IEEE SECTIONS CONGRESS 2023

SPONSORSHIP OPPORTUNITIES

11TH – 13TH, AUGUST 2023
OTTAWA, CANADA
IEEE – Institute of Electrical and Electronic Engineers

IEEE, the world’s largest technical professional society, continuously promotes the development and application of electrotechnology and related disciplines for the benefit of humanity and the advancement of the profession.

**IEEE’s Impact:** With the 430,000 members spanning 165 countries of the globe, IEEE fosters the development of standards that often become national and international standards and produces over 30% of the world’s literature in its related fields publishing well over 100 peer-reviewed journals.

If you are connecting to the internet – you are using IEEE Standards!

IEEE Sections Congress is the triennial flagship event hosted by IEEE that brings together leaders from our 430,000 members in 165 countries, including technical professionals, corporate leaders, key contributors, entrepreneurs and academic leaders.

When you partner with the IEEE Sections Congress, your organization message and branding will reach wider audience with over 1200 attendees present, 60% of our 430,000 membership tuned in with the social media campaigns and about 110K page views/month on ieee.tv where you can put your company’s products and services in front of the global technology workforce. The 2023 Sections Congress is an excellent opportunity for companies, not for profit organizations and universities to support, impact and meet IEEE leaders.

Various levels of support and participation in the event are given below. Please contact us if you need to have a sponsor package customized for your needs.
The world’s largest professional association dedicated towards advancing technological innovation and excellence for the benefit of humanity.

IEEE and its members inspire global community through IEEE and its members inspire a global community through highly-cited publications, conferences, technology standards and professionals as well as educational activities. IEEE creates an environment where members collaborate on world-changing technologies from computing and sustainable energy systems, to aerospace, communications, robotics, health care, and more.

IEEE membership is open for any individual who belongs to an IEEE designated field by education or profession. Engineering, Computer Science & Information Technology, Physical Science, Biological & Medical Science, Mathematics, Technical Communications, Education, Management and Law are all IEEE designated fields. This indicates that IEEE no longer serves only for electrical and electronics engineers. Members from various different domains can excel in their studies and careers via IEEE membership.
Held every three years since 1984, IEEE Sections Congress provides IEEE Sections leaders with a venue for expressing opinions and concerns through recommendations for action, which will be used by the IEEE Board of Directors to guide IEEE into the future.

An event which includes three days of working sessions and networking, Sections Congress will attract more than a thousand delegates from all over the world. At the Congress the delegates are given the chance to learn how to utilize the resources of IEEE to maximize their effectiveness as IEEE volunteer leaders and express ideas about how IEEE can better serve its members, now and going forward. The issues identified at Sections Congress have had a major impact on the plans made by the IEEE leadership for the future of IEEE.

**Objectives**

- Networking – To network and build relationships with others
- Skills enhancement – To provide an opportunity for delegates to gain information and leadership skills
- Way forward – To serve as a forum for section representatives and other local leader, enabling them to voice, on behalf of the collective membership, the ideas, issues, and recommendations that will impact the development and growth of IEEE throughout the world; hence reinforcing its vitality and relevance to those it serves

**Participants: 1250 onsite**

**Live stream to over 400,000 members**
Shaw Centre, Ottawa, Canada
Why Sponsor IEEE Sections Congress 2023?

You will interact with IEEE leaders from around the world. You can promote your brand and raise awareness of your innovation and products.

IEEE Sections Congress is Your opportunity to recognize and support our collective mission, and recognize the standards and other engineering contributions that IEEE members make to your organization.

With a truly multicultural and multidisciplinary audience, the advantages of partnering with the IEEE at such a gathering are endless. Sponsoring this event will allow our partners to create a unique, compelling and iconic image of their brand in the minds of congress participants. Being the flagship event of the IEEE Sections Congress 2023 will be the main focus of the entire organization for 2023.

Cement your brand as a global leader by partnering with the largest professional organization on the planet!
MEMORIES FROM PREVIOUS CONGRESSES

IEEE SECTIONS CONGRESS 2014
Amsterdam, Netherlands

IEEE SECTIONS CONGRESS 2011
San Francisco, California, USA

IEEE SECTIONS CONGRESS 2008
Quebec City, Canada

www.ieee.org | www.sections-congress.ieee.org
# HIGHLIGHTS FROM IEEE SECTIONS CONGRESS 2017

## THE NUMBERS

<table>
<thead>
<tr>
<th>1,232 Attendees</th>
<th>97 Countries</th>
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<tbody>
<tr>
<td>314 Sections</td>
<td>93% of all sections represented</td>
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<td>37 Technical societies/councils</td>
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<td>50% Attending for the first time</td>
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## THE PROGRAM

<table>
<thead>
<tr>
<th>45 Briefs (38 Breakouts, 10 Panel sessions, 4 Fishbowls)</th>
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<tbody>
<tr>
<td>38 Breakout sessions</td>
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<td>57 Learning Hubs</td>
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<td>10 Panel Sessions</td>
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<td>127 Speakers</td>
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<td>30 Exhibits</td>
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<td>4 Fishbowls</td>
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When you partner with the IEEE Sections Congress, you can rest assured that your organization branding and message will reach a wide audience through our vast media channels including: Facebook, LinkedIn, IEEE TV, Twitter.

**IEEE.tv**

Over the past year we averaged about 10K pageviews/month. At IEEE.tv, you can put your company, products, and services in front of the global technology workforce. Much of IEEE Sections Congress 2023 will be live-streamed via IEEE.tv making the event available to all of IEEE’s 400,000+ members worldwide.

**Social Media**

**Social Media Statistics**

- Over **400,000** members are tuned into social media
- **240,000+** Impressions
- **2,000** Re-shares
- **500** Original social media posts
- **50,000** Reach over
- **6.1K visitors**

**SC2017 website statistics:**

- **6.1K visitors**
A unique gateway to reach our members
The mobile app will be the personal assistant to delegates providing event reminders, contact exchanges, notes and much more...

As a sponsor of the IEEE Sections Congress, your logo will be proudly displayed in our newly developed mobile application. Attendees and other users will be able to learn more about sponsors and their offerings through targeted advertising within the mobile application. You will also have the opportunity to work with our technical staff to craft appealing messages to attendees about offerings, special deals your organization may be offering. Connect directly with our attendees.
PAST SECTIONS CONGRESS SPONSORS
## Sponsorship Packages at a Glance

### Website and Digital Media
- Logo posted on social media platforms
- Hyperlinked company logo on SC2023 “Our Sponsors” webpage
- Recognition in SC2023 Mobile app “Our Sponsors” tab
- Logo in mass emails
- Logo displayed in all promotional material
- Logo on attended electronic information brochure
- Logo on SC2023 website home page
- Recognition in SC2023 mobile app landing page

<table>
<thead>
<tr>
<th>Event</th>
<th>Bronze $3,000</th>
<th>Silver $5,000</th>
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### Signage and Banners
- Signage recognizing sponsorship at event
- Logo on SC2023 Backdrops

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### Contribution to Program
- Verbal acknowledgment at opening & closing ceremonies and sponsored events
- Exhibitor booths at the event
- Conduct an online competition prior to the event to promote the branding among participants
- Short video clip at opening ceremony

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### Sponsorship Benefits

#### Social Media and Networking Events
- Invitation to attend opening ceremony and dinner
- Conference registration passes

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<td>Social Media and Networking Events</td>
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#### IEEE.tv
- Recognition for your sponsorship via a branded graphic during sessions breaks
- On-demand distribution of your branding or promo videos on IEEE.tv’s Sections Congress “Event Showcase” page for one year after the event
- Ad placement next to the video player on the live-stream page
- Streaming your branding or promotional videos during session breaks

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- Hyperlinked company logo on the SC2023 “Our Sponsors” webpage
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- Hyperlinked company logo on the SC2023 “Our Sponsors” webpage
- Recognition in SC2023 mobile app “Our Sponsors” tab
- Periodic mentions of company in IEEE institute
- Logo in mass emails
- Logo displayed in all promotional materials
- Promotional materials distributed with the congress kit
- Logo displayed in congress kit related items
- Logo on attendee electronic information brochure
- Logo on SC2023 website home page
- Recognition in SC2023 mobile app landing page

### Banners
- Logo on SC2023 backdrops
- Company banner stand at SC2023
- Flags displayed at venue entrance

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### Social and Networking Events
- Invitation to attend opening ceremony and dinner
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### Other
- Signage recognizing sponsorship at event

### Contributions to Program
- Verbal acknowledgement at opening & closing ceremonies and sponsored events
- Exhibitor booths at the event
- Conduct an online competition prior to the event to promote the brand among participants
- Short video clip at opening ceremony
Loretta Arellano
Fundraising Chair, Past Section Congress Chair
Email: l.arellano@ieee.org

If you wish to make a wire transfer, please contact:
sc-information@ieee.org

Visit:
www.ieeefoundation.org/
SectionsCongress
and follow instructions given on the pages.

Nichole Farmer
IEEE Staff Corporate Engagement Lead
Email: nichole.farmer@ieee.org
Mobile: +1 732 562 6014

Make cheques payable to the IEEE Foundation and mail along with the sponsorship commitment found at www.sections-congress.org/contribute-now to:

IEEE Foundation,
445 Hoes Lane,
Piscataway,
NJ 08854–4141 USA