

IEEE
VISION | INNOVATION
CHALLENGES
SUMMIT

An IEEE Summit and Honors Ceremony



*Advancing Technology
for Humanity*



2024

SPONSORSHIP PROSPECTUS

3 May 2024 | Boston, Massachusetts, USA

SPONSOR TODAY. SHAPE TOMORROW.

Partner with us at this intimate, high-level event

As the Summit enters its seventh year, it unites prominent innovators, visionaries, and disruptors in technology to engage in discussions and exploration of what lies ahead, what can be achieved, and the implications of these emerging technologies for our collective future.

Seize this unique opportunity to strengthen your brand presence within the technological space by sponsoring the IEEE Vision, Innovation, and Challenges Summit and Honors Ceremony Gala.

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 Boston.

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.

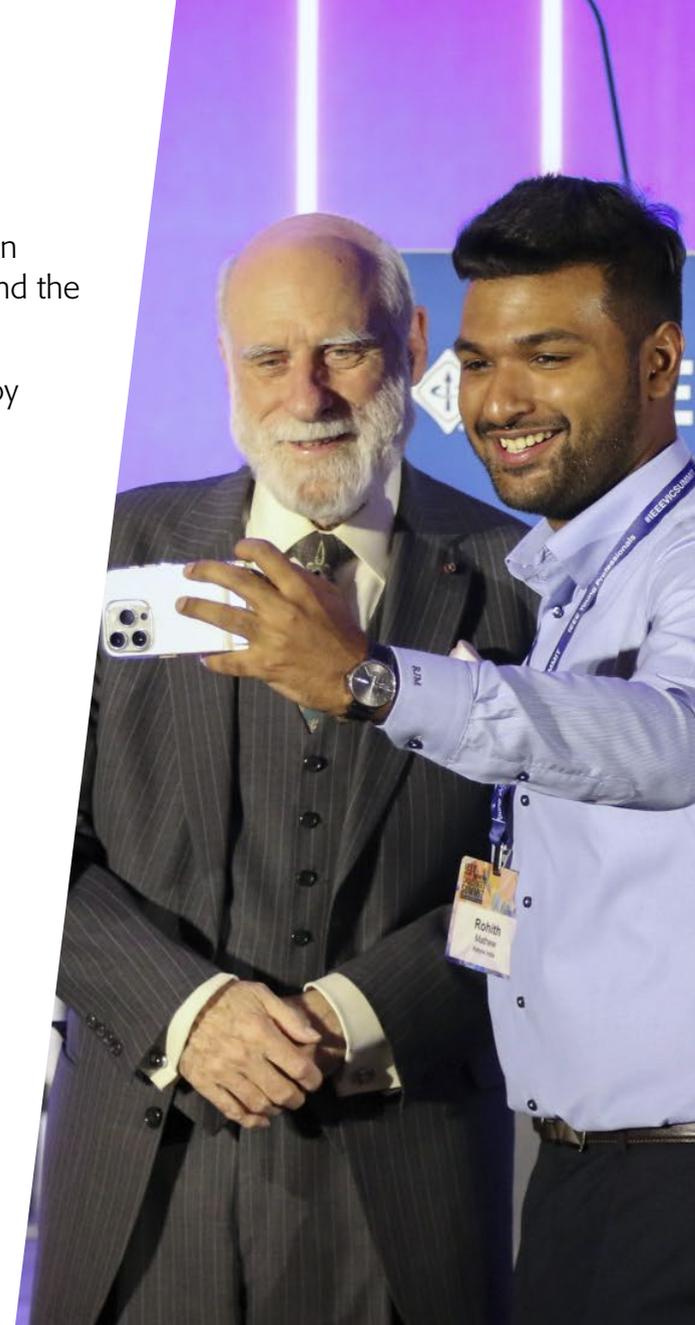


We hope you join us on 3 May in Boston. Connect with our engaged community of individuals and organizations in shaping a better future for all.

See you there,

A handwritten signature in black ink that reads "Nim K. Cheung".

Nim K. Cheung, IEEE Awards Board Chair



THE VISION, INNOVATION, AND CHALLENGES SUMMIT

A day of learning, inspiration, and networking



Gain perspective and deepen your understanding of key topics impacting our world today. The annual 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.

These sessions draw individuals from all over the world, from young professionals to high-level decision makers in the technology ecosystem.

"It's the most exciting event that I've ever attended."



NOTABLE PAST SPEAKERS



RODNEY BROOKS



TELLE WHITNEY



ALAA J. MOUSA



KATIE HAFNER



SOYEON YI



CHARLES NEAL



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.

The achievements of the Award and Medal Recipients that are recognized at this event have made today's advancements in technology possible.

“The Award Ceremony & Gala certainly felt like attending the Academy Awards.”

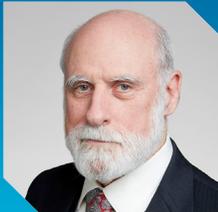
IEEE HONORS CEREMONY



NOTABLE HONOREES



KATHERINE G. JOHNSON



VINT CERF



LISA SU



TOM LEIGHTON



AZAD M. MADNI



**DOREEN
BOGDAN-MARTIN**

Photograph by Annie Leibovitz.

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IEEE MEDAL AND RECOG



"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, Head of Awards Partnerships & Engagement

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SPONSOR LEVELS

	PLATINUM \$150K	GOLD \$80K	SILVER \$50K	BRONZE \$25K	SUPPORT \$10K
	1 Available	2 Available	2 Available	4 Available	Unlimited
Sponsor badge ribbon	◆	◆	◆	◆	◆
Signage in areas of event indicating level*	◆	◆	◆	◆	◆
Acknowledgement in printed program*	◆	◆	◆	◆	◆
Tax write-off to the extent allowed by law	◆	◆	◆	◆	◆
Recognition as event sponsor in pre-event marketing campaigns and social media*	◆	◆	◆	◆	
Recognition in post-event attendee campaigns and social media outlets*	◆	◆	◆	◆	◆
Complimentary VIP Registrations	20	10	5	4	2
Full Day Registrations	20	10	5	4	2
Reserved VIP Tables during Lunch	2	1	1		
Reserved VIP Tables during Honors Ceremony	2	1	1		
Feature highlight in pre-event attendee campaigns	◆	◆	◆		
Prominent inclusion of company logo and hyperlink on event website*	◆	◆	◆	◆	◆
Featured on IEEE Awards Website*	◆	◆	◆	◆	◆
Inclusion of company logo souvenir in attendee gift bag	◆	◆	◆	◆	◆
Special recognition and acknowledgement of company by emcee during program	◆	◆	◆	◆	
Signage featuring company logo and rolling logo on screen during event**	◆	◆	◆	◆	◆
Use of IEEE Awards "Sponsor Seal" image for 12 months	◆	◆	◆	◆	◆
Exhibit booth space at daytime event	◆	◆	◆	◆	
Company logo on Step & Repeat Photo backdrop	◆	◆	◆	◆	◆
Presentation of a company video at Summit (live stream)***	◆	◆	◆		
Presentation of company video at Honors Ceremony (live stream)***	◆	◆	*Size, prominence, and placement will correspond to sponsorship level. **Sponsor to provide camera-ready art and meet deadlines for print production. ***Sponsor to provide video footage that meets IEEE standards. Video length and placement will correspond to sponsorship level.		
Speaking Opportunity during Summit*	◆	◆			
Featured Interview	◆				
Speaking Opportunity during Honors Ceremony	◆				

EVENT CO-PARTNER OPPORTUNITY

Become our Exclusive Diamond Sponsor at \$300k

Are you ready to take your brand to the pinnacle of success and leave a lasting impact in the industry? We are thrilled to present our most distinguished sponsorship opportunity - the Exclusive Diamond Sponsorship.

As our esteemed Diamond Partner, you will enjoy unrivaled brand visibility and recognition throughout the entire event. Here's what you can expect as our Diamond Sponsor:

Exclusivity and One-on-One Access: Gain exclusive one-on-one access to the leadership of IEEE, forging influential relationships and partnerships that can propel your business forward.

Tailored Marketing Offerings: We believe in customizing benefits to suit your company's unique goals and objectives. That's why we are dedicated to crafting a personalized sponsorship program that aligns perfectly with your needs. We will work with you to ensure your brand shines brightly throughout the event.

Thought Leadership Opportunities: Seize the chance to participate in high-level discussions and engage with thought leaders in the industry, elevating your company's position as a prominent player.

Inspire and Connect: Be an integral part of the Summit experience, as attendees come together to share ideas, network, and get inspired. Your brand will play a pivotal role in shaping this unforgettable event.

Don't miss this chance to position your brand at the forefront of the conversation and demonstrate unwavering support for the advancement of technology and engineering.

"The VICS/Honor Ceremony attracts key technical and executive, industry and academic, leaders worldwide. Being a sponsor provides impactful visibility to these attendees. For GE, visibility to all these segments is very important. The benefits of sponsorship are far greater than the nominal cost to be a sponsor. GE was pleased to sponsor this year and plans to sponsor future VICS/Honor Ceremony events."

John McDonald, IEEE Life Fellow and GE Vernova Grid Solutions Smart Grid Business Development Leader



ADDITIONAL SPONSOR OPPORTUNITIES

Sponsor benefits will be customized

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

PANEL SPONSOR — \$35K

Your choice of presentation; either be a panelist or moderator. Includes Bronze-level benefits.

BREAK SPONSOR — \$15K EACH

2 available - morning and afternoon.

LUNCH SPONSOR — \$40K

Make an impression as the official Lunch Sponsor. Introduce yourself and your company with a 5-minute introduction. Includes signage and branded item.

DESSERT RECEPTION SPONSOR — \$30K

Recognize the 2024 Medal and Recognition recipients. Includes signage and branded item. Includes Bronze-level benefits.

WIFI SPONSOR — \$20K

One of the most critically important aspects of any event and provides highly visibility.

IEEE AWARDS SUPPORTERS HAVE INCLUDED

Apple

ARM

Earthlink

GE

Google

IBM

Intel

Lockheed Martin

MathWorks

Nokia Bell Labs

Northrop Grumman

Qualcomm Technologies

Raytheon Technologies

Samsung

Toyota

Truist



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

400+

In-person 2023 attendees

46%

Hold Director titles or higher

4 in 10

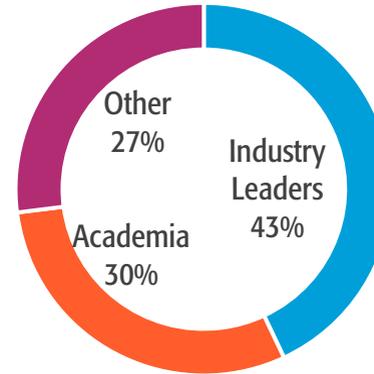
Attendees are IEEE Members

200+

Organizations represented in 2023 by speakers, honorees, and attendees

98%

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



25+

Countries represented in 2023 by speakers, honorees, and attendees

UNIVERSITIES REPRESENTED IN PAST:

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

COMPANIES REPRESENTED:

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

GENERATE INTEREST. GARNER LEADS.

Media exposure matters

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.

326+
MILLION

Estimated media audience reach from negotiated 2023 placements

7.4k Average number of visitors monthly to Awards website

556
MILLION

The number of Google search results for IEEE – an established brand well-known worldwide.



26.4k

Social media followers across platforms that increases monthly

8%

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



PAST MEDIA COVERAGE

BBC
NEWS

FASTCOMPANY

Forbes

POWER
ELECTRONICS NEWS

TE
TechCrunch

“ 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 and 2022 “An Evening of Innovation” pre-events 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.



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JOIN US – SAVE THE DATE!

3 May 2024 | Boston, Massachusetts, USA
Learn more at [corporate-awards.IEEE.org](https://corporate-awards.ieee.org)

