

IEEE SECTIONS CONGRESS 2023



SPONSORSHIP OPPORTUNITIES

 11TH - 13TH, AUGUST 2023

 OTTAWA, CANADA

ABSTRACT

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-viewed 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.

IEEE – INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERING

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.



114,000
STUDENT
MEMBERS



421,000
MEMBERS



333 SECTIONS



165 COUNTRIES



3.5 MILLION
DOCUMENTS



46 SOCIETIES &
COUNCILS



1500
STANDARDS



2518 STUDENT
BRANCHES

Mission

“To foster technological innovation and excellence for the benefit of humanity.”

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.

IEEE SECTIONS CONGRESS 2023

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

VENUE

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



HIGHLIGHTS FROM IEEE SECTIONS CONGRESS 2017

THE NUMBERS

1,232 Attendees

97 Countries

314 Sections 93% of all sections represented

37 Technical societies/councils

50% Attending for the first time

THE PROGRAM

45 Briefs (38 Breakouts, 10 Panel sessions, 4 Fishbowls)

38 Breakout sessions

57 Learning Hubs

10 Panel Sessions

127 Speakers

30 Exhibits

4 Fishbowls



MEDIA REACH

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

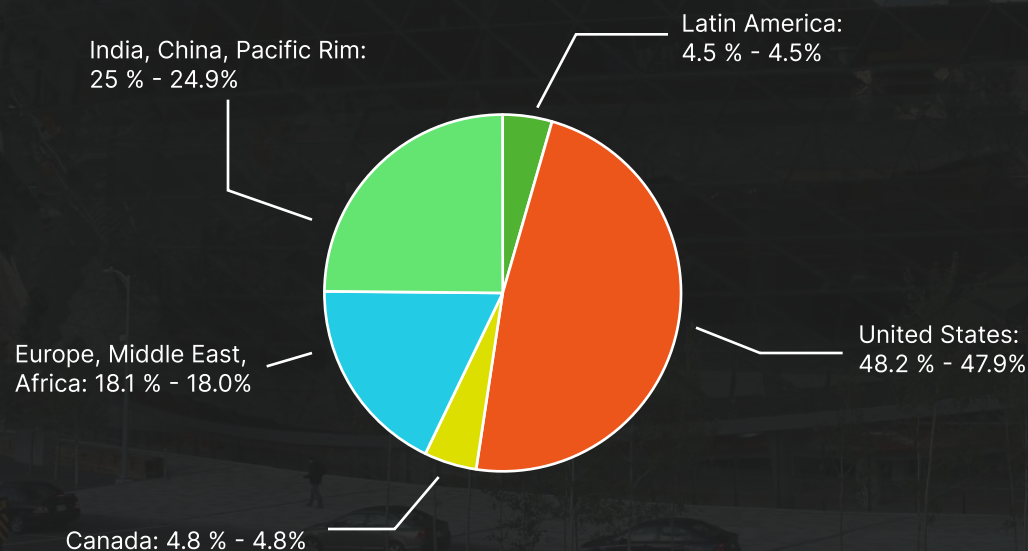
500 Original social media posts

240,000+ Impressions

2,000 Re-shares

Reach over **50,000**

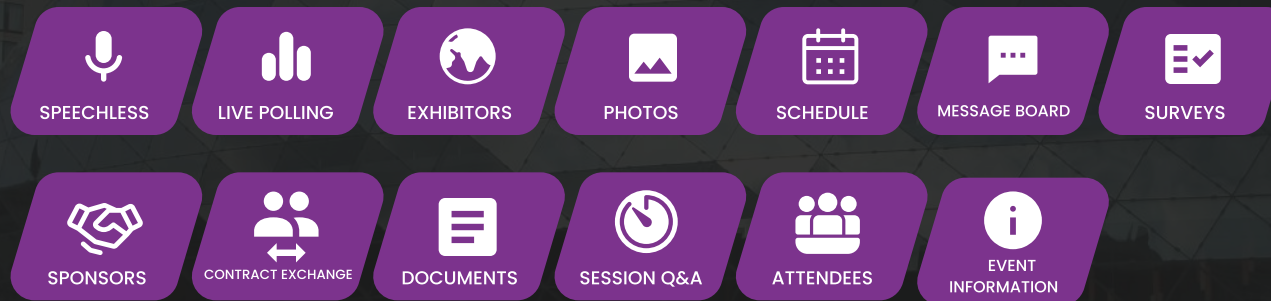
SC2017 website statistics: **6.1K visitors**



MOBILE APP

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

SPONSORSHIP BENEFITS

EVENT
\$1,000

BRONZE
\$3,000

SILVER
\$5,000

GOLD
\$10,000

PLATINUM
\$15,000

DIAMOND
\$25,000

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

Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes
		Yes	Yes	Yes	Yes	Yes
			Yes	Yes	Yes	Yes
				Yes	Yes	Yes
					Yes	Yes
					Yes	Yes

Signage and Banners

- Signage recognizing sponsorship at event
- Logo on SC2023 Backdrops

Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Yes	Yes	Yes	Yes	Yes	Yes

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

Yes	Yes	Yes	Yes	Yes	Yes	Yes
		1	1	2	2	2
						Yes
						Yes

SPONSORSHIP PACKAGES AT A GLANCE

SPONSORSHIP BENEFITS

EVENT
\$1,000

BRONZE
\$3,000

SILVER
\$5,000

GOLD
\$10,000

PLATINUM
\$15,000

DIAMOND
\$25,000

Social Media and Networking Events

- Invitation to attend opening ceremony and dinner
- Conference registration passes

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

2
2

2
2

2
4

Yes

Yes

Yes

Yes

Yes

Yes

Yes

Yes

Yes

Yes

Yes

Yes

SPONSORSHIP PACKAGES

SPONSORSHIP BENEFITS

Website and Digital Media

- Logo and social media
- Hyperlinked company logo on the SC2023 "Our Sponsors" webpage
- Logo and social media
- 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

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

Banners

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

IEEE.tv

- Recognition for your sponsorship via a branded graphic during session 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

Social and Networking Events

- Invitation to attend opening ceremony and dinner
- Conference registration passes

Other

- Signage recognizing sponsorship at event

CONTACT



Nichole Farmer

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



Loretta Arellano

Fundraising Chair, Past Section Congress Chair
Email: l.arellano@ieee.org

Wire Transfer

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

Online Payments

Visit:
[www.ieeefoundation.org/
SectionsCongress](http://www.ieeefoundation.org/SectionsCongress)
and follow instructions given on the pages.

Cheque Payment

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

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