

We21

The World's Largest Conference
for Women Engineers

OCTOBER
21-23
2021

Indianapolis, IN

INDIANA
CONVENTION CENTER

aspire *to* INSPIRE

Virtual Career Fair
Tuesday, October 26
11:00 am - 3:00 pm | CT

3 3/4"
TAKE CHARGE

STAY STRONG

Ø.075

1.125"
ACHIEVE GREATNESS

Ø.125
SPEAK OUT

2.25"

**WE21 Virtual Career Fair
and Sponsorship Prospectus**

[WE21.SWE.ORG](https://www.we21.swe.org)

#WE21



WE21 Virtual Career Fair Packages

SILVER - \$12,000

(on or before August 13th / \$14,000 after August 13th)

- Fully Customizable Booth (Choose from the small-sized booth templates)
- 3rd Tier Placement
- Up to 10 Job Postings in your booth, and on SWE's Career Center
- 60-day access to the SWE Career Center resume database (30 days prior through 30 days after and one recruiter seat)
- Add up to 5 videos in your booth and up to 5 documents (in addition to job postings)
- Up to 20 Booth Reps, who will also have access to the WE21 virtual content
- Text, Audio and Video Chat through the platform
- Full User Report that you can pull at any time
- 20% discount on SWE Magazine Ad (any size, commitment by August 27, 2021)

PURPLE - \$20,000

(on or before August 13th / \$23,000 after August 13th)

- Fully Customizable Booth (Choose from the mid-sized booth templates)
- Up to 15 Job Postings in your booth, and on SWE's Career Center
- 60-day access to the SWE Career Center resume database (30 days prior through 30 days after and one recruiter seat)
- 2nd Tier Placement
- Add up to 10 videos in your booth and up to 10 documents (in addition to job postings)
- Text, Audio and Video Chat through the platform
- One push notification to visit the booth
- Up to 30 Booth Reps, who will also have access to the WE21 virtual content
- Full User Report that you can pull at any time
- 25% discount on SWE Magazine Ad (any size, commitment by August 27, 2021)

In-Person Exhibitors receive Silver (need to opt-in) complimentary, must opt in by August 13th – Upgrade to Purple for an additional \$2,500 and Gold for an additional \$5,000

GOLD - \$30,000

(on or before August 13th / \$35,000 after August 13th)

- Fully Customizable Booth (Choose from the large booth templates)
- Up to 20 Job Postings in your booth, and on SWE's Career Center
- 60-day access to the SWE Career Center resume database (30 days prior through 30 days after and one recruiter seat)
- 1st Tier Placement
- Add up to 20 videos in your booth and up to 20 documents (in addition to job postings)
- Text, Audio and Video Chat through the platform
- Two push notifications to visit the booth
- Up to 50 Booth Reps, who will also have access to the WE21 virtual content
- Full User Report that you can pull at any time
- 30% discount on SWE Magazine Ad (any size, commitment by August 27, 2021)

ACADEMIC SILVER - \$3,500

(on or before August 13th / \$4,000 after August 13th)

- Fully Customizable Booth (Choose from small booth templates)
- Add up to 2 videos in your booth, and up to 2 documents
- 4th Tier Placement
- Text, Audio and Video Chat through the platform
- Up to 5 Booth Reps, who will also have access to virtual content

ACADEMIC PURPLE - \$5,000

(on or before August 13th / \$6,000 after August 13th)

- Fully Customizable Booth (Choose from the mid-sized booth templates)
- Add up to 4 videos in your booth, and up to 4 documents
- 4th Tier Placement
- Text, Audio and Video Chat through the platform
- Up to 10 Booth Reps, who will also have access to virtual content
- Full User Report that you can pull at any time

WE21 Virtual Sponsorship Opportunities

Bring prospects to you with sponsorships, branding and advertising!

VIRTUAL WE21 PRESENTING SPONSOR

Price per sponsor: \$50,000 • Limit: 1

Includes welcome video pop-up, pre-recorded message from sponsor that will play after the SWE welcome in the virtual lobby, banner in the lobby that can link to another video or to your organization's booth, recognized as the Virtual WE21 Presenting Sponsor in all materials (including promotional emails), 3 social media posts and recognition in a "know before you attend" email to all registered attendees (both hybrid and virtual only), 3 push notifications (to be scheduled during the hybrid conference).

EDUCATIONAL TRACKS

Price per sponsor: \$15,000 • Limit: 2 per track

(Advocacy and Outreach, Career Management, Technical Innovations, Self-Management and Development, Strategic Leadership). This includes track signage in the virtual auditorium with logo placement and URL (Career Fair Booth, Video or careers page - it is up to you). Also includes logo on PPT slide and in printed publication, mobile app and on website.

BRANDED ORIGAMI

Price per sponsor: \$15,000 • Limit: 1

Explore the relationship between art and engineering with WE21's only takeaway sponsorship! This double sided, interactive opportunity includes a branded origami design which will appear in the WE21 print issue of SWE Magazine, reaching over 41,000 members and conference attendees. One side will feature a unique branded origami design for attendees to create and the opposite side will feature a full-page advertisement for you to promote your organization's career/internship opportunities, booth presence, award recipients, etc. A downloadable version of the branded origami will also be promoted online. Optional: Reach a wider audience by hosting a social media contest! Encourage WE21 attendees and SWE Members to upload their origami creations to social media, tagging the sponsor and SWE. Prize provided by sponsor.

Details:

- Full page ad in WE21 edition of SWE Magazine (print and digital)
- Branded origami design included in print and downloadable version available online; Ad and creatives must be confirmed by August 27, 2021.

NEW! DIGITAL RAFFLE

Price per Sponsor: \$12,000 • Limit: 3

Sponsoring the digital raffle is a great way to increase brand recognition and source potential candidates. Attendees must submit their resume and contact information to be entered in a digital raffle for a prize provided by the sponsor.

- Social media promotion week of 10/18.
- Sponsors may provide swag to the raffle "winners."
- Sponsor will receive all submitted resumes
- Logo and URL on raffle landing page and sponsor recognition in the printed publication and conference website.

CLOSING SATURDAY KEYNOTE

Price per sponsor: \$12,000 • Limit: 3

This keynote will take place on Saturday, October 23, 2021 and features an invited speaker selected by SWE's Conference Advisory Board. This is a unique opportunity to represent your organization in front of all registered attendees. These remarks will be attached to the recorded keynote and be available for replay through the platform for three months, increasing your reach to those who cannot attend during the scheduled time. You will receive one social media post during the week of October 18, 2021. Optional: You may provide a 3-minute recording to be incorporated to the introduction before keynote.

SWE AWARDS CELEBRATION

Price per sponsor: \$12,000 • Limit: 4

Align your brand with the most innovative and accomplished professionals in the industry. This elegant celebration honors the recipients of SWE's most distinguished awards, including the Achievement, Resnik Challenger, Suzanne Jenniches Upward Mobility, Rodney D. Chipp, Distinguished Engineering Educator, Distinguished New Engineers, SWE Fellows and Emerging Leaders awards.

- May provide a 3-minute video that will be played during the celebration and located on the WE21 Awards Web Page.
- Sponsor recognition in printed publication, WE21 Awards page, mobile app, social media and onsite and/or online signage.

NEW! REGISTRATION WEBPAGE

Price per Sponsor: \$10,000 • Limit: 4

High visibility opportunity ensures your brand is seen by thousands of women in engineering and technology who register for WE21.

- Logo and URL on registration webpage and registration confirmation email.
- Sponsor recognition in printed publication, mobile app and onsite signage.

WE21 Virtual Sponsorship Opportunities

NEW! WE21 VIRTUAL BOOK CLUB

Price per Sponsor: \$10,000 • Limit: 1

OCTOBER 2021

Don't miss the opportunity to host SWE's Annual Conference's first book club: an interactive way to build community and lead engaging conversations. Book must align with the interests of SWE and our mission. Option for pre-recorded video, breakout rooms and Q&A led by the sponsor.

- Sponsor provides downloadable e-book for those that register and panelists for discussion.
- Logo and boiler plate included in daily email to promote the session.
- Logo included in video introduction.
- Sponsor recognition in printed publication, mobile app and online signage.

VIRTUAL LOBBY VIDEO AND LINK

Price per sponsor: \$10,000 • Limit: 10

Your organization's logo will be displayed all days of the virtual event. Attendees can click on the logo and be directed to your booth or a video. This also includes one push notification through the platform during the virtual career fair, October 26, 2021 and 2 social media posts one the week of October 18, 2021 and one the week of October 25, 2021.

VIRTUAL HELP DESK

Price per sponsor: \$10,000 • Limit: 1

Your organization's logo will be displayed on the help desk in the virtual lobby. You will also receive 2 push notifications through the platform during the week of October 18, 2021.

DAILY MORNING EMAIL

Price per sponsor: \$7,000 • Limit: 4

Have your logo and URL of your choice on each daily email to all registered attendees of WE21. This email will highlight content for the day.

GAMIFICATION (SCAVENGER HUNT)

Price per sponsor: \$5,000 • Limit: 5

Help attendees have fun during the virtual conference. Place a logo in one of the virtual areas or an item in your booth for attendees to find. The first 3 attendees to find all items will receive a special SWESwag gift box (this may include items from your organization if provided).

INSPIRATIONAL INSIGHTS

Price per sponsor: \$5,000 • Limit: 5

WE21 Inspirational Insights are high-level, thought-provoking sessions designed to engage attendees on a range of topics. These sessions are open to all attendees where Inspirational Insight speakers will share new ideas and perspectives that attendees can apply to their careers. Sponsors will be recognized through branding at the beginning of all Inspirational Insights.

LEADERBOARD

Price per sponsor: \$5,000 • Limit: 4

Encourage attendees to interact and enjoy WE21 by sponsoring the leaderboard! Place your logo on the top of the leaderboard, which attendees will be checking to see their current ranking by accumulating various points as they visit different areas of the conference, download swag, watch videos and more! Once WE21 wraps up, the top 3 attendees of the leaderboard will be featured in a special social media shout out tagging the sponsor.

PUSH NOTIFICATIONS (3)

Price per sponsor: \$5,000 • Limit: 5

Your organization will receive 3 push notifications that can be used during the conference and career fair through the platform. Limited to 150 characters (and can add a button/URL to your booth or careers page.)

STUDENT REGISTRATION GRANTS

Price per sponsor: \$5,000 • Limit: None

Support the futures of women seeking to effect change around the globe through engineering and technology by sponsoring their registration to WE21. Recipients will be selected by SWE according to basic criteria provided by the Sponsor and all recipients will receive an email confirmation with logo placement of the Sponsor and a mention of the Sponsor's booth at WE21.

SWE SWAG BAG

Price per sponsor: \$1,000 • Limit: 10

This pdf item (one per sponsor) will be pre-loaded into each attendee's virtual conference bag (up to 10 sponsors).

WE21 SWE MAGAZINE (CONFERENCE EDITION)

Full Page Ad + 300 x 900 Banner Ad + 4 job postings

BW - \$7,800 | 4C - \$9,095

½ Page Ad + 300 x 300 Banner Ad + 2 job postings

BW - \$4,800 | 4C - \$6,095

1/3 Page Ad + 300 x 300 Banner Ad + 1 job posting

BW - \$4,000 | 4C - \$5,295

¼ Page Ad + 300 x 300 Banner Ad + 1 job posting

BW - \$3,000 | 4C - \$4,295

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to **INSPIRE**



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[#WE21](https://twitter.com/WE21)