Where Technical and Business Leaders Shape the Future

Gain access to thousands of global innovators who lead the advancement of technology for the benefit of humanity at the 2021 IEEE Honors Ceremony and the Vision, Innovation, and Challenges Summit
Honoring Leaders Who Made The Impossible Possible

Past medal recipients at the IEEE Honors Ceremony who made an impact to technology and society include:

- **Brad PARKINSON**
  United States Air Force

- **Chenming HU**
  University of California, Berkeley

- **Katherine G. JOHNSON**
  NASA

- **Kornelis (Kees) A. SCHOUHAMER IMMINK**
  Turing Machines Inc.

- **KURT E. PETERSEN**
  Silicon Valley Band of Angels

- **Mildred DRESSELHAUS**
  M.I.T.

- **TELLE WHITNEY**
  Anita Borg Foundation

- **URSULA KELLER**
  NCCR MUST
About This Event

- A virtual event 11–13 May 2021
- Focused on exploring how technology can improve lives and celebrating the leaders who have had a lasting impact on humanity, technology, and the profession
- Powered by IEEE—the world’s largest technical professional organization

Who Will Be There?

Innovators and visionaries from around the world who are pioneering the latest technology:

- Artificial Intelligence
- Smart Cities & Digital Twins
- Smart Homes
- Wearables
- Microelectronics
- Industrial Technology
- XR
- Telecom
- Cyber Security
- Sensors
- Robotics
- Photonics, Power & Energy
IEEE Awards Media Relations: Targeted, Impactful Visibility

IEEE Awards’ media outreach campaign delivers highly targeted access to millions of readers worldwide through a carefully architected network of positive relationships with reporters, editors, bloggers, and others.

Highly targeted and visible media relations campaign featuring select 2020 distinguished Honorees in a range of high-profile media outlets

Strategic media placements, including podcasts and contributed articles serve as key differentiators

Contributed articles and podcasts enjoyed audience reach in excess of 8.6 million, with actual online readership exceeding 5.33 million.

For more information on Sponsorships or Media Partnerships, email: keyana.tennant@ieee.org or call 732.562.6828
IEEE Awards Social Media: Delivering Meaningful Results

IEEE Awards’ social media campaign is a responsive, dynamic program that delivers increased visibility, enhances brand awareness, and builds lasting connections with highly targeted audiences worldwide.

- Dedicated follower base of more than 20,000 on Twitter, LinkedIn, and Facebook
- Aggregated 1-year growth of more than 85%
- Aggregated engagement rate of more than 5% exceeds typical industry rate of 1% - 3%
- Compelling content highlighting sponsors drives brand engagement, awareness, and affinity
- Extended social media footprint leveraging power of global IEEE network and brand strength

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Reach a New Audience of Key Decision Makers Now

This is your opportunity to expand existing relationships, and build new, long-term partnerships with the world’s most diverse and influential gathering of technical professionals, researchers, innovators, and entrepreneurs.

Contact us today to customize a plan that can help you achieve your goals.

Keyana Tennant
Engagement Manager
keyana.tennant@ieee.org
732.562.6828
Enhance Your Reputation. Increase Your Reach.

As a sponsor of the 2021 IEEE Vision, Innovation, and Challenges Summit and IEEE Honors Ceremony, you’ll have the opportunity to associate your brand with some of the most interesting and exciting technologies and technologists of our time.

In addition, through event sponsorship you will increase your organization's exposure and enhance:

- Brand Visibility
- Lead Generation
- Recruitment
- Targeted Marketing
- Global business relations
- Community Goodwill

Plus, the new, virtual format of the event allows you to:

• conduct product demos and thought leadership sessions
• reach a global broadcast audience

… all without the risk or expense of travel.
# 2021 Virtual Sponsorship Opportunities

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<tr>
<th>Feature</th>
<th>Showcase Sponsor $10,000</th>
<th>Premier Sponsor $20,000</th>
<th>Pinnacle Sponsor $30,000</th>
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<tr>
<td>Featured Speaker Slot</td>
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<td>Sponsored Track</td>
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<td>Logo on All Event Material</td>
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<td>Verbal Recognition During Featured Speaker Presentation</td>
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<td>Logo on Featured Speaker Loop</td>
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<td>Video Commercials (up to two)</td>
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<td>Virtual Booth (size and features vary by package)</td>
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<td>Banner Ads in Virtual Event Platform</td>
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<td>Virtual session with Q&amp;A</td>
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<td>Sponsor Logo and Description on Event Website</td>
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Custom sponsorship packages are available. For more information, please email: [keyana.tennant@ieee.org](mailto:keyana.tennant@ieee.org) or call **732.562.6828**.
Bonus Sponsorship Opportunities to Help You Achieve Your Goals

For more information on Sponsorships or Media Partnerships, email: keyana.tennant@ieee.org or call 732.562.6828
Sponsored Tracks

$15,000

Target your audience based on their interests
Demonstrate your brand’s leadership and authority in your subject matter expertise by sponsoring a track. Your brand will be featured on the website and in marketing collateral. You’ll also have the opportunity to introduce all the sessions at the start of the day.

(2 tracks available)
Gamification/Leaderboard Sponsor

$7,500

Reinforce your brand reputation

Stake your claim to the competitive (and fun) portion of this event. Attendees will see your brand when they earn points and badges as part of the virtual experience. At the end of the event, you’ll reward the “winners” with special prizes.

For more information on Sponsorships or Media Partnerships, email: keyana.tenant@ieee.org or call 732.562.6828
Virtual Exhibit Marketplace

$1,000–$3,500

Generate more qualified leads

Make sure your organization has an online space to host demos, display new content, career fair, hold video calls with prospects, and promote your services.

For more information on Sponsorships or Media Partnerships, email: keyana.tennant@ieee.org or call 732.562.6828
Networking Lounge

$10,000

Increase your brand awareness among young professionals

When you sponsor the virtual Networking Lounge, your brand will have the opportunity to facilitate important connections between attendees. This includes the ability to engage with up-and-coming leaders by posing questions and hosting discussions in a branded chat room.

For more information on Sponsorships or Media Partnerships, email: keyana.tennant@ieee.org or call 732.562.6828
VIP/Senior Leadership Networking Lounge

$15,000

Be the trusted networking partner for senior executives

Use the Lounge to facilitate connections among VIP attendees. This sponsorship gives you the ability to host discussions, presentation, and discussions in a branded chat room.

For more information on Sponsorships or Media Partnerships, email: keyana.tennant@ieee.org or call 732.562.6828
Virtual Event Swag

$3,000

Create excitement and engagement with your brand
Promote your organization with virtual (or physical) swag. Whether you want to offer consultations, gift cards, discounts, promotional offers, or chances to win a prize—we’ll work with you to customize a plan to help achieve your goals.

For more information on Sponsorships or Media Partnerships, email: keyana.tennant@ieee.org or call 732.562.6828
EXCLUSIVE! Rotating Banner Ad Sponsor

$4,500

Make sure everyone sees your brand

Get exclusive rights of a digital banner ad (1 per day of the event) on the official virtual conference page. The exclusive banner will be live on the conference website and on the event platform and have a prominent position.

For more information on Sponsorships or Media Partnerships, email: keyana.tennant@ieee.org or call 732.562.6828
Rotating Banner Ads

$1,000*

Increase the visibility of your brand.
Sponsor one of the rotating banner ads on the official virtual conference page. The rotating banner is visible throughout the Vision, Innovations and Challenges Summit and Honors Ceremony on the event platform.
*3 per day (depends on the number of banner ad space available)

For more information on Sponsorships or Media Partnerships, email: keyana.tennant@ieee.org or call 732.562.6828
Push Notifications

$500 each message

Get your message directly in front of attendees

Take advantage of the virtual platform’s push notifications. You’ll be able to deliver a custom message (45 characters or less) to be sent to all attendees at the specific time of your choice each day (based on available time slots).

(5 per day; $5,000 for all 3 days)

For more information on Sponsorships or Media Partnerships, email: keyana.tennant@ieee.org or call 732.562.6828
End of Event Sizzle Reel

$3,500

Showcase your brand
Your logo will be included in the video capturing highlights of the event and will be showcased on multiple platforms.

(5 Total)

For more information on Sponsorships or Media Partnerships, email: keyana.tennant@ieee.org or call 732.562.6828
Virtual/Speed Mentoring

$5,000

Gain brand visibility with a large number of students

This interactive, virtual, small-group mentoring session encourages attendees seek personalized advice on their career or academic endeavors from your experts.

*Depends on platform and schedule*

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Online Raffle Giveaway

$5,000

Elevate your brand reputation
Be the organization associated with winning by sponsoring an on-line raffle during the virtual event.

(1 per day)

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Recognizing global innovators who lead the advancement of technology for the benefit of humanity

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Contact Keyana Tennant, Engagement Manager
email: keyana.tennant@ieee.org
732.562.6828