BREAK THROUGH RECRUITMENT BOUNDARIES AT WE18

The most productive opportunity to reach your organization’s diversity recruitment goals in 2018 will be WE18. Just a few days in Minneapolis, Minnesota next October will give you access to thousands of engineering and technology students and professionals. Women who push boundaries every day to change the face of engineering and innovate solutions to challenges around the world.

Together, let’s change the lives of talented and accomplished women. Join SWE from October 18 - 20, 2018 in the Twin Cities as a Career Fair exhibitor at the world’s largest conference and Career Fair for women in engineering!

WE18 WILL HELP:

- Companies, organizations or academic institutions 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

MINNEAPOLIS: CITY BY NATURE

No more than three hours from any location within the U.S., Minneapolis is a city that offers something for everyone. It is a place where critically acclaimed shows, restaurants and museums mesh with the natural beauty of lakes, trails and parks. Concerned about the weather? Don’t be! Our eight miles of climate-controlled skyways connect all of downtown Minneapolis. Plus, the Minneapolis/St. Paul International Airport has the lowest amount of weather-related delays in the nation.
ACADEMIC AND PROFESSIONAL STATUS OF WE16 ATTENDEES
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 Online Career Center’s candidate database, providing direct access to thousands of women engineers

ACADEMIC EXHIBITORS RECEIVE:

■ Two full-conference registrations
■ Option to purchase two limited registrations (expo hall 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
■ 1-6-ft. table, 2 chairs, identification sign and wastebasket
■ Booth carpet
■ 400 lbs. booth freight
■ 1 electrical outlet (500W)
■ 4 conference registrations (2 for academic rate)
■ 60-day access to SWE Career Center (non-academic exhibitors)

10’X20’ PACKAGE:

■ 2-6-ft. tables, 2 chairs, identification sign and wastebasket
■ Booth carpet
■ 800 lbs. booth freight
■ 1 electrical outlet (500W)
■ 8 conference registrations (4 for academic rate)
■ 60-day access to SWE Career Center (non-academic exhibitors)

10’X30’ PACKAGE:

■ 3-6-ft. tables, 2 chairs, 2 wastebaskets
■ Booth carpet
■ 1600 lbs. booth freight
■ 2 electrical outlets (500W)
■ 16 conference registrations
■ 60-day access to SWE Career Center (non-academic exhibitors)

20’X20’ PACKAGE:

■ 3-6-ft. tables, 4 chairs, 2 wastebaskets
■ Booth carpet
■ 2400 lbs. booth freight
■ 3 electrical outlets (500W)
■ 24 conference registrations
■ 60-day access to SWE Career Center (non-academic exhibitors)

20’X30’ PACKAGE:

■ 3-6-ft. tables, 4 chairs, 2 wastebaskets
■ Booth carpet
■ 4800 lbs. booth freight
■ 6 electrical outlets (500W)
■ 48 conference registrations
■ 60-day access to SWE Career Center (non-academic exhibitors)
CAREER FAIR RATES: (per 10’x10’ space)

Corporate:
- $5,990 if postmarked by April 15, 2018
- $6,490 if postmarked by August 17, 2018
- $6,990 if postmarked after August 17, 2018

Government Agency:
- $4,990 if postmarked by April 15, 2018
- $5,490 if postmarked by August 17, 2018
- $5,990 if postmarked after August 17, 2018

Approved Non-Profit:
- $4,490 if postmarked by April 15, 2018
- $4,990 if postmarked by August 17, 2018
- $5,490 if postmarked after August 17, 2018

All Corporate, Government, and approved Non-Profit booths include 60-day access to SWE Career Center.

Special University Rate: (limited booths available and space limited to 10’x20 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 Non-Profit rate to be in another area of the expo hall.
- $2,500 if postmarked by April 15, 2018
- $2,700 if postmarked by August 17, 2018
- $2,900 if postmarked after August 17, 2018

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 15, 2018
- $6,490 if postmarked by August 17, 2018
- $6,990 if postmarked after August 17, 2018

10’X20’ (two booths) Corporate rate price is:
- $11,780 if postmarked by April 15, 2018 ($200 discount)
- $12,780 if postmarked by August 17, 2018 ($200 discount)
- $13,780 if postmarked after August 17, 2018 ($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 CPC company is limited to 25 interview booths (both comp and paid) and each non-CPC company is limited to 5 interview booths (both comp and paid). For details and deadlines, refer to our interview booth application form.

EXHIBIT INSTALLATION:
TUESDAY | OCTOBER 16, 2018 | 12:00 P.M. – 5:00 P.M.
WEDNESDAY | OCTOBER 17, 2018 | 8:00 A.M. – 5:00 P.M.
THURSDAY | OCTOBER 18, 2018 | 8:00 A.M. – 10:00 A.M.

EXHIBIT HOURS:
THURSDAY | OCTOBER 18, 2018 | 1:00 – 8:00 P.M.
CAREER FAIR RECEPTION: 6:00 – 8:00 P.M.
FRIDAY | OCTOBER 19, 2018 | 9:30 A.M. – 4:00 P.M.
RESERVED FOR PROFESSIONALS ONLY: 9:30 – 10:30 A.M.
OPEN TO EVERYONE: 10:30 A.M. – 4:00 P.M.

EXHIBITOR MOVE-OUT:
FRIDAY | OCTOBER 19, 2018 | 4:00 – 10:00 P.M.
SATURDAY | OCTOBER 20, 2018 | 8:00 – 11 A.M.

CONFERENCE DATES:
THURSDAY | OCTOBER 18, 2018 – SATURDAY | OCTOBER 20, 2018
Sessions, Special Events, and SWE Leadership
*Some Pre-Events will take place on WEDNESDAY | OCTOBER 17, 2018

FOR BOOTH AND SPONSORSHIP INFORMATION, PLEASE CONTACT:
BOOTH INFO: Chris Carlson | Exhibits Manager | P: 630-271-8232 | exhibitsmanager@swe.org or ccarlson@rocexhibitions.com
SPONSORSHIP INFO: SWE HQ | 130 East Randolph Street, Suite 3500 | Chicago, IL 60601 | P: 312-967-9726 | monica.cutrone@swe.org
SPECIAL RECOGNITION:
- Event sponsors receive personalized recognition and visible branding during the sponsored event and in promotions leading up to the event.
- Publication and material sponsors will have their logos prominently displayed on the sponsored item.
- Each sponsorship has unique and customized benefits.

RIGHT OF FIRST REFUSAL FOR FOLLOWING YEAR:
Past sponsors receive right of first refusal on or before February 28, 2018. 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 17, 2018.

$50,000+ SPONSORSHIP
Career Fair Sponsorship – New!

$20,000+ SPONSORSHIPS
Badges and Lanyards
Collegiate Welcome Luncheon
SWE Awards Banquet

$15,000+ SPONSORSHIPS
Educational Tracks
Keynote Breakfast
Networking Lounge Space

$10,000+ SPONSORSHIPS
Celebrate SWE! Closing Keynote
Collegiate Competitions
Collegiate Presidents’ Housing and Collegiate Leaders’ Reception
High School Girls Program
Mobile App
Senior Women’s Luncheon
Social Media Lounge
Spark Center Manicurists
Spark Center Social Media Photo Booth

SWE Awards Reception
SWE Headshot Photos
SWENext Community Award
Tote Bags
Water Bottles
Welcome Ice Cream Social
WiFi Sponsorship

$7,000+ SPONSORSHIPS
Diversity Society Center
Hotel Key Cards
Plenary Sessions
Pocket Guide
Shuttle and Tour Busses
Spark Center Luggage Tags
SWENext Global Innovator Award

$5,000+ SPONSORSHIPS
Careers in Academia Track
Careers in Government and Military Track
Charging Stations
Collegiate Leadership Institute
Collegiate Poster Competition

Food and Beverage Voucher
Graduate Student Meet and Greet
High School Leadership Academy
Mega Sessions
Morning Fitness/Yoga Recharge – New!
Networking Night Hospitality Suites
Pathfinders Lounge
Rapid Fire Competition
Registration Area
SWE Committee Dinner
Virtual Participation
WE18 TweetChats

$2,000+ SPONSORSHIPS
Information Sessions
Mother’s Room
Spark Center Visible Tweets Wall
Speaker Room
SWE Boutique
Tech Talks
Volunteer Center

$1,000+ SPONSORSHIPS
Patron Sponsorship
$50,000+ SPONSORSHIP

PRESENTING SPONSOR: WE18 CAREER FAIR
Price per Sponsor: $50,000 Limit: 2
New and unique opportunity to be a presenting sponsor of the WE18 Career Fair. Sponsorship includes exclusive signage on all doors leading into career fair, signage throughout, photo opp with SWE leadership, mobile notifications and recognition at the popular Thursday night Career Fair Reception. Sponsors also receive recognition in the “Know Before You Go” e-mail sent to all conference registrants.

$20,000+ SPONSORSHIP

BADGES AND LANYARDS
Price per Sponsor: $25,000 Limit: 1
Show your support by sponsoring the official Conference Badge and Lanyard! Each attendee will receive this item during registration and will wear it throughout the duration of the event. Thousands will “wear” your organization logo over these three days. Sponsorship must be committed and paid no later than April 15, 2018.

COLLEGIATE WELCOME LUNCHEON
Price per Sponsor: $20,000 Limit: 3
THURSDAY | OCTOBER 18, 2018
This is a rare opportunity to meet, speak to, and mentor over 1,200 collegians as they meet and mingle prior to their region meetings. All sponsors collaborate jointly on presentation topics. At the lunch, your representatives will have a unique opportunity to greet the attendees and make new contacts.

SWE AWARDS BANQUET
Price per Sponsor: $20,000 Limit: 3
FRIDAY | OCTOBER 19, 2018
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 and may present a three-minute introduction to a capacity crowd of over 1,000.

$15,000+ SPONSORSHIP

EDUCATIONAL TRACKS
Price per Sponsor: $15,000 Limit: 2 sponsors per track
THURSDAY | OCTOBER 18, 2018 – SATURDAY | OCTOBER 20, 2018
Choose one track:
- K–12 Outreach
- Advocating for Change
- Career Management and Life Transitions
- Entrepreneurship
- Strategic Leadership
- Inclusion and Cultural Awareness and Rainbow Lounge
- Innovation in Technology and Business
- Lightning Talks
Receive recognition throughout the conference and demonstrate your emphasis on professional development by aligning your organization with one of these tracks. Recognition signage will be placed strategically at key points throughout the session space. This signage will showcase your brand as professionals and collegians make their way through the educational sessions.

KEYNOTE BREAKFAST
THURSDAY | OCTOBER 18, 2018
Price per Sponsor: $15,000 Limit: 4
This continental breakfast event features an invited speaker, selected by SWE’s Conference Advisory Board. Along with publication, Mobile App, and onsite signage, sponsors of this event receive a table for 10 and may present a three-minute introduction, 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 there.

NETWORKING LOUNGE SPACE
THURSDAY | OCTOBER 18, 2018 – FRIDAY | OCTOBER 19, 2018
Price per Sponsor: $15,000 Limit: 2
Amid busy educational tracks and panel discussions, at some point, everyone at the conference is looking for a place to sit down and recharge. SWE is offering two organizations the opportunity for prominent recognition at the conference in a high-traffic area at the Minneapolis Convention Center. Attendees will use it as an area to relax and connect with other attendees. You might take advantage of the space to demonstrate a special device and highlight innovations. Take advantage of an opportunity for connection and visibility during the entire conference.
$10,000+ SPONSORSHIP

CELEBRATE SWE! CLOSING KEYNOTE
Price per Sponsor: $12,000 Limit: 3
SATURDAY | OCTOBER 20, 2018
This fun, high-energy event celebrates our members’ accomplishments by recognizing SWE’s professional and collegiate section award recipients and scholarship recipients. The closing keynote celebration is the perfect finale to an unparalleled experience of professional development and networking. Sponsorship of this event receives a table for 10 and may present a three-minute introduction.

COLLEGIATE COMPETITIONS
Price per Sponsor: $10,000 (SWE approval needed.)
Engage collegiate and/or professional attendees in a customizable competition that reflects your organization’s priorities. Sponsorship includes 10 tickets to celebrate SWE, promotion through WE18 and swe.org websites and social media platforms. Additional competition needs/details/benefits can be added at additional costs. Each competition is managed separately.

COLLEGIATE PRESIDENTS’ HOUSING AND COLLEGIATE LEADERS’ RECEPTION
Price per Sponsor: $10,000 Limit: 3
COLLEGIATE LEADERS’ RECEPTION | FRIDAY | OCTOBER 19, 2018
Thanks to your sponsorship, all SWE collegiate section presidents will be able to receive four nights of complimentary housing with their conference registrations. In addition to publication recognition, sponsors will receive recognition 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.

HIGH SCHOOL GIRLS PROGRAM
Price per Sponsor: $10,000 Limit: 2
High school girls will have the opportunity to experience the creative and innovative sides of engineering through hands-on projects alongside real engineers. The girls will work with SWE members from around the world on hands-on engineering activities; meet real engineers and learn what they do; make new friends; explore the Outreach Expo during exclusive hours to learn about clubs, camps, competitions, and much more. Additionally, the girls will get an “Invent It. Build It.” T-shirt, bag, and various goodies; be eligible for raffle prizes; and have lunch with the SWE engineers.

MOBILE APP
Price per Sponsor: $12,000 Limit: 5
Be in front of attendees leading up to and during the entire conference. The WE18 custom mobile app supports and promotes the conference and is used by a high percentage of attendees. Mobile app sponsors are recognized on the application’s top page. The app is free and simple to download on both the App Store and Google Play.

SENIOR WOMEN’S LUNCHEON
Price per Sponsor: $10,000 Limit: 2
The Senior 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 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, have the opportunity to present to the attendees, and receive the attendee list.

SOCIAL MEDIA LOUNGE
Price per Sponsor: $10,000 Limit: 3
THURSDAY | OCTOBER 18, 2018 - SATURDAY | OCTOBER 20, 2018
Receive high-level 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. Sponsors will get an opportunity to have representatives available in the lounge for the duration of the Social Media Lounge hours.

SPARK CENTER MANICURISTS
Price per Sponsor: $12,000 Limit: 1
THURSDAY | OCTOBER 18, 2018 - SATURDAY | OCTOBER 20, 2018
Contribute to a Spark Center tradition that attendees love to talk about online. When you sponsor the manicurists, you also secure the right to provide onsite representatives to speak with attendees while they wait. This would also be a great opportunity to showcase the engineering and technology needed to create a cosmetic product from your organization.

SPARK CENTER SOCIAL MEDIA PHOTO BOOTH
Price per Sponsor: $12,000 Limit: 1
THURSDAY | OCTOBER 18, 2018 - SATURDAY | OCTOBER 20, 2018
Make a lasting impression with our exclusive photo booth sponsorship! Your logo will appear on every photo taken in the booth, along with props of your choosing. 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. Long lines are the perfect opportunity for your representatives to connect with attendees in the Spark Center throughout WE18. Online sharing ensures your organization will continue to reap the benefits long after leaving Minneapolis.

SWE AWARDS RECEPTION
Price per Sponsor: $12,000 Limit: 2
FRIDAY | OCTOBER 19, 2018
The Awards 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.
SWE HEADSHOT PHOTOS
Price per Sponsor: $10,000 Limit: 4
THURSDAY | OCTOBER 18, 2018 & FRIDAY | OCTOBER 19, 2018
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. With this sponsorship, they are sure to remember you. Sponsors will be promoted before the conference starts as both collegiate and professional attendees will be encouraged to register for this benefit. You will be able to have brand representatives at the headshot room throughout the duration and a table for giveaways/promotional materials is included.

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 them they have the capacity to pursue STEM careers. These awards are given to SWENexters in their junior and senior 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.

TOTE BAGS
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. And they pop up at other events for many years. Sponsorship must be committed and paid no later than April 15, 2018.

WATER BOTTLES
Price per Sponsor: $10,000 Limit: 3
Sponsor logos will appear on our reusable, environmentally friendly, BPA-free water bottles. This provides continuous visibility throughout the conference and beyond. Sponsorship must be committed and paid no later than April 15, 2018.

WELCOME ICE CREAM SOCIAL
Price per Sponsor: $12,000 Limit: 5
WEDNESDAY | OCTOBER 17, 2018
Be the first to welcome our professional and collegiate attendees to Minneapolis. Also network with SWE members and other organizations’ 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 recognized and integrated with special fun event scripting.

WIFI SPONSORSHIP
Price per Sponsor: $10,000 Limit: 3
THURSDAY | OCTOBER 18, 2018 - SATURDAY | OCTOBER 20, 2018
Get everyone connected! This sponsorship offers a unique privilege for sponsors to get their organization in front of all WE18 attendees. This 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, a branded WiFi code, and recognition on the meter boards throughout the conference venue.

$7,000+ SPONSORSHIP

DIVERSITY SOCIETY CENTER
Price per Sponsor: $7,000 Limit: 2
THURSDAY | OCTOBER 18, 2018 & FRIDAY | OCTOBER 19, 2018
Our Diversity Society 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. Be recognized for your diversity initiatives while receiving strong visibility through this sponsorship!

HOTEL KEY CARDS
Price per Sponsor: $7,000 Limit: 4
This is a superior branding opportunity! Attendees staying at WE hotel properties 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).

PLENARY SESSIONS
Price per Sponsor: $8,000 Limit: 2 per plenary dates available
THURSDAY | OCTOBER 18, 2018 (MID-MORNING & MID-AFTERNON)
FRIDAY | OCTOBER 19, 2018 (A.M.)
SATURDAY | OCTOBER 20, 2018 (A.M.)
Choose one of these high-visibility, well-attended general sessions, open to all attendees. Friday and Saturday morning plenary sessions are accompanied by a continental breakfast. As the sponsor, you will be able to provide a brief two-minute introduction.

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.
SHUTTLE AND TOUR BUSSES
Price per Sponsor: $7,000 Limit: 4
WEDNESDAY | OCTOBER 17, 2018 – SATURDAY | OCTOBER 20, 2018
Catch the attention of attendees as they come and go from the convention center. This sponsorship offers a perfect high-visibility exposure opportunity to attendees. The sponsor’s logo will be on all signage at the shuttle bus stations. Your brand will be on all of the buses that we use for attendee transportation.

SPARK CENTER LUGGAGE TAGS
Price per Sponsor: $7,000 Limit: 2
THURSDAY | OCTOBER 18, 2018 – SATURDAY | OCTOBER 20, 2018
Volunteers help attendees make more than 2,000 tags featuring clever engineering-related phrases. Get your logo on a WE18 memento that will travel the world and serve as a conversation starter for months to come.

SWENEXT GLOBAL INNOVATOR AWARD
Price per Sponsor: $7,500 Limit: 5
Available for up to 5 students each year per sponsorship, the SWENext Global Innovator Award recognizes engineering excellence in female students across the country. Sponsor will receive name recognition in the award.

$5,000+ SPONSORSHIPS

CAREERS IN ACADEMIA TRACK
Price per Sponsor: $5,000 Limit: 3
THURSDAY | OCTOBER 18, 2018 – SATURDAY | OCTOBER 20, 2018
Enjoy continuous visibility throughout our academic program of events. Visibility includes special logo recognition for each Careers in Academia session sign.

CAREERS IN GOVERNMENT AND MILITARY TRACK
Price per Sponsor: $5,000 Limit: 3
THURSDAY | OCTOBER 18, 2018 – SATURDAY | OCTOBER 20, 2018
Support our government track with this high-recognition sponsorship. Visibility includes special logo recognition for each government session sign.

CHARGING STATIONS
Price per Sponsor: $5,000 Limit: 6 | 2 sponsors per station
THURSDAY | OCTOBER 18, 2018 – SATURDAY | OCTOBER 20, 2018
Reach attendees while they charge their phones and other mobile devices. Kiosk-style charging stations will feature your organization’s logo and message. Charging stations will be placed throughout the convention center, providing a vital service to all attendees.

COLLEGIATE LEADERSHIP INSTITUTE
Price per sponsor: $5,000 Limit: 5
THURSDAY | OCTOBER 18, 2018 – SATURDAY | OCTOBER 20, 2018
As part of the conference, select attendees will have the opportunity to attend the Collegiate Leadership Institute, a three-day 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. Sponsors will be recognized in all CLI printed and electronic materials leading up to and onsite at WE18.

COLLEGIATE POSTER COMPETITION
Price per Sponsor: $5,000 Limit: 3
THURSDAY | OCTOBER 18, 2018 & FRIDAY | OCTOBER 19, 2018
This event highlights and rewards presentations of the best collegiate technical papers chosen from students from across the United States. Your organization will be recognized by special signage at the Collegiate Poster Competition display area. Sponsor this competition and support some of the brightest engineering students around, a great place to find talent for your organization.

FOOD AND BEVERAGE VOUCHER
Price per Sponsor: $5,000 Limit: 4
FRIDAY | OCTOBER 19, 2018
Everyone needs to eat, especially at a conference. Sponsor this voucher and be a winner to all attendees. Sponsorship includes sign recognition at each concession stand where vouchers are used, as well as recognition on the voucher sleeve. Sponsors also receive special recognition in the “Know Before You Go” e-mail sent to all conference registrants.

GRADUATE STUDENT MEET AND GREET
Price per Sponsor: $5,000 Limit: 3
FRIDAY | OCTOBER 19, 2018
Extend your recruiting opportunity 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.

HIGH SCHOOL LEADERSHIP ACADEMY
Price per Sponsor: $5,000 Limit: 5
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.
MEGA SESSIONS
Price per Sponsor: $5,000 Limit: 5
THURSDAY | OCTOBER 18, 2018 - SATURDAY | OCTOBER 20, 2018
Mega Sessions are high-level, thought-provoking sessions designed to engage attendees on a range of topics. The Mega Session speakers are thought leaders in their respective fields and will share new ideas and perspectives that attendees can apply to their careers. These sessions are open to all attendees. Sponsors will be recognized through signage at all Mega Sessions.

MORNING FITNESS/YOGA RECHARGE
Price per sponsor: $5,000 Limit: 4
THURSDAY | OCTOBER 18, 2018 - SATURDAY | OCTOBER 20, 2018
Exercise your mind and body thoroughly at WE18 by sponsoring a morning fitness or yoga class. The classes will be open two days to all attendees and guided by a certified fitness or yoga instructor. As a sponsor, your logo will be branded on yoga mats for all participants to enjoy beyond Minneapolis. There will be an anticipated 40-50 attendees per class. Sponsor must be confirmed no later than June 30, 2018.

NETWORKING NIGHT HOSPITALITY SUITES
Price per Sponsor: $6,000 + your refreshment costs Limit: 20 | CPC members first option; first come, first served
THURSDAY | OCTOBER 18, 2018 | 8 P.M. -10 P.M.
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. Sponsorship is limited to available space and subject to SWE approval. Past sponsors have right of first refusal.

PATHFINDERS LOUNGE
Price per Sponsor: $5,000 Limit: 3
THURSDAY | OCTOBER 18, 2018 - SATURDAY | OCTOBER 20, 2018
10:00 A.M. - 5:00 P.M.
We invite you to support this much-needed addition to our programming. The Pathfinders Lounge provides a resource for valuable networking among our emerging leaders, experienced senior professionals, and recently retired engineering experts. This will be the place to socialize, network, renew old friendships, and discuss topics of general interest in an informal setting throughout the day. Activities include a new member welcome, a SWE past president meet and greet, informal facilitated conversation circles, and high-level valuable educational content for late-career and retired attendees. Sponsors will receive high-level visibility and have multiple opportunities to network and mingle with this unique group of talented and passionate attendees.

RAPID FIRE COMPETITION
Price per Sponsor: $5,000 Limit: 3
THURSDAY | OCTOBER 18, 2018 & FRIDAY | OCTOBER 19, 2018
This sponsorship recognizes original research or project work with an application in engineering, either as an individual or team, and is open to both professionals and collegians. In addition to posters being displayed in the Rapid Fire Poster Display area, this competition will also include (2) Rapid Fire Sessions (oral presentations). The format for these sessions includes a (5) minute presentation for each finalist, with additional time for the audience to ask questions. Sponsors will support this important new initiative that will showcase our best and brightest engineers, and your company will be recognized by special signage at the Rapid Fire Poster Competition display area, as well as on the Rapid Fire meeting rooms.

REGISTRATION AREA
Price per Sponsor: $5,000 Limit: 6
WEDNESDAY | OCTOBER 17, 2018 - SATURDAY | OCTOBER 20, 2018
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: 3
WEDNESDAY | OCTOBER 17, 2018
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 two-minute introduction. This is a great opportunity to be in front of and mingle with SWE collegiate and professional leaders.

VIRTUAL PARTICIPATION
Price per Sponsor: $5,000 Limit: 4
THURSDAY | OCTOBER 18, 2018 - SATURDAY | OCTOBER 20, 2018
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. Sponsor logos will be featured during replays, which means that your sponsorship goes beyond the three days.

WE18 TWEETCHATS
Price per Sponsor: $5,000 Limit: 3 | one sponsor per chat
Connect with SWE’s highly engaged social media audience before the start of WE18. In three pre-event TweetChats, SWE will lead discussions aimed at building excitement and helping attendees prepare for the event. Your sponsorship will include promotional tweets leading up to the TweetChat, mentions during the TweetChat, and SWE Tweeting your logo at the beginning and end of the hour-long session to all the organization’s followers.
$2,000+ SPONSORSHIP

INFORMATION SESSIONS
Price per Sponsor: $3,500 Limit: 12
THURSDAY | OCTOBER 18, 2018 & FRIDAY | OCTOBER 19, 2018
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. Price includes audiovisual equipment, limited to LCD projector, computer, screen, a/v cart, and microphone.

MOTHER’S ROOM
Price per Sponsor: $3,000 Limit: 2
WEDNESDAY | OCTOBER 17, 2018 – SATURDAY | OCTOBER 20, 2018
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.

SPARK CENTER VISIBLE TWEETS WALL
Price per Sponsor: $4,000 Limit: 2
THURSDAY | OCTOBER 18, 2018 – SATURDAY | OCTOBER 20, 2018
Display your logo on a constantly changing screen that contains live messages about the conference. Every Tweet containing #WE18 enters this animated stream in the Spark Center, where attendees can stop and see what people are talking about online.

SPEAKER ROOM
Price per Sponsor: $2,000 Limit: 5
WEDNESDAY | OCTOBER 17, 2018 – SATURDAY | OCTOBER 20, 2018
Sponsor the speaker preparation room and receive continuous signage recognition throughout the conference. This is a good opportunity to meet with SWE’s professional speakers, as well as our leaders and subject matter experts!

SWE BOUTIQUE
Price per Sponsor: $3,000 Limit: 3
WEDNESDAY | OCTOBER 17, 2018 – SATURDAY | OCTOBER 20, 2018
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!

TECH TALKS
Price per Sponsor: $3,500 Limit: 12
THURSDAY | OCTOBER 18, 2018 & FRIDAY | OCTOBER 19, 2018
All times/days are based on availability.
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

VOLUNTEER CENTER
Price per Sponsor: $2,000 Limit: 2
WEDNESDAY | OCTOBER 17, 2018 – SATURDAY | OCTOBER 20, 2018
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 SPONSORSHIP
Price per Sponsor: $1,000
FROM WE16

DISCIPLINE BREAKDOWN

- Mechanical Engineer (19%)
- Chemical Engineer (14%)
- Electrical/Electronics Engineer (10%)
- Biomedical Engineer (6%)
- Civil Engineer (5%)
- Computer Science/Engineering (5%)
- Industrial Engineer (5%)
- Aerospace Engineer (4%)
- Computer Engineering (3%)

LARGEST EVER WE ATTENDANCE:

**11,724**

- 308 exhibitors representing 547 booths
- 100+ schools and universities represented by attendees (based on attendee affiliation not exhibitors)
- 250+ professional development sessions
- 24 countries represented in total attendance

WE16 MOBILE APP

- **7,032** WE16 App downloads
  - 4,115 iOS
  - 1,937 Android

SOCIAL MEDIA HIGHLIGHTS

- **#WE16** hashtag reached over **350K+** timelines
- Between October 26-29, @SWETALK’S TWEETS earned **54.3K** impressions
- Our Snapchat filter was used **1.4K+** times