



ABET

2018 SPONSORSHIP KIT

ABOUT ABET

ABET accredits college and university programs in the disciplines of applied and natural science, computing, engineering and engineering technology at the associate, bachelor and master degree levels.

With ABET accreditation, students, employers, parents and society at large can be confident that a program prepares graduates to enter a global workforce.

Beginning in 1932, professional engineers in the United States were held against ABET's educational standards when applying for licensure. Today, after more than 80 years, these standards continue to play a fundamental role and have become the basis of quality for over 40 disciplines all over the world.

Developed by science, technology, engineering and math (STEM) professionals from ABET's member societies, ABET's criteria focus on what students experience and learn. Our voluntary peer-review process is highly respected because it adds critical value to academic programs in the STEM disciplines, where quality, precision and safety are of the utmost importance.



2200+
ABET Experts

1932
Year ABET was established

1,000,000+
Graduates of ABET-Accredited Programs

WHO IS ABET CONFIDENT?



INSTITUTIONS AND STUDENTS

ABET accreditation benefits institutions by promoting best practices in education and by directly involving faculty and staff in self-assessment and continuous quality improvement processes.

For students, ABET accreditation verifies that their educational experience meets the global standard for their profession. It enhances employment opportunities, supports entry to technical professions through licensure, registration and certification, and paves the way to work globally.

EXPERTS

Our more than 2,200 volunteers, whom we call ABET Experts, come from academia and industry alike. This network of Experts is the heart of ABET accreditation. By serving as program evaluators, commissioners, board members and advisors, practicing professionals ensure high-quality education worldwide.

Experts like Yvette Pearson Weatherton, Juan Perez and David “Hoot” Gibson are lending their expertise to programs worldwide and contributing to STEM education.

INDUSTRY

Below is only a partial list of government and industry organizations that supply our Experts and hire graduates of ABET-accredited programs.

3M	Hewlett-Packard	NCR Corporation
Amoco Corporation	Honeywell	Northrop Grumman
AT&T	IBM	Procter & Gamble
Bell Laboratories	Intel Corporation	Raytheon
Boeing	Jet Propulsion Lab	Sandia National Laboratories
British Petroleum	National Laboratory	Shell Oil Company
Caterpillar, Inc	Lockheed Martin Corporation	SIEMENS
Cisco Systems	Los Alamos National Laboratory	SPRINT
ConocoPhillips	Microsoft Corporation	Tektronix
DuPont	MIT Lincoln Laboratory	Texas Instruments
Eli Lilly and Company	Motorola	The Aerospace Corporation
Exxon-Mobil	NASA	The Dow Chemical Company
Ford	NIOSH	United Parcel Service
General Dynamics	NIST	U.S. Armed Forces
General Electric	National Research Council	Verizon
General Motors	National Science Foundation	Xerox Corporation



Yvette Pearson Weatherton
Associate Dean for
Accreditation and Assessment
Rice University



Juan Perez
Chief Information and
Engineering Officer
United Parcel Service



David “Hoot” Gibson
United States Air Force

ACCREDITATION NUMBERS

ABET ACCREDITATION AROUND THE WORLD

Our goal is to promote and enhance STEM higher education worldwide. That is why we became an international organization in 2008. Now over 776 institutions in 31 countries have achieved accreditation, ensuring that their students are receiving the best education. Our scope continues to expand as other disciplines, for instance, cybersecurity, are now looking to earn ABET accreditation.

Approximately 85,000 students graduate from ABET-accredited programs each year, and millions of graduates have received degrees from ABET-accredited programs since 1932.

WORLDWIDE



3852
PROGRAMS

776
INSTITUTIONS

UNITED STATES



3175
PROGRAMS

637
INSTITUTIONS

OUTSIDE THE US



677
PROGRAMS

139
INSTITUTIONS

85,000

GRADUATES FROM ABET-ACCREDITED PROGRAMS ANNUALLY



GLOBAL IMPACT

ABET HAS ACCREDITED PROGRAMS IN 31 COUNTRIES



- Austria
- Bahrain
- Chile
- China
- Colombia
- Ecuador
- Egypt
- India
- Indonesia
- Jordan
- Kazakhstan
- Kuwait
- Lebanon
- Mexico
- Morocco
- Oman
- Palestine
- Peru
- Philippines
- Poland
- Portugal
- Qatar
- Russian Federation
- Saudi Arabia
- Singapore
- South Africa
- Spain
- Turkey
- United Arab Emirates
- United States
- Vietnam



WHY SPONSOR?

ABET is the gold standard in STEM education. We are committed to establishing standards that add critical value to academic programs, where innovation, efficiency and safety are vital to success. When your company sponsors our organization, it shows an alignment with programs that are aiming to build a safer, more efficient and more sustainable world.

As a sponsor of ABET, your message will reach hundreds of senior-level decision makers, in a variety of intersecting fields. And by investing in our services, you will be investing in STEM education.

Sponsoring with ABET gives your organization the opportunity to engage with and be seen by leaders of industry and academia. Each of our attendees represents hundreds to thousands of professionals and graduate students ready to enter the workforce—by aligning your brand with ABET you'll find yourself front-of-mind with our experts and the myriad of technical and professional associations that rely on ABET.

Throughout this kit you will find various sponsorship offerings, but if you have something else in mind, we would be happy to discuss custom sponsorship opportunities.

ABET SYMPOSIUM

SAN DIEGO | APRIL 12-13, 2018



714

2017 ATTENDANCE

19%

INTERNATIONAL ATTENDEES

82%

PLAN ON RETURNING



90%

WOULD RECOMMEND TO COLLEAGUES

ABET'S FLAGSHIP EVENT

The ABET Symposium is our premier event for accreditation, assessment and the global exchange of best practices in STEM education. One of the only events that brings together both industry professionals and academic leaders from the STEM fields, participants return each year to discuss the ever-evolving climate in higher education.

Over this two-day event, our sessions spark vital discussions to ensure that we are equipping our students to create and build for the future, and your brand could take part in that.

Join us for the 2018 Symposium, *Sustainability*, in San Diego, California. Moderated by NPR's **Aarti Shahani** and featuring fascinating speakers like Google's **Gozie Nwabuebo**, Team Lead for HBCU Engagement, the Symposium offers opportunities for your brand to promote cutting edge plenary sessions that discuss the pressing topics of sustainability and diversity & inclusion in the STEM fields.

During the event, your company will have countless opportunities to make a lasting impression on your captive target audience. From giveaways to branded events and wings, top industry executives, senior government officials and academic leaders will leave knowing that your brand supports the advancement of their industries.

With your help, ABET and its member societies can ensure the success of our programs' graduates and the enrichment of STEM education.

SPONSORSHIP OPPORTUNITIES

SILVER SPONSOR | \$5,000+

- Sponsor logo on conference website
- Sponsor logo in conference guide
- Sponsor logo on conference signage
- Sponsor logo rotated on pre-plenary video loop

PLATINUM SPONSOR | \$12,000+

- All benefits of the Silver and Gold Sponsorship, plus
- 3-4 complimentary Symposium registrations
- 30 second video promoting corporate efforts, services or products during day 1 lunch
- Sponsored email sent to Symposium attendees

GOLD SPONSOR | \$8,000+

- All benefits of the Silver Sponsorship, plus
- 1-2 complimentary Symposium registrations
- Special thank you and website link included in Catalyst Newsletter (monthly circulation of over 5,000)



Joe Polca

Bonnie J. Daniels

A LA CARTE OPPORTUNITIES

BRANDING OPTIONS

General Session Chair Drop	\$5,000
Registration Bag Insert	\$3,000
Table Top Exhibit Space	\$8,000
Lanyards	\$7,000
Portfolios	Call for pricing
Pens	\$6,000
Columns	Call for pricing

SYMPOSIUM MAIN EVENT

Plenary Sessions	\$12,000
Keynote	\$15,000
Breakfast Sponsor	\$9,000
Lunch Sponsor	\$9,000

SELF-STUDY ROOM

Signage	\$5,000
iPad Tablets Welcome Page	\$5,000

ADVERTISING OPPORTUNITIES

Conference App	\$4,000
Conference Program	See Advertising Rates
Catalyst Newsletter	\$4,000

EVENTS

Presidents Reception	\$6,000
Student Video Contest	\$8,000
Corporate Awards	\$8,000
Fireside Chats	\$4,000

ADVERTISING RATES (PROGRAM BOOK)

B&W

Full page	\$2,000
1/2 page	\$1,750
1/4 page	\$1,200

FULL COLOR

Full page	\$2,500
1/2 page	\$2,250
1/3 page	\$1,750
1/6 page	\$1,000

PREMIUM

Inside cover	\$3,500
Back cover	\$3,500

SPECIFICATIONS

Full page	8.5" x 10"
1/2 page (horizontal)	8.5" x 4.875"
1/4 page	4.125 x 4.875"

DESCRIPTIONS

President's Reception

A private event attended by luminaries of ABET, STEM industry leaders and other special invited guests gather for a reception hosted by the ABET President. As a Sponsor of this special invitation-only event, you will receive signage as well as the chance to speak for 2-3 minutes.

Student Video Contest

Each year, we challenge students enrolled in ABET-accredited programs to submit a video showing why they are #ABETconfident. A favorite event, last year's winners traveled from Peru to receive their award and showcase their video. As a Sponsor, you'll have the opportunity to make this event a memorable one.

Corporate Awards

At ABET we seek to honor those who excel in the various STEM fields and industries. From the halls of academia to the boardrooms and labs of the corporate world, ABET brings attention to those who are creating opportunities for the next generation, building a diverse workforce and leading the way with advancements that make the world a better place. We invite you to work with us to honor deserving individuals and institutions.

General Session Drops (2)

Surprise each of our attendees with a small gift during our General Session events.

Fireside Chats

This session format is intended to engage the audience in a candid conversation with leaders in higher education. Topics often include challenges and triumphs learned along their careers. Join the inspirational conversations led by ABET President Michael Lightner and align your brand with champions of higher education.

Plenary Sessions (2)

The Plenary is a must-see event during the conference. Each Plenary is packed with industry leaders providing significant insight that resonates with our conference attendees. As a sponsor, you will have the opportunity to introduce the session moderator and panelists. As the presenting sponsor, your company's logo will also be displayed prominently on the overhead screens and displays.

Meal Sponsor (2)

Continental breakfast and gourmet lunch will be served to all attendees, so we encourage you to get your company's message across to this captive audience. We will display signage on all tabletops and common areas during breakfast and/or lunch.

Self-Study Room

The Self-Study room one of the busiest and most used perks of the ABET Symposium. Sponsor one of the biggest draws and key points of the entire event with signage and logos on displays, tables and iPads.

ABET AWARDS GALA

CELEBRATING EXTRAORDINARY CONTRIBUTIONS TO STEM EDUCATION

The ABET Awards Gala brings together 150 leaders from academia and industry to honor the leaders that give their time and ability to improve STEM education. Winners of our four awards range from provosts at R1 institutions and senior executives from Bayer and Exxon Mobil to deans and department chairs who are paving the way for underrepresented minority groups to succeed in the STEM disciplines.

We proudly host the Awards Gala each year in Baltimore, the home of ABET headquarters and operations.

Help us recognize the selfless leaders who dedicate their talent and expertise to give back to their professions and refuse to accept the status-quo. By sponsoring the ABET Awards Gala, you are showing your organization's commitment to improving our technical workforce and the future of STEM education.

AWARDS

When we identify truly exceptional efforts by individuals, institutions or organizations, we honor them with one of four major awards:

Innovation Award

The ABET Innovation Award recognizes vision and commitment that challenge the status-quo in STEM education. It honors individuals, organizations or teams that are breaking new ground by developing and implementing innovation into their ABET-accredited programs.

Claire L. Felbinger Award for Diversity

This award is presented to U.S.-based educational units, individuals, associations and firms for extraordinary success in achieving diversity and inclusiveness in the STEM fields.

Linton E. Grinter Distinguished Service Award

Our highest honor, we award an individual whose rare commitment and enduring impact has greatly advanced ABET's mission. Recipients of this award have made outstanding contributions to the STEM disciplines through their work in accreditation.

ABET Fellow Award

The ABET Fellow Award recognizes individuals who have given sustained, meaningful service to applied & natural science, computing, engineering or engineering technology education and to their respective professions through their work in accreditation.



SPONSORSHIP OPPORTUNITIES

All sponsorship levels include:

- Company branding on Pre- and Post-Gala communications
- Company branding on Awards Gala website page
- Opportunity to include an approved branded and/or co-branded promotional item in each giveaway bag to all Awards Gala attendees

PRE-GALA RECEPTION SPONSOR [EXCLUSIVE]

\$5,000

- Lead the Gala's opening remarks and express your organization's strong support
- Host the Pre-Gala reception
- Up to 4 Gala tickets
- Ad in awards video (30 seconds)
- Opportunity to meet MC and award winners
- Acknowledgment on awards program
- Your logo on Gala entrance graphics
- Logo and name featured in Gala invitation

POST-GALA NIGHT CAP SPONSOR [EXCLUSIVE]

\$5,000

- Kickoff the Post-Gala with remarks while award winners gather for an enjoyable night cap
- Host the Post-Gala reception attended by the awarded guests at the Baltimore Hilton
- Up to 2 Gala tickets
- Ad in awards video (30 seconds)
- Opportunity to meet MC and award winners
- Acknowledgment on awards program
- Your logo on Gala entrance graphics
- Logo and name featured in Gala invitation



SILVER SPONSOR

\$2,500

- Signage and branding opportunities at the Pre-Gala reception
- Organization recognized in opening remarks from CEO/MC
- Up to 2 Gala tickets
- Ad to play in awards video (15 seconds)
- Opportunity to meet MC and award winners
- Organization logo on Gala entrance graphics
- Logo and name featured in Gala invitation

BRONZE SPONSOR

\$1,500

- 2 Gala tickets
- Ad in awards video (15 seconds)
- Opportunity to meet MC and award winners
- Organization logo on Gala entrance graphics
- Logo and name featured in Gala invitation



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COMPANY GOES HERE

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