

# 2022 SPONSORSHIP PROSPECTUS

6 May 2022 | The Marriott Marquis | San Diego, California, USA

# SPONSOR TODAY. SHAPE TOMORROW.

Partner with us at this intimate, high-level event

IEEE is searching for strategic partners (or partnerships) and sponsors for the IEEE Vision, Innovation, and Challenges Summit and Honors Ceremony Gala. These partnerships are a great opportunity for your business to build brand association within the technological space.

Now in its fifth year, the Summit brings together leading innovators, visionaries, and disruptors in technology to discuss, explore, and uncover what is imminent, what is possible — and what these emerging technologies mean for our shared future.

## BENEFITS OF SPONSORING

**INTERACT** | Throughout the event, sponsors have multiple opportunities and ways to network with attendees from around the world and across industry and academia.

**EMPOWER** | Being both an in-person and online event, sponsors generate brand awareness and provide information to attendees far beyond San Diego.

**INFLUENCE** | Improve your ROI by positioning your brand front-and-center, influencing attendees and showcasing your solutions to a worldwide audience of key decision makers.

**ENHANCE** | Promote your organization's visibility throughout the IEEE Vision, Innovation, and Challenges Summit and Honors Ceremony including its growing social media following.

We hope you join us on 6 May at the Marriott Marquis in San Diego. Connect with our engaged community of individuals shaping a better future for all.

See you there,



Dr. Karen Panetta  
IEEE Awards Board Chair

## IEEE HONORS CEREMONY



# THE VISION, INNOVATION, AND CHALLENGES SUMMIT

A day of learning, inspiration, and networking



The IEEE VIC Summit highlights the innovation and creativity of engineering, science, and technology through provocative, educational, and inspiring talks with a vision for the future, opportunities for innovation, and the challenges to overcome.

The event typically draws individuals from all over the world, from young professionals to high-level career professionals in the technology ecosystem.

*"It's the most exciting awards show that I've ever attended."*

## NOTABLE PAST SPEAKERS



MIKE NORTH



TELLE WHITNEY



AYANNA HOWARD



FAWZI BEHMANN



ANNA DELENELA



KARL W. REID





# ABOUT THE HONORS CEREMONY GALA

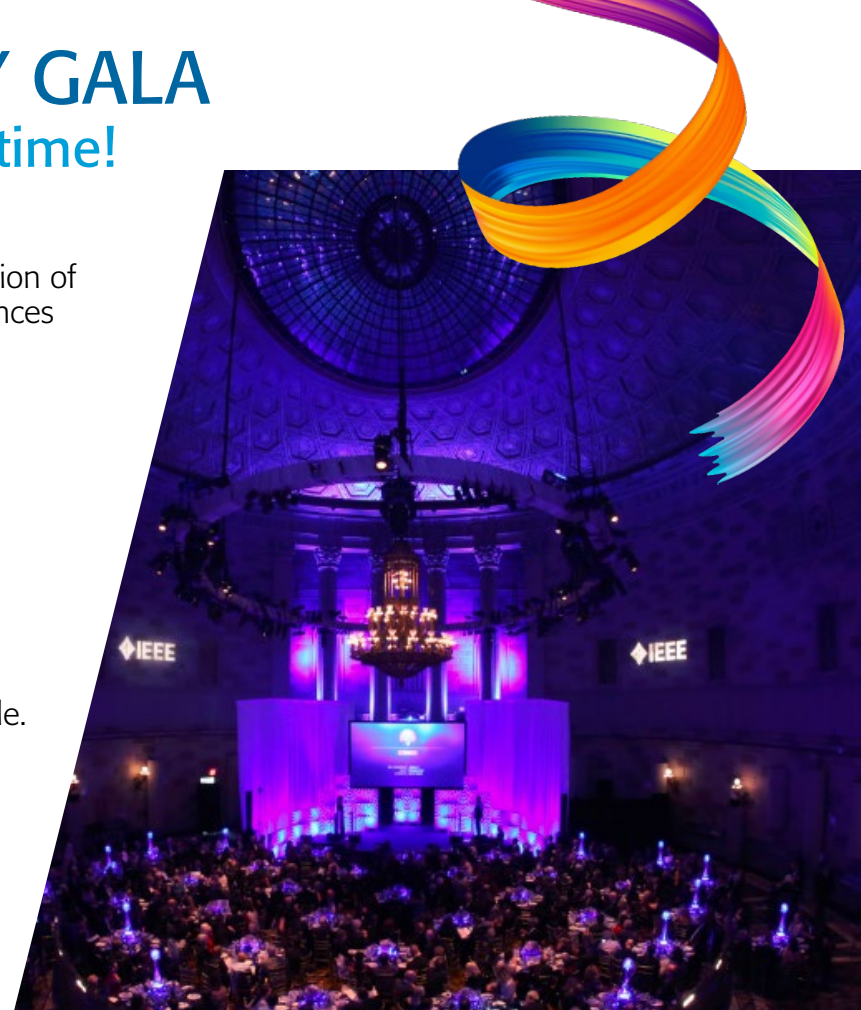
## Celebrating some of the greatest minds of our time!

The Summit culminates with the IEEE Honors Ceremony Gala—an evening celebration of renowned icons whose work has served as a catalyst for and propelled major advances in such areas of

- communications,
- medical imaging,
- visual media,
- information sciences and systems, and
- various other fields of computer and electrical engineering.

It is only through their achievements that have made today's advancements possible.

*"The Award Ceremony & Gala certainly felt like attending the Academy Awards."*



## NOTABLE HONOREES



KATHERINE G. JOHNSON



KURT E. PETERSEN



LISA SU



KORNELIS (KEES) A.  
SCHOUHAMER IMMINK



CHENMING HU



KRISTINA M. JOHNSON

Photograph by Annie Leibovitz.

IEEE  
VISION INNOVATION  
CHALLENGES  
SUMMIT  
No IEEE Summit and Honors Ceremony

# EVENT SPONSOR OPPORTUNITIES

Bespoke packages are also available

Levels and opportunities break down as follows:

	PINNACLE \$20,000	PREMIER \$15,000	SHOWCASE \$10,000
15-minute Speaker Slot	Included		
Recognition by IEEE President from Podium	Included	Included	Included
Exhibit Booth	Included	Included	Included
Event Giveaway Insertions	2 Inserts	1 Insert	1 Insert
Sponsor Video broadcasted during event	Up to 5 minutes To be supplied by sponsor	Up to 3 minutes To be supplied by sponsor	Up to 2 minutes To be supplied by sponsor
Summit & Honors Ceremony Tickets	10 Tickets Two reserved tables with company logo signage	8 Tickets One reserved table with company logo signage	6 Tickets One reserved table with company logo signage
VIP Lunch & Reception	10 Tickets	8 Tickets	6 Tickets

## ADDITIONAL EVENT SPONSOR OPPORTUNITIES

VIP Reception Exclusive Sponsor  
\$25,000

Breakfast Exclusive Sponsor  
\$25,000

Luncheon Exclusive Sponsor  
\$25,000

Networking Breaks Sponsor  
\$6,000 – LIMIT 2

General Reception Sponsor  
\$12,000 – LIMIT 2

We will happily work with you to create the right sponsorship program based upon your budget and goals. Contact us today.

Your Event Sponsor Contact:

Keyana Tennant, Engagement Manager

[keyana.tennant@ieee.org](mailto:keyana.tennant@ieee.org)

732.562.6828

IEEE  
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*"Overcoming uncommon challenges demands both unconventional thinking and exploratory zeal. For two years we have been proud to sponsor the IEEE VIC Summit and Honors Ceremony and the James H. Mulligan, Jr. Education Medal. And in 2019, we had the opportunity to present a distinguished talk on aerospace technology at the event to an audience of over 350 technologists. Lockheed Martin is pleased to celebrate those who also embrace these ideals and share Lockheed Martin's vision of a brighter, safer, and more productive future."*

Mary Snitch, Lead, External Engagements,  
Lockheed Martin Corporation



Contact us today to customize a sponsorship program that can help you achieve your branding goals.

Keyana Tennant, Engagement Manager

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VISION INNOVATION  
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# YOUR SPONSORSHIP JOURNEY

## Return on investment extends beyond “just one day”

Your sponsorship recognition will be customized based upon sponsorship level. Below you will find a sample of how recognition will take place before, during, and after the Summit, generating thousands of impressions via our website, social media, the event itself, and outbound marketing.



### BEFORE THE EVENT

Company logo (hyperlinked) on IEEE Awards website

Tweet announcing your company as event sponsor via @IEEEAwards (3,000 Followers)

Company inclusion in event press release

Company logo included in printed and email event promotion

### AT THE EVENT

Company logo displayed at regular intervals on large screens

Company name announced from podium

Company logo on branding and press board

Company mention in live social media coverage of event

### AFTER THE EVENT

Company logo (hyperlinked) displayed in the “Thank you to our Sponsors and Partners” section of IEEE Awards website

Social mentions thanking your company for sponsorship via IEEE Awards accounts (5,000+ Followers)

Company logo included in follow up email messaging to 2022 attendees

Company logo included in archival event materials freely accessible

Contact us today to customize a sponsorship program that can help you achieve your branding goals.

Keyana Tennant, Engagement Manager

[keyana.tennant@ieee.org](mailto:keyana.tennant@ieee.org)

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# WHO WILL BE THERE?

## Attendee demographics

Senior leaders from all over the world come together to be inspired by world-class speakers, nurture their networks, and engage with some of the most brilliant and creative people of our time. As a sponsor, you will be reaching the top thinkers and influencers from academia and industry.

### Innovators, pioneers, and visionaries exchanging ideas and insights on...

- Artificial Intelligence
- Space Exploration
- Healthcare Technology
- Information Theory
- Robotics
- Power & Energy
- Photonics
- Cybersecurity
- Optoelectronics
- Industrial Tech
- Wearable Tech
- Telecom

350+

In-person 2019 attendees

46%

Hold Director titles or higher

1,200+

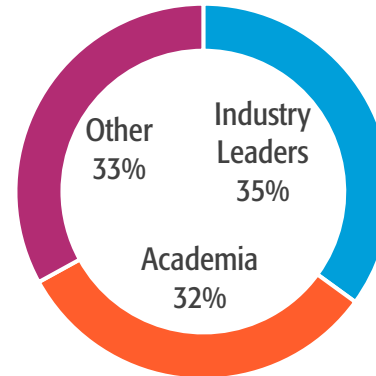
Virtual 2021 registrants

200+

Organizations represented in 2021 by speakers, honorees, and attendees

98%

of past attendees surveyed would like to attend future IEEE VIC Summits



20+

Countries represented in 2021 by speakers, honorees, and attendees

### UNIVERSITIES REPRESENTED IN PAST:

Auburn University • Caltech • Dartmouth • Georgia Tech • Loyola • Marymount University • MIT • NY Institute of Tech • San Francisco University • San Jose University • Santa Clara University • Tokyo Institute

### COMPANIES REPRESENTED:

Apple • Applied Materials • Disney • Festo • Google • Hitachi • HP • IBM • Intel • MathWorks • Microsoft • Nokia • Bell Labs • Northrop Grumman • Pixar • Qualcomm • The Boeing Company • Toyota • Viasat • Verizon



# GENERATE INTEREST. GARNER LEADS.

## Media exposure results from years past

From save-the-dates to post-session recordings, as a sponsor, your branding and marketing will reach thousands of IEEE members and senior decision makers across the world through our print, social, and email promotion efforts as well as our media relations work and press coverage.

10.65+  
MILLION

Estimated media  
audience reach from  
negotiated 2021  
placements

90% Aggregated 1-year growth of  
social media platforms

5% Aggregated engagement rate –  
exceeds industry average of 1-3%

2021  
ORGANIC  
SOCIAL  
REACH

2.9M  
Reach

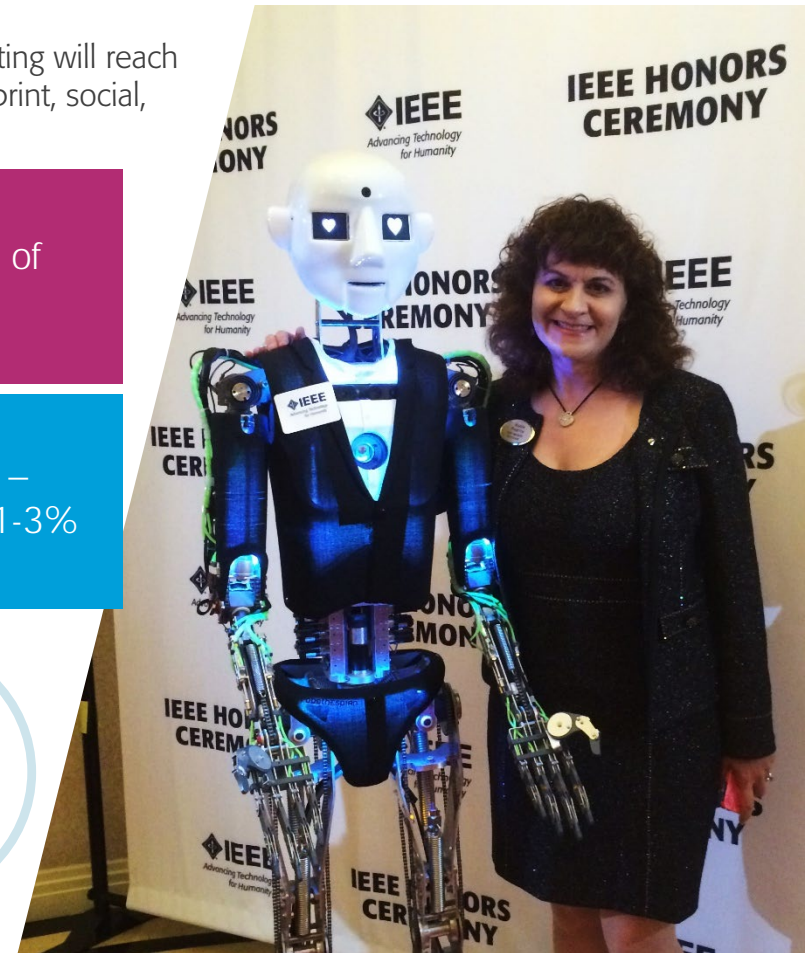
15.5M  
Impressions

31.6K  
Impressions

5%  
Avg. Engagement Rate

3.7M  
Reach

4M  
Impressions



## MEDIA COVERAGE

EE  
ONLINE

Semiconductor  
ENGINEERING  
DEEP INSIGHTS FOR THE TECH INDUSTRY

EET&D  
MAGAZINE

EE Times

Light Reading  
Podcasts

IEEE  
VISION INNOVATION  
CHALLENGES  
SUMMIT  
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*"A passion for unrelenting innovation is what drives Qualcomm's pursuit of the transformative technologies of the future. Recognizing and honoring that same drive in those individuals and organizations setting the standard for technology and engineering excellence, we are proud of our sponsorship of the IEEE Richard W. Hamming Medal and the 2019 "An Evening of Innovation" pre-event held before the Honors Ceremony at the Qualcomm San Diego Campus."*

Ed Tiedemann, Senior Vice-President, Engineering, Qualcomm Technologies, Inc. and IEEE Fellow



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# INSPIRE THE NEXT GENERATION

## While expanding your reach to global decision makers



Your partnership is instrumental in enabling IEEE to continue the legacy of presenting these prestigious awards and continue to celebrate these impactful accomplishments to **inspire future generations of engineers, educators, scientists, innovators, visionaries, leaders, and practitioners.**

Don't lose out on your opportunity to place your company at the center of this action-packed exclusive event. We recommend completing our event sponsorship request form as soon as possible. All sponsorship requests do go through an internal review process by our awards committee.

After you submit the request form, Ms. Tennant or another member of our sponsorship team will be in contact with you within two business days to walk through next steps.

**Sponsorship opportunities are limited, so be sure to complete your request form today.**



Contact us today to customize a sponsorship program that can help you achieve your branding goals.

Keyana Tennant, Engagement Manager

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# IEEE VISION | INNOVATION CHALLENGES SUMMIT

An IEEE Summit and Honors Ceremony

6 May 2022 | The Marriott Marquis | San Diego, California, USA

Learn more at [corporate-awards.IEEE.org](https://corporate-awards.ieee.org)

 **IEEE**  
Advancing Technology  
for Humanity