

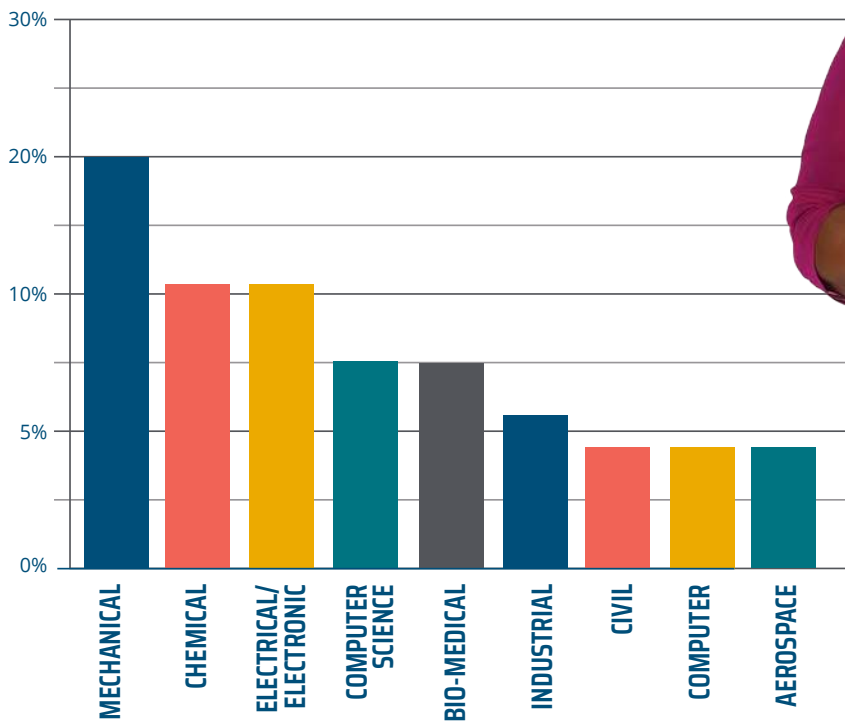
WE LIVE > WE LEARN < WE LEAD

#WE19

**EXHIBITOR AND
SPONSORSHIP
PROSPECTUS**

Top Engineering Disciplines of WE18 Attendees:

As of 10/1/2018



*93% of all WE18 attendees indicated they are attending looking for an internship or first job.





The most productive opportunity to reach your organization's diversity recruitment goals in 2019 will be WE19. Just a few days in Anaheim, California, this November will give you access to thousands of engineering and technology students and professionals, women who strive to live, learn and lead every day in order to change the face of engineering as they create innovative solutions to challenges around the world.

Together, let's change the lives of talented and accomplished women. Join SWE from November 7 - 9, 2019, as a Career Fair exhibitor and sponsor at the world's largest conference and career fair for women in engineering!

WE19 WILL HELP:

- Companies, organizations and academic institutions seeking a strong recruitment ROI
- Provide professional development to current employees
- Support the futures of women seeking to effect change around the globe through a career in engineering and technology

ANAHEIM, CALIFORNIA: CHARACTERS WANTED

Characters are in Anaheim's DNA. We're a city built on imagination, where all of your inner enthusiasts can have their day. It's an atmosphere that inspires our eclectic locals to deliver uncommonly creative experiences. And a place that invites you to let your own fun flag fly, from the magic of Main Street to one-of-a-kind flavors, scenes, sights, and sounds. Warm sunshine, swaying palm trees and breathtaking ocean views create a relaxed lifestyle where shorts, sandals and sunglasses are always in season.

Anaheim is the second-largest city in "The OC" (Orange County) and is ideally located halfway between Los Angeles and San Diego.

PER 10'X10' BOOTH:

NON-ACADEMIC EXHIBITORS RECEIVE:

- Four full-conference registrations.
- Option to purchase four registrations (exhibitor passes) for a discounted price.
- Complimentary 60-day access to SWE's Online Career Center's candidate database, providing direct access to thousands of women engineers. (30 days prior and 30 days post).

ACADEMIC EXHIBITORS RECEIVE:

- Two full-conference registrations
- Option to purchase two registrations (exhibitor passes) for discounted prices

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) Standard Electrical Outlet
- 4 conference registrations (*2 for academic rate*)
- 60-day access to SWE Career Center (*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) Standard Electrical Outlet
- 8 conference registrations (*4 for academic exhibitors*)
- 60-day access to SWE Career Center (*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) Standard Electrical Outlets
- 12 conference registrations
- 60-day access to SWE Career Center (*non-academic exhibitors*)

20'X20' PACKAGE:

- (3) 6ft. tables, 4 Chairs, 2- wastebaskets,
- Booth Carpet, show color
- 1600 lbs. Booth Freight
- (2) Standard Electrical Outlets
- 16 conference registrations
- 60-day access to SWE Career Center (*non-academic exhibitors*)

20'X30' PACKAGE:

- (3) 6ft. tables, 4 chairs, 2 wastebaskets
- Booth Carpet, show color
- 2400 lbs. Booth Freight
- (3) Standard Electrical Outlets
- 24 conference registrations
- 60-day access to SWE Career Center (*non-academic exhibitors*)

CAREER FAIR RATES: (10'x10' Booth):

CORPORATE:

- \$5,990 if postmarked by April 19, 2019
- \$6,490 if postmarked by August 16, 2019
- \$6,990 if postmarked after August 16, 2019

GOVERNMENT AGENCY:

- \$4,990 if postmarked by April 19, 2019
- \$5,490 if postmarked by August 16, 2019
- \$5,990 if postmarked after August 16, 2019

APPROVED NON-PROFIT:

- \$4,490 if postmarked by April 19, 2019
- \$4,990 if postmarked by August 16, 2019
- \$5,490 if postmarked after August 16, 2019

All corporate, government, and approved non-profit booths include 60-day access to the SWE Career Center. (30 days prior and 30 days post)

Special University Rate: (limited booths available and space limited to 10X20 per university)

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 nonprofit rate to be in another area of the Exhibit Hall.**

- \$2,500 if postmarked by April 19, 2019
- \$2,700 if postmarked by August 16, 2019
- \$2,900 if postmarked after August 16, 2019

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

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 19, 2019
- \$6,490 if postmarked by August 16, 2019
- \$6,990 if postmarked after August 16, 2019

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

- \$11,780 if postmarked by April 19, 2019 (\$200 discount)
- \$12,780 if postmarked by August 16, 2019 (\$200 discount)
- \$13,780 if postmarked after August 16, 2019 (\$200 discount)

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

INTERVIEW BOOTHS \$750 EACH

Interviewing times are the same hours as the Career Fair.

NOTE that complimentary interview space is offered as part of confirmed multiple exhibit space(s) and sponsorship, but it is not automatic. Due to limited interview space, each non-CPC organization cannot be permitted to have more than 10 interview booths total and each CPC organization cannot be permitted to have more than 25 interview booths total.

CAREER FAIR DATES AND HOURS

EXHIBIT INSTALLATION

TUESDAY // NOVEMBER 5, 2019 // 12:00 P.M. - 5:00 P.M.
WEDNESDAY // NOVEMBER 6, 2019 // 8:00 A.M. - 5:00 P.M.
THURSDAY // NOVEMBER 7, 2019 // 8:00 A.M. - 10:00 A.M.

EXHIBIT HOURS:

THURSDAY // NOVEMBER 7, 2019 // 2:00 - 6:00 P.M.
FRIDAY // NOVEMBER 8, 2019 // 9:30 A.M. - 4:00 P.M.
(9:30 A.M. - 10:30 A.M. RESERVED FOR PROFESSIONALS ONLY)

EXHIBITOR MOVE-OUT:

FRIDAY // NOVEMBER 8, 2019 // 4:00 P.M. - 10:00 P.M.
SATURDAY // NOVEMBER 9, 2019 // 8:00 A.M. - 11:00 A.M.

CONFERENCE DATES:

THURSDAY // NOVEMBER 7 - SATURDAY // NOVEMBER 9, 2019
SESSIONS, SPECIAL EVENTS, AND SWE LEADERSHIP
*SOME PRE-EVENTS WILL TAKE PLACE ON WEDNESDAY, NOVEMBER 6, 2019

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, 2019. 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 2, 2019.



LIST OF SPONSORSHIPS

*SUBJECT TO AVAILABILITY

\$50,000+ SPONSORSHIPS

Presenting Sponsor: WE19 Career Fair

\$20,000+ SPONSORSHIPS

Badges and Lanyards
Collegiate Welcome Luncheon
SWE Awards Banquet

\$15,000+ SPONSORSHIPS

Educational Tracks
Networking Lounge Space
Opening Keynote Breakfast
Friday Keynote
Outreach Focus Area
SWENext Global Innovator Award

\$10,000+ SPONSORSHIPS

Celebrate SWE! Closing Keynote
Mobile App
Welcome Ice Cream Social
SWE Member Center Manicurists
SWE Member Center
Social Media Photo Booth
SWE Awards Pre-Reception and After Party
Outreach Expo Presenting Sponsor
Collegiate Presidents' Housing and
Collegiate Leaders' Reception
SWENext High School Girls Program
Executive Women's Luncheon
Social Media Lounge
SWE Headshot Photos
SWENext Community Award
WiFi Sponsorship
Tote Bags
Water Bottles

\$7,000+ SPONSORSHIPS

Diversity Society Center
Hotel Key Cards
Plenary Sessions
Pocket Guide
Shuttle and Tour Bus Sponsor
SWE Member Center Luggage Tags
Collegiate Leadership Institute
SWENext High School Leadership Academy
Wellness Massage Lounge

\$5,000+ SPONSORSHIPS

Networking Night Hospitality Suites
Women in Academia Focus Area
Women in Government
and Military Focus Area
Charging Stations
Yoga Recharge
Collegiate Poster Competition
Rapid Fire Competition
Graduate Student Reception
Women in Government Meet and Greet
Mega Sessions
Registration Area
SWE Committee Dinner
SWE Fellows Technical and
Pathfinders Program
SWE Member Center Visible
Tweets Wall
Virtual Participation
Ride and Drive

\$2,000+ SPONSORSHIPS

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

\$1,000+ SPONSORSHIPS

Patron Sponsorship



\$50,000+ SPONSORSHIP

PRESENTING SPONSOR: WE19 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 WE19 Career Fair. Sponsorship includes:

- Exclusive signage on all doors leading into career fair and signage throughout the conference venue.
- Two mobile push notifications during WE19.
- 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

BADGES AND LANYARDS [SOLD OUT]

Price per Sponsor: \$25,000 Limit: 1

Showcase your logo on every attendee by sponsoring the official Annual Conference Badge/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, 2019.
- Logo requested in an .eps logo for highest-quality printing on badges/lanyards.

COLLEGIATE WELCOME LUNCHEON [SOLD OUT]

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

THURSDAY // NOVEMBER 7, 2019

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 WE19.
- Sponsor(s) typically collaborate on a presentation.
- Raffles and giveaways are permitted.

SWE AWARDS BANQUET

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

FRIDAY // NOVEMBER 8, 2019

Align your organization 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 also 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.

\$15,000+ SPONSORSHIP

EDUCATIONAL TRACKS

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

THURSDAY // NOVEMBER 7 - SATURDAY // NOVEMBER 9, 2019

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 their way through the educational sessions.

OPENING KEYNOTE BREAKFAST [SOLD OUT]

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

THURSDAY // NOVEMBER 7, 2019

This continental breakfast event features an invited speaker, selected by SWE's Conference Advisory Board, a unique value to represent your organization in front of over 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 be in attendance.

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

FRIDAY KEYNOTE

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

FRIDAY // NOVEMBER 8, 2019

This special event features an invited speaker by SWE's Conference Advisory Board. This sponsorship elevates your brand as your organization will be able to provide sponsor remarks at the beginning of the event and these remarks will be a part of the recording that is available for replay after the conference reaching beyond conference attendees.

- 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 7 - SATURDAY // NOVEMBER 9, 2019

The networking lounge gives attendees the ability to recharge, both personally and digitally. The lounge is the "go-to" space and provides sponsors 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 at the Anaheim Convention Center.

- Sponsors will be recognized in all printed and electronic materials leading up to and onsite at WE19.
- Take advantage of the space to demonstrate a special device and highlight innovations.

OUTREACH FOCUS AREA

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

THURSDAY // NOVEMBER 7 - SATURDAY // NOVEMBER 9, 2019

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, 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 10x10 booth at Outreach Expo.

\$10,000+ SPONSORSHIP

CELEBRATE SWE! CLOSING KEYNOTE

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

SATURDAY // NOVEMBER 9, 2019

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.

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 WE19 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.

WELCOME ICE CREAM SOCIAL

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

WEDNESDAY // NOVEMBER 6, 2019

Be the first to welcome our professional and collegiate attendees to Anaheim 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.

SWE MEMBER CENTER MANICURISTS [SOLD OUT]

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

THURSDAY // NOVEMBER 7 - SATURDAY // NOVEMBER 9, 2019

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 speak 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 7 - SATURDAY // NOVEMBER 9, 2019

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 that your organization will continue to reap the benefits long after you leave Anaheim.

- 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.

SWE AWARDS PRE-RECEPTION

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

FRIDAY // NOVEMBER 8, 2019

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 of this event receive a table for 10 and may present a brief introduction at the beginning of the Awards Banquet.

OUTREACH EXPO PRESENTING SPONSOR [SOLD OUT]

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

SATURDAY // NOVEMBER 9, 2019

A new and exclusive opportunity to associate your organization with the Outreach Expo. The Outreach Expo is 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 the Invent It. Build It. website.
- 100-word description, logo and URL included in any email

COLLEGIATE PRESIDENTS' HOUSING AND COLLEGIATE LEADERS' RECEPTION

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

COLLEGIATE LEADERS' RECEPTION // FRIDAY // NOVEMBER 8, 2019

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 also 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 a presentation at the event.
- Sponsor recognition in printed publication, mobile app and onsite signage.

SWENEXT HIGH SCHOOL GIRLS PROGRAM

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

SATURDAY // NOVEMBER 9, 2019

High school girls will have the opportunity to experience the creative and innovative sides of engineering by working with SWE members from around the world through hands-on engineering activities; meeting real engineers and learning what they do; making new friends; exploring the Outreach Expo during exclusive hours to learn about clubs, camps, competitions, and much more.

- Sponsors receive logo recognition on the website and onsite signage, speaker introduction, opportunities for providing swag to attendees, and free 10x10 booth at Outreach EXPO. Must be committed to by September 1, 2019.

EXECUTIVE WOMEN'S LUNCHEON [SOLD OUT]

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

THURSDAY // NOVEMBER 7, 2019

The Executive Women's Luncheon is an invitation-only program for women in a corporate senior position with the capacity to develop as leaders and executives within the engineering and technology industry. The attendees both 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 present to the attendees and receive the attendee list.

SOCIAL MEDIA LOUNGE

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

THURSDAY // NOVEMBER 7 - SATURDAY // NOVEMBER 9, 2019

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 any 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 7 - FRIDAY // NOVEMBER 8, 2019

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 also have brand representatives at the headshot room for the duration of the event.
- Sponsors will have a dedicated table for giveaways and promotional materials.

SWENEXT COMMUNITY AWARD [SOLD OUT]

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 to show that 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 the award itself and on signage at the event.

WIFI SPONSORSHIP [SOLD OUT]

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

THURSDAY // NOVEMBER 7 — SATURDAY // NOVEMBER 9, 2019

As the official WIFI sponsor, this opportunity offers organizations a unique privilege to get themselves in front of all WE19 attendees during conference.

- Sponsorship includes a special introduction with a splash page that will have your organization's information in front of anyone using the internet via a tablet or laptop, as well as any computer stations provided by SWE.
- Sponsorship also includes 2 push notifications and recognition on the meter boards throughout the conference venue.

TOTE BAGS [SOLD OUT]

Price per Sponsor: \$10,000 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.

- Sponsorship includes logo recognition on the bags and must be committed and paid no later than April 15, 2019.

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, 2019.

\$7,000+ SPONSORSHIP

PLENARY SESSIONS

Price per Sponsor: \$8,000

Limit: 2 per plenary dates available.

THURSDAY // NOVEMBER 7, 2019 (MID-MORNING)

THURSDAY // NOVEMBER 7, 2019 (MID-AFTERNOON)

FRIDAY // NOVEMBER 8, 2019 (MID-MORNING)

Unite your organization by sponsoring one of these informative and well-attended sessions, open to all attendees.

- As the sponsor, you will be able to provide a brief 2-minute introduction and have logo recognition in pre-conference materials and on-site.

POCKET GUIDE

Price per Sponsor: \$8,000 Limit: 5

This publication is a handy resource for attendees, providing the entire schedule at a glance, along with other useful information.

- Sponsors will receive logo recognition on the outside back cover of the publication.

WELLNESS MASSAGE LOUNGE

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

THURSDAY // NOVEMBER 7, 2019 - FRIDAY // NOVEMBER 8, 2019

Sponsor the new Wellness Massage Lounge that will be located at the Anaheim Convention Center to give attendees a relaxing moment during the many hours of interviewing and attending professional development sessions. This opportunity allows your organization to demonstrate its alignment with employee well-being. The lounge/s will be open on Thursday and Friday.

- Sponsors receive recognition on the website, in the Mobile App and onsite.
- Sponsors have the ability to have giveaways at the lounge locations and employees on hand to network with attendees waiting for their massage.

COLLEGIATE LEADERSHIP INSTITUTE

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

SATURDAY // NOVEMBER 9, 2019

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 whom they will interact with throughout the year.

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

DIVERSITY SOCIETY CENTER

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

THURSDAY // NOVEMBER 7 - FRIDAY // NOVEMBER 8, 2019

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: \$7,000 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).

SHUTTLE AND TOUR BUS SPONSOR

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

WEDNESDAY // NOVEMBER 6 - SATURDAY // NOVEMBER 9, 2019

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

- Logo recognition on all signage at the shuttle bus stations.
- Your brand will be on all of the buses that we use for attendee transportation.

SWE MEMBER CENTER LUGGAGE TAGS [SOLD OUT]

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

THURSDAY // NOVEMBER 7 - SATURDAY // NOVEMBER 9, 2019

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

- Sponsors receive logo recognition on a WE19 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 8 - SATURDAY // NOVEMBER 9, 2019

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 the website and event signage and, speaker introductions.

\$5,000+ SPONSORSHIP

NETWORKING NIGHT HOSPITALITY SUITES [SOLD OUT]

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

Limit: 21 // CPC members first option; first-come,

first served ; For exhibiting organizations only

THURSDAY // NOVEMBER 7, 2019 // 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 and beverage as well as giveaways.

WOMEN IN ACADEMIA FOCUS AREA

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

THURSDAY // NOVEMBER 7 - SATURDAY // NOVEMBER 9, 2019

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 [SOLD OUT]

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

THURSDAY // NOVEMBER 7 - SATURDAY // NOVEMBER 9, 2019

Support our government track with this high-recognition sponsorship.

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

CHARGING STATIONS

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

THURSDAY // NOVEMBER 7 - SATURDAY // NOVEMBER 9, 2019

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.

MORNING FITNESS OR YOGA RECHARGE [SOLD OUT]

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

THURSDAY // NOVEMBER 7 - SATURDAY // NOVEMBER 9, 2019

Exercise your mind and body thoroughly at WE19 by sponsoring a morning fitness or yoga class. The classes will be open to all attendees and 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 Anaheim.
- Sponsor recognition in printed publication, mobile app and onsite signage.

COLLEGIATE POSTER COMPETITION

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

THURSDAY // NOVEMBER 7 - FRIDAY// NOVEMBER 8, 2019

This event highlights and rewards posters of the best collegiate research abstracts chosen from SWE members' submissions globally. The top 20 finalists will present a technical poster of their work during WE19. Sponsor this competition and support some of the brightest engineering students around, a great place to find talent for your organization. 2 Categories: Undergraduate Collegiate (10 finalists) and Graduate Collegiate (10 finalists)

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

RAPID FIRE COMPETITION

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

THURSDAY // NOVEMBER 7 - FRIDAY// NOVEMBER 8, 2019

This event highlights and rewards presentations of the best collegiate research abstracts chosen from SWE members' submissions globally. The top 20 finalists will give a five-minute presentation of their work during WE19. Sponsor this competition and support some of the brightest engineering students and professionals around. It's a great place to find talent for your organization. 2 Categories: Undergraduate Collegiate (10 finalists) and Graduate Collegiate (10 finalists)

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

GRADUATE STUDENT RECEPTION [SOLD OUT]

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

FRIDAY // NOVEMBER 8, 2019

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.

WOMEN IN GOVERNMENT MEET AND GREET

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

FRIDAY // NOVEMBER 8, 2019

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 presentation.

MEGA SESSIONS

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

THURSDAY // NOVEMBER 7 — SATURDAY // NOVEMBER 9, 2019

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.

REGISTRATION AREA

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

WEDNESDAY // NOVEMBER 6 - SATURDAY // NOVEMBER 9, 2019

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.

SWE COMMITTEE DINNER

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

WEDNESDAY // NOVEMBER 6, 2019

During this dinner, SWE committee leaders and members gather to network and create the strategy for the year. Sponsors of this event may present a brief 2-minute introduction.

- Sponsors have a great opportunity to be in front of and mingle with SWE collegiate and professional leaders.

SWE FELLOWS TECHNICAL AND PATHFINDERS FOCUS AREAS

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

THURSDAY // NOVEMBER 7, 2019 • 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 some cutting-edge technologies, reviews of diverse viewpoints, and examples of crossover career paths.

- Logo recognition with on-site signage.

VIRTUAL PARTICIPATION

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

THURSDAY // NOVEMBER 7 - SATURDAY // NOVEMBER 9, 2019

Virtual participation is designed for attendees and nonattendees 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.

RIDE AND DRIVE [SOLD OUT]

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

1 SPONSOR THURSDAY, NOVEMBER 7 //

1 SPONSOR FRIDAY, NOVEMBER 8

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 cars for attendees to get behind the wheel and take a test drive around a designated course in Anaheim.

- You will receive promotion of the event and on-site signage.

SWE MEMBER CENTER VISIBLE TWEETS WALL

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

THURSDAY // NOVEMBER 7 — SATURDAY // NOVEMBER 9, 2019

Every Tweet containing #WE19 enters this animated stream in the SWE 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.

\$2,000+ SPONSORSHIP

INFORMATION SESSIONS [SOLD OUT]

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

THURSDAY // NOVEMBER 7 - FRIDAY// NOVEMBER 8, 2019

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 7 - FRIDAY// NOVEMBER 8, 2019

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. Possible subjects include, but are not limited to: advancement in your technologies, design, environmental footprint, hardware and software innovations, materials testing, and much more!

- 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.

MOTHER'S ROOM [SOLD OUT]

Price per Sponsor: \$3,000 Limit: 2

WEDNESDAY // NOVEMBER 6 - SATURDAY // NOVEMBER 9, 2019

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.

SWE BOUTIQUE

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

WEDNESDAY // NOVEMBER 6 - SATURDAY // NOVEMBER 9, 2019

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 AND PRESENTATION SUPPORT ROOM

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

WEDNESDAY // NOVEMBER 6 - SATURDAY // NOVEMBER 9, 2019

This high tech and fast paced room supports our WE19 speakers, as well as operations for coordination of our virtual programs. Over 75+ programs are audio recorded with accompanying presentations.

VOLUNTEER CENTER

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

WEDNESDAY // NOVEMBER 6 - SATURDAY // NOVEMBER 9, 2019

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

Show your support of SWE with this sponsorship to receive visibility as a sponsor.

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%)

LARGEST EVER
WE ATTENDANCE:

14,000+

WE18 MOBILE APP



8,700+
Total Downloads



350+ exhibitors representing



500+
Volunteers



300+ professional
development sessions



35 countries represented
in total attendance

SOCIAL MEDIA HIGHLIGHTS



79k+ impressions
OVER THREE DAYS



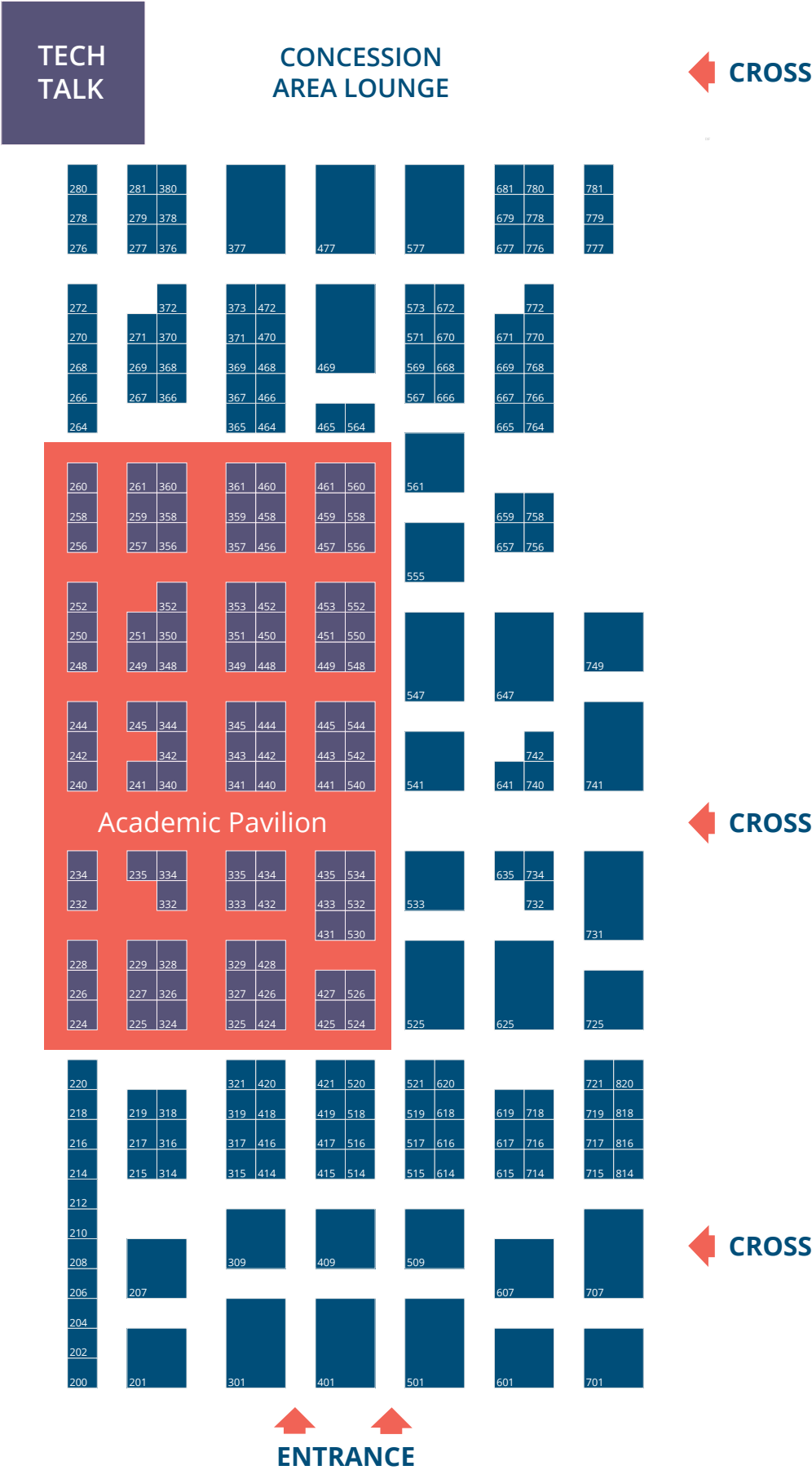
BETWEEN OCTOBER 18-20,
@SWETALK'S TWEETS EARNED

94K+ impressions



OUR SNAPCHAT FILTER WAS USED

1,400+ times



AISLE ➡

CONCESSION
AREA LOUNGE

TECH
TALK

1181	1280	1281	1380				1679	1778	1779	1878
1179	1278	1279	1378				1677	1776	1777	1876
1177	1276	1277	1376	1377	1477	1577				
1169		1271	1370	1369	1469	1569	1671	1770	1773	1872
		1269	1368				1669	1768	1771	1870
		1267	1366				1667	1766	1769	1868
1163				1363		1563			1767	1866
		1261	1360		1461		1661	1760		
		1259	1358				1659	1758		
1155		1257	1356	1355	1455	1555	1657	1756		
1147		1247		1349	1449	1547	1647		1751	
1141		1243		1341	1441	1541	1643			
		1241	1340				1641	1740	1741	

AISLE ➡

		1235	1334				1635	1734		1835
		1233			1433	1533	1633			1833
		1231	1330	1331			1631	1730		1831
1129		1229	1328						1729	1829
		1227	1326		1427	1527	1627	1726		
		1225	1324				1625	1724		1825
1121		1223		1321	1421	1521	1623			1823
		1221	1320				1621	1720	1721	1821

AISLE ➡

1115	1217	1316		1417	1516	1517	1616			1817
	1215	1314	1315	1415	1514	1515	1614	1615		1815
									1713	1813
			1309	1409	1509					1811
1107	1207					1607		1707		1809
										1807
1101	1201		1301	1401	1501	1601		1701		1805
										1803
										1801

➡ ➡
ENTRANCE



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