

## \$1,000+ SPONSORSHIP

### PATRON SPONSOR

Price per Sponsor: \$1,000

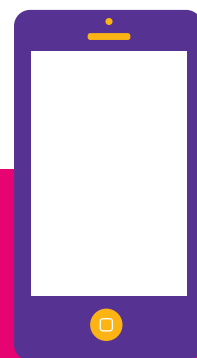


**DISCIPLINE BREAKDOWN**



- Mechanical Engineer (20%)
- Chemical Engineer (11%)
- Electrical/Electronics Engineer (10%)
- Computer Science/Engineering (9%)
- Biomedical Engineer (8%)
- Industrial Engineer (6%)
- Civil Engineer (4%)
- Aerospace Engineer (4%)
- Computer Engineering (4%)

**WE18 MOBILE APP**



LARGEST EVER WE ATTENDANCE: **14,000+**

**8,700+**  
Total Downloads

**SOCIAL MEDIA HIGHLIGHTS**



**350+** exhibitors representing



**500+** Volunteers



**300+** professional development sessions



**35** countries represented in total attendance



**79k+** impressions  
OVER THREE DAYS



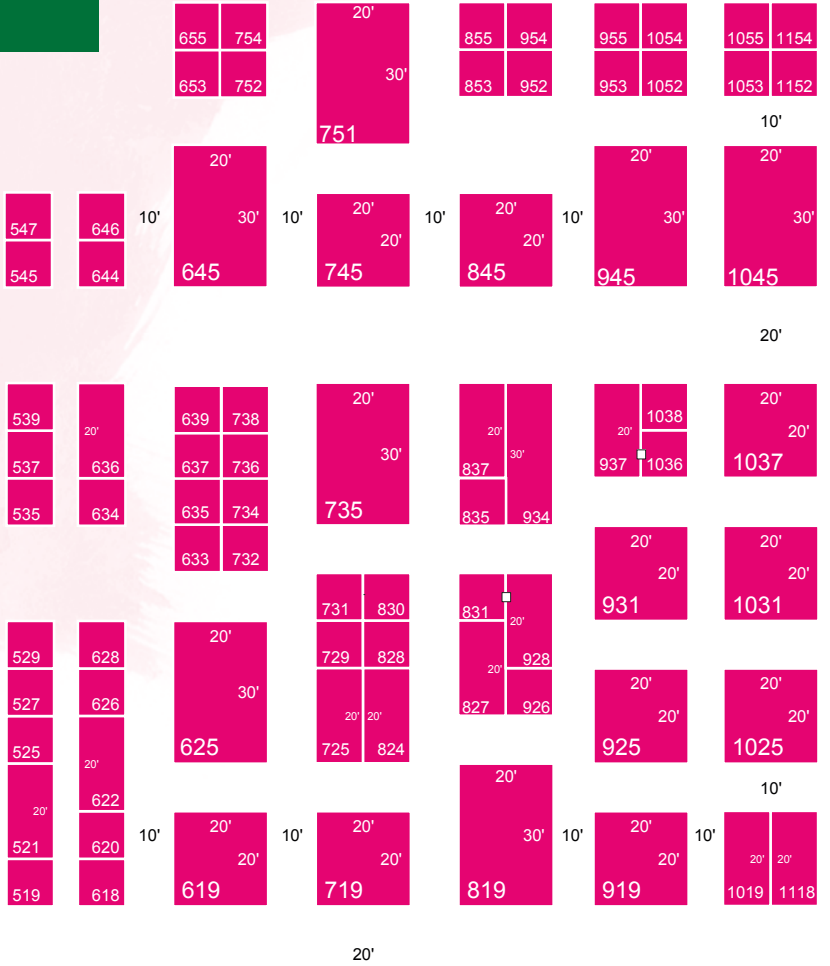
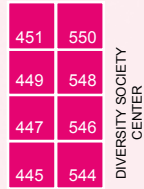
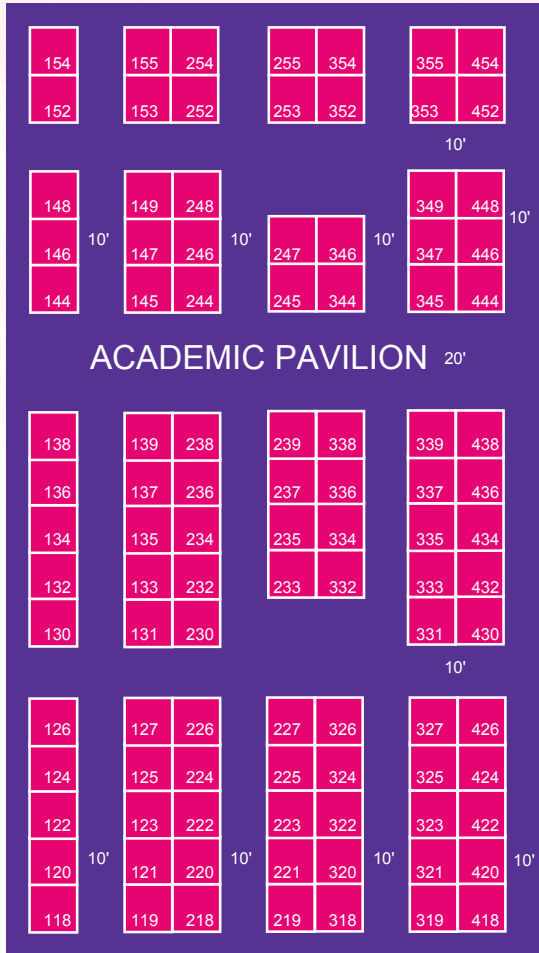
BETWEEN OCTOBER 18-20,  
@SWETALK'S TWEETS EARNED  
**94K+** impressions



OUR SNAPCHAT FILTER WAS USED  
**1,400+** times

# EXHIBITOR FLOOR PLAN

## TECH TALK

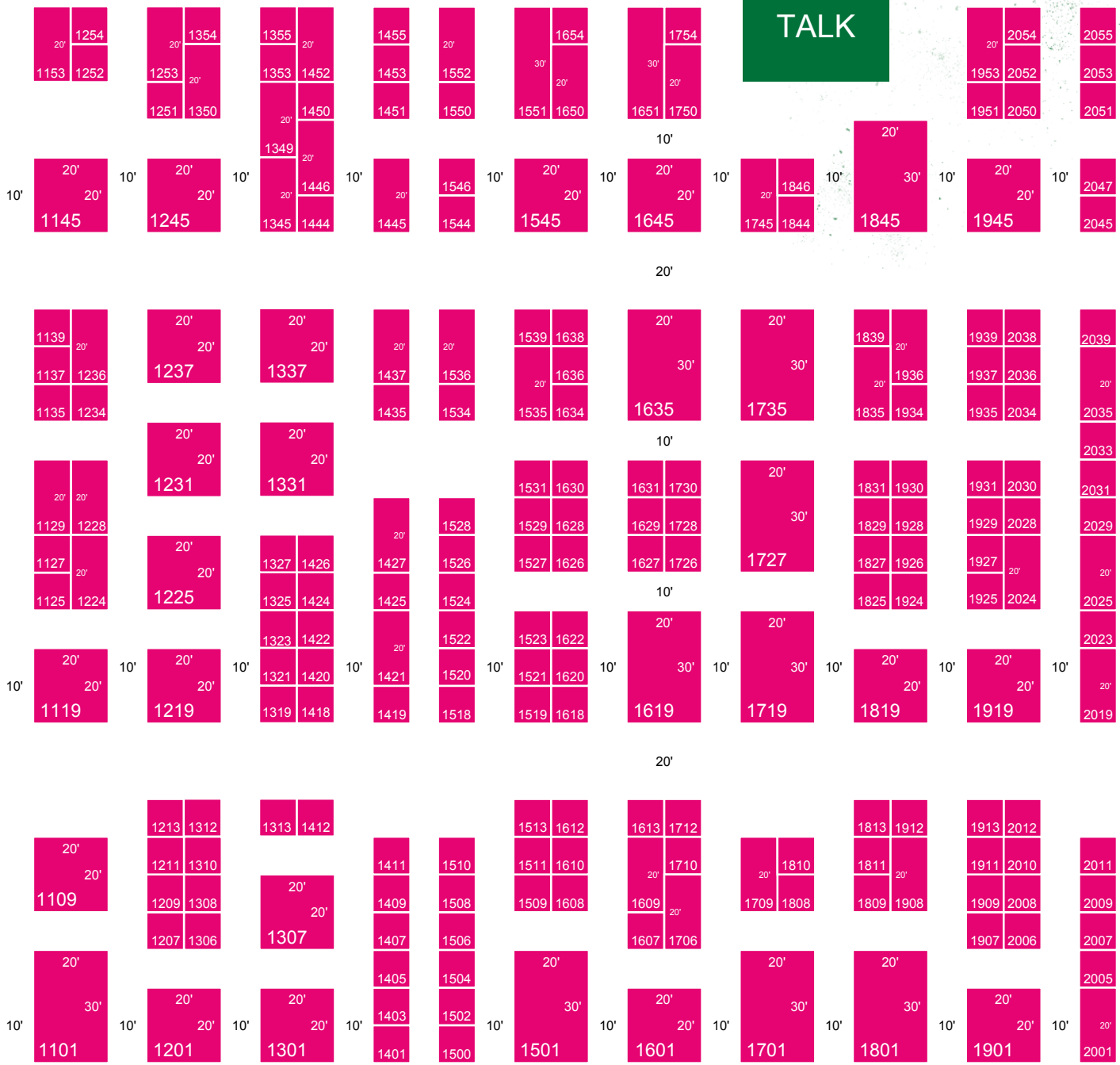


ENTRANCE

ENTRANCE

# ERNEST N. MORIAL CONVENTION CENTER

TECH TALK



ENTRANCE

ENTRANCE

ENTRANCE

# We20

The World's Largest Conference  
for Women Engineers

**NOV 5-7**  
NEW ORLEANS LOUISIANA  
Ernest N. Morial Convention Center

PRACTICE

# Curiosity

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