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 Atlanta.

**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 5 May at the Hilton Atlanta in Atlanta Georgia. Connect with our engaged community of individuals shaping a better future for all.

See you there,

Dr. Karen Panetta
IEEE Awards Board Chair
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.
“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
keyana.tennant@ieee.org
732.562.6828
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  
732.562.6828
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.

**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.

<table>
<thead>
<tr>
<th>Innovators, pioneers, and visionaries exchanging ideas and insights on...</th>
<th>Industry Leaders 35%</th>
<th>Academia 32%</th>
<th>Other 33%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artificial Intelligence</td>
<td>Robotics</td>
<td>Optoelectronics</td>
<td></td>
</tr>
<tr>
<td>Space Exploration</td>
<td>Power &amp; Energy</td>
<td>Industrial Tech</td>
<td></td>
</tr>
<tr>
<td>Healthcare Technology</td>
<td>Photonics</td>
<td>Wearable Tech</td>
<td></td>
</tr>
<tr>
<td>Information Theory</td>
<td>Cybersecurity</td>
<td>Telecom</td>
<td></td>
</tr>
</tbody>
</table>

### Attendee demographics

- **350+** In-person 2019 attendees
- **1,200+** Virtual 2021 registrants
- **46%** Hold Director titles or higher
- **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
MEDIA COVERAGE

<table>
<thead>
<tr>
<th>Platform</th>
<th>Reach</th>
<th>Impressions</th>
<th>Avg. Engagement Rate</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>2.9M</td>
<td>31.6K</td>
<td>5%</td>
<td>4M</td>
</tr>
<tr>
<td>Twitter</td>
<td>15.5M</td>
<td></td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
<td>3.7M</td>
<td></td>
<td></td>
<td>15.5M</td>
</tr>
</tbody>
</table>

**Estimated media audience reach from negotiated 2021 placements:**

- **10.65+ MILLION**
- **90%** Aggregated 1-year growth of social media platforms
- **5%** Aggregated engagement rate – exceeds industry average of 1-3%

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.
"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

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

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