aspire to INSPIRE

SHOOT FOR THE STARS
AIM HIGHER
TAKE CHARGE
SPEAK OUT

WE21 Annual Conference Sponsorship Prospectus

WE21.SWE.ORG #WE21
The most effective opportunity to reach your organization’s diversity recruitment goals in 2021 will be WE21. Just a few days in Indianapolis, Indiana will give you access to thousands of engineering and technology students and professionals—women who are changing the face of engineering as they aspire to inspire and create innovative solutions to challenges around the world.

Together, let’s inspire change in the engineering industry and shape the lives of talented and accomplished women. Join SWE from October 21-23, 2021 as a sponsor of the world’s largest conference for women in engineering!
**WE21 Will Help:**

- Employers seeking a strong recruitment ROI
- Provide professional development to current employees
- Support the futures of women seeking to affect change around the globe through a career in engineering and technology

**Indianapolis, Indiana:**

Come to the Crossroads of America this October, where the midwest will be the top destination for women engineers and technologists!

Colloquially referred to as “Indy” or “Circle City,” Indianapolis is Indiana’s state capital and most populous city. Known for hosting the world’s largest single-day sporting event, the Indianapolis 500, Indy combines a need for speed with a laid-back, easygoing attitude.

The city is welcoming SWE with open arms and providing ample opportunities for a taste of midwestern culture. The Indianapolis Zoo, Indianapolis Motor Speedway Museum, Indianapolis City Market and the 1.5-mile Canal Walk that links museums, memorials and public art pieces all await your visit.

Oh, and did we mention the food? In 2016, Condé Nast Traveler named Indianapolis the most underrated food city in the U.S. Get a taste of regional favorites like the pork tenderloin sandwich, beef Manhattan or sugar cream pie, or relax and sample a craft beer while visiting one of Indy’s 50+ microbreweries.

The local flavors, sounds and experiences of Indianapolis are sure to stick with your attendees long after your closing session.
**RIGHT OF FIRST REFUSAL FOR FOLLOWING YEAR:**
Past sponsors receive first right of refusal on or before February 26, 2021. *Note* that after that date, all sponsorships are released to be offered on a first-come, first-served basis.

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**Sponsorships**

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**$50,000+ SPONSORSHIP**

**PRESENTING SPONSOR: WE21 CAREER FAIR**

*Price per Sponsor: $50,000 • Limit: 1*

A distinguished opportunity to be the highly visible sole sponsor of the two-day WE21 Career Fair. Sponsorship includes:

- Exclusive signage on multiple doors leading into the career fair and signage throughout the conference venue.
- Logo with clickable URL on WE21 website.
- Two mobile push notifications during WE21.
- Recognition through SWE's social media and recognition in the "Know Before You Go" email sent to all conference attendees.
- Photo opportunities with SWE leadership.

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**$20,000+ SPONSORSHIP**

**CONFERENCE LANYARDS**

*Price per Sponsor: $30,000 • Limit: 1*

As the Annual Conference Lanyard Sponsor, thousands of attendees will exclusively wear your logo throughout the entirety of the conference. Lanyards must be worn at all times, making this a high-profile branding opportunity.

- Sponsorship must be committed and paid no later than April 16, 2021.
- Logo requested in an .eps file for highest quality printing on lanyards.

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**EXCLUSIVE SPONSORSHIP OPPORTUNITIES:**

Exclusive sponsorships are available. Please inquire about costs and availability.

**FOR maximum visibility in pre-conference materials, reserve by August 2, 2021.**

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**INVENT IT. BUILD IT.**

*Price per Sponsor: $25,000 • Limit: 4*

**SATURDAY / OCTOBER 23, 2021**

Invent It. Build It. is an experience designed to spark girls’ interest in engineering and encourage the adults in their lives to cultivate these interests. The event offers engaging, hands-on activities tailored to middle and high school students along with their parents and educators that emphasizes the creative nature of engineering, and is hosted by successful women engineers and technologists. Sponsorship includes:

- Outreach EXPO booth space 10X20.
- Placement of literature and/or SWAG in goodie bags for all participants.
- Logo recognition on signage and website.
- Thank you recognition as part of the script in the middle school, high school and parent educator program rooms.
- Closing Ceremony Recognition.

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**CAREER FAIR PREP ROOM**

*Price per Sponsor: $20,000 • Limit: 2*

**THURSDAY, OCTOBER 21 / 10 AM - 4 PM AND FRIDAY, OCTOBER 22 FROM 10 AM - 2 PM**

As the experts of recruiting and hiring, SWE is looking for partners who will support attendees by providing on-site resources on Thursday and Friday offering one of the following: Resume Review, Career Fair Interview Tips, How to Navigate a Career Fair floor, etc. As a sponsor, you can provide representatives who will interact with attendees in one or all the above areas.

- Sponsors will be recognized with on-site and/or online signage and in the daily email.
- Opportunity to brand the room with their materials.
- Be provided with a table and chairs to work one-on-one with jobseekers.
- Have employee volunteers be a resource to jobseekers.
COLLEGIATE WELCOME LUNCH
Price per Sponsor: $20,000 • Limit: 3
THURSDAY / OCTOBER 21, 2021 / 11:45 AM - 1:30 PM
Showcase your organization’s commitment to advancing the next generation of women engineers by offering a networking lunch to over 1,200 collegians. Up to 25 employees from your organization will have the opportunity to mentor and engage with future engineering and tech change-makers at WE21.
- Sponsors will be recognized in all printed and electronic materials leading up to and onsite at WE21.
- Sponsor(s) collaborate on a presentation that takes place during the lunch.
- Raffles and giveaways are permitted.

PPE SPONSORSHIP
Price per Sponsor: $20,000 • Limit: 2
Demonstrate your organization’s commitment to health and safety by sponsoring PPE gear at WE21. Co-branded masks (WE21 and the sponsor organizations’ logo) and hand sanitizer bottles will be given to attendees at registration on a first come, first serve basis.

SWE AWARDS CELEBRATION
Price per Sponsor: $20,000 • Limit: 4
FRIDAY / OCTOBER 22, 2021
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 also 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.

$15,000+ SPONSORSHIP
BRANDED ORIGAMI
Price per Sponsor: $15,000 • Limit: 1
Explore the relationship between art and engineering with an interactive sponsorship! This opportunity includes a double-sided branded origami design which will appear on the back cover of the WE21 print issue of SWE Magazine, reaching 42,000 members. One side will feature the branded origami 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. Downloadable digital versions will also be available on SWE’s blog, All Together.
- Full page ad in WE21 edition of SWE Magazine.
- Branded Print Origami design included.
- Branded Digital Origami downloads available and promoted through SWE’s blog.
- Ad and creatives must be confirmed by August 16, 2021.

EDUCATIONAL TRACKS
Price per Sponsor: $15,000 • Limit: 2 sponsors per track
THURSDAY / OCT. 21 — SATURDAY / OCT. 23, 2021
Choose one track:
> Advocacy and Outreach
> Career Management
> Diversity, Equity & Inclusion
> Technical Innovations
> Self Management and Development
> Strategic Leadership
- Receive recognition throughout the conference and demonstrate your emphasis on professional development by aligning your organization with one of these tracks.
- Signage will be placed strategically at each session in the track and on the welcoming PowerPoint, showcasing your brand to professionals and collegians as they make their way through the educational sessions.
- Sponsor recognition in printed publication, mobile app, and website.
FRIDAY MORNING KEYNOTE  
Price per Sponsor: $15,000  •  Limit: 4  
FRIDAY / OCTOBER 22, 2021  
This event opens day 2 of WE21 and offers a unique opportunity to recognize your organization in front of 1,500+ collegians and professionals. The keynote speaker, handpicked by SWE’s Conference Advisory Board, will present an engaging session that will be available for replay through SWE’s Virtual Conference Registration, increasing your visibility to those who cannot physically attend.  
- Sponsor recognition in printed publication, mobile app and onsite and/or online signage.  
- Sponsors also receive reserved seating for 10.  
- May present a 3-minute introduction (live or recorded that may include an organization video before the remarks).

OPENING MORNING KEYNOTE  
Price per Sponsor: $15,000  •  Limit: 4  
THURSDAY / OCTOBER 21, 2021  
This event opens WE21 and offers a unique opportunity to recognize your organization in front of 1,500+ collegians and professionals. The keynote speaker, handpicked by SWE’s Conference Advisory Board, will present an engaging session that will be available for replay through SWE’s Virtual Conference Registration, increasing your visibility to those who cannot physically attend.  
- Sponsor recognition in printed publication, mobile app and onsite and/or online signage.  
- Sponsors also receive reserved seating for 10.  
- May present a 3-minute introduction (live or recorded that may include an organization video before the remarks).

SOCIAL MEDIA PHOTO BOOTH  
Price per Sponsor: $15,000  •  Limit: 1  
THURSDAY / OCT. 21 — SATURDAY / OCT. 23, 2021  
Make a lasting impression with our exclusive photo booth sponsorship! Each photo will display your logo and automatically post to SWE’s Facebook page, receiving an average of 540,000 impressions. Online sharing ensures your organization will continue to reap the benefits long after leaving Indianapolis.  
- Your logo will appear on every photo taken in the booth, along with props of your choosing.  
- An excellent opportunity for your representatives to connect with attendees in the SWE Member Center while they enjoy this fun and memorable experience.

SWE AFFINITY GROUPS NETWORKING LOUNGE SPACE  
Price per Sponsor: $15,000  •  Limit: 4  
THURSDAY / OCT. 21 — SATURDAY / OCT. 23, 2021  
The networking lounge gives attendees the ability to connect by affinity group. SWE’s Affinity Groups include diversity and inclusion groups along with business interests. The lounge will have networking time and content provided by the affinity groups and sponsors. This sponsorship provides organizations with a unique backdrop for connecting with attendees in a high-traffic, “go-to” space.  
- Sponsors will be recognized in all printed and electronic materials leading up to and onsite and/or online at WE21.  
- Be given a table and chairs to allow employees to represent your organization and have materials onsite.  
- Take advantage of the space to highlight your organization’s ERGs.

SWE MEMBER CENTER MANICURISTS  
Price per Sponsor: $15,000  •  Limit: 1  
THURSDAY / OCT. 21 — SATURDAY / OCT. 23, 2021  
Contribute to a SWE Annual Conference tradition that attendees love to talk about onsite and online! A professional and well-kept appearance is important when interviewing, and your sponsorship allows attendees to receive a service that provides a boost of confidence when talking with recruiters.  
- Sponsors can connect with attendees at the station.  
- If applicable, a great opportunity to showcase the engineering and technology needed to create a cosmetic product from your organization.  
- Sponsor recognition in printed publication, mobile app and onsite and/or online signage.

SWENEXT GLOBAL INNOVATOR AWARD  
Price per Sponsor: $15,000  •  Limit: 2  
The SWENext Global Innovator Award Program recognizes 6 outstanding high school upperclassmen who are shaping the future of SWE by developing an engineering identity in themselves and others. Award recipients exemplify intellectual curiosity, enthusiasm, and leadership, and have demonstrated their commitment to the STEM community.  
- Sponsor will receive name recognition on the website, onsite and/or online signage and during awards celebration.  
- Meet and network with recipients onsite.  
- Free 10x20 booth space at Outreach EXPO (Saturday, October 23).
## TOTE BAGS
**Price per Sponsor:** $15,000 • **Limit:** 4

Your organization will receive maximum exposure on our popular attendee tote bags. Attendees will carry these bags during the conference and long afterwards, as many attendees take their bags home, to school, or to the office. Important note: The eco-friendly bags are from a company that practices Corporate Social Responsibility and embraces DEI practices.

- Logo recognition on the bags—Must be committed and paid no later than April 14, 2021.

## WOMEN OF COLOR LUNCH
**Price Per Sponsor:** $15,000 • **Limit:** 1  
**FRIDAY / OCT. 22, 2021 / 11:30 AM - 1:30 PM**

This popular lunch hosts 150 professionals through a separate registration system. As the sponsor, your organization provides the speaker and agenda alongside SWE HQ. This is a great opportunity to highlight the intersectionality of gender and race in engineering and technology.

- Attendees will be asked to opt in to share their contact information with the sponsor to keep the conversation going.
- Sponsor will be recognized in the invitation to register for this special event and all communications.
- Sponsor recognition in printed publication, mobile app and onsite and/or online signage.

## $10,000+ SPONSORSHIP

## CLOSING SATURDAY KEYNOTE
**Price per Sponsor:** $12,000 • **Limit:** 4  
**SATURDAY / OCTOBER 23, 2021**

The closing keynote is the high-energy finale to WE21, celebrating our members’ achievements by recognizing award and scholarship recipients. This event closes WE21 and offers a unique opportunity to recognize your organization in front of 1,500+ collegians and professionals. The keynote speaker, handpicked by SWE’s Conference Advisory Board, will present an engaging session that will be available for replay through SWE’s Virtual Conference Registration, increasing your visibility to those who cannot physically attend.

- Sponsor recognition in printed publication, mobile app and onsite and/or online signage.
- May present a 3-minute introduction (live or recorded that may include an organization video before the remarks).
- Sponsors also receive reserved seating for 10.

## COLLEGIATE PRESIDENTS’ HOUSING AND COLLEGIATE LEADERS’ RECEPTION
**Price per Sponsor:** $10,000 • **Limit:** 3  
**Collegiate Leaders’ Reception**  
**FRIDAY / OCTOBER 22, 2021**

Thanks to your generous sponsorship, all SWE collegiate section presidents will receive 4 nights complimentary housing with their conference registrations. Sponsors will receive recognition in publications and collegiate podcasts leading up to WE21.

- Sponsors have the opportunity to place giveaways or marketing materials in each of the sponsored rooms and/or distribute them at the Collegiate Leaders’ Reception where they can meet and mingle with some of SWE’s collegiate leaders. Over 200 collegians attend the reception.
- Sponsors typically collaborate on the presentation.
- Recognition in printed publication, podcast, mobile app and onsite and/or online signage.

## 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.”
- Access to all submitted resumes
- Logo and URL on raffle landing page and sponsor recognition in the printed publication and conference website.

## EDITORIAL INTERVIEW - SWE MAGAZINE
**Price per Sponsor:** $10,000 • **Limit:** 1

An exclusive opportunity to be featured in award-winning SWE Magazine. SWE Magazine is available in print and digitally, reaching 42,000+ SWE members and an online audience of 3,000+.

- One page editorial in print and digital format.
- Social media promotion.
- Option to collaborate with SWE’s Editorial Team for interview.
- Content must be submitted by August 16, 2021.
EXECUTIVE WOMEN’S LUNCHEON  
**Price per Sponsor:** $10,000  
**Limit:** 2  
**THURSDAY / OCTOBER 21, 2021 / 11:30 AM - 1:30 PM**

The Executive Women’s Luncheon is an invite-only program for women in managerial and above positions who strive to grow as leaders within the engineering and technology industry. The accomplished attendees network with one another and learn from a subject matter expert.
- Sponsors are recognized in all print and digital media associated with the program.
- Sponsors have the opportunity to present to the attendees and receive the attendee list.
- Sponsor recognition in printed publication, mobile app and onsite and/or online signage.

MOBILE APP  
**Price per Sponsor:** $12,000  
**Limit:** 5

The Mobile App sponsorship is a surefire way to be seen by attendees leading up to and during WE21. The free and user-friendly app is an essential resource for attendees, offering access to key conference information and important updates.
- App available via the App Store and Google Play.
- Mobile App sponsors receive logo recognition on the splash page.
- 2 push notifications per sponsor during WE21.
- Sponsor recognition in printed publication, mobile app and onsite and/or online signage.

OUTREACH EXPO PRESENTING SPONSOR  
**Price per Sponsor:** $10,000  
**Limit:** 1  
**SATURDAY / OCTOBER 23, 2021**

An exclusive opportunity to associate your organization with the Outreach EXPO (Saturday, October 23): an event dedicated to introducing and educating students and their parents and educators to the world of engineering. Exhibitors promote clubs, camps, after-school programs, competitions, hands-on activities and much more! Sponsorship includes:
- Exclusive signage on all doors leading into expo (Saturday, October 23).
- A 10x20 booth in the expo (Saturday, October 23) with primary placement.
- Logo recognition on Invent It. Build It. website.
- 100 word description, logo and URL included in any email communications for the Outreach EXPO (Saturday, October 23).
- Sponsor recognition in printed publication, mobile app and onsite and/or online signage.

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.

SOCIAL MEDIA LOUNGE  
**Price per Sponsor:** $10,000  
**Limit:** 3  
**THURSDAY / OCT. 21 — SATURDAY / OCT. 23, 2021**

Receive distinguished visibility in this popular lounge showcasing SWE’s social media engagement. Attendees will gather to see conference interviews, watch live streaming events, and view digital dashboards of SWE’s social media channels.
- Recognition throughout the lounge.
- Sponsors will get an opportunity to have representatives available in the lounge for the duration of the Social Media Lounge hours.
- Sponsor recognition in printed publication, mobile app and onsite and/or online signage.

SWE HEADSHOT PHOTOS  
**Price per Sponsor:** $10,000  
**Limit:** 4  
**THURSDAY / OCT. 21 — FRIDAY / OCT. 22, 2021**

As a recruiter, you know that a photo increases your chances of looking at a candidate online. A professional headshot gives the candidate an opportunity to convey a positive message about themselves to future employers. Provide a valuable resource to attendees long after the conference ends with this popular sponsorship opportunity.
- Sponsors will be promoted before the conference starts to collegiate and professional members and attendees as registration is required to reserve their spot.
- Sponsors can have brand representatives at the headshot room for the duration of the event and a dedicated table for giveaways and promotional materials (by request).
- Sponsor recognition in printed publication, mobile app and onsite and/or online signage.
SWENEXT COMMUNITY AWARD
Price per Sponsor: $10,000 • Limit: 1
The SWENext Community Award is given to SWENexters in their freshman and sophomore years of high school who have been actively engaged in the SWE community, have a solid understanding of engineering principles, play a role in serving their own community, and demonstrate strong leadership skills.
- The Sponsor will receive name recognition on the award itself and on event signage.
- The Sponsor will have a free 10x20 booth at the Outreach EXPO (Saturday, October 23).
- Sponsor recognition in printed publication, mobile app and onsite and/or online signage.

SWENEXT HIGH SCHOOL GIRLS PROGRAM
Price per Sponsor: $10,000 • Limit: 3
SATURDAY / OCTOBER 23, 2021
This inspiring program offers high school students the opportunity to explore the innovative side of engineering while working with SWE members from around the world. Students will be able to meet professional engineers, make new friends, engage in hands-on activities and explore the Outreach EXPO (Saturday, October 23) during exclusive hours to learn about clubs, camps and competitions.
- Sponsor will have the opportunity to introduce program speakers and provide employees as mentors during the speed mentoring program.
- Opportunity to provide swag to attendees.
- 10x20 booth space at the Outreach EXPO (Saturday, October 23).
- Sponsor recognition in printed publication, mobile app and onsite and/or online signage.

WATER BOTTLES
Price per Sponsor: $10,000 • Limit: 3
This sponsorship provides continuous visibility throughout the conference and beyond on environmentally friendly, BPA-free water bottles.
- Sponsor logos will appear on sustainable, reusable water bottles—must be committed and paid no later than April 14, 2021.
- Sponsor recognition in printed publication, mobile app and onsite and/or online signage.

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 onsite and/or online signage.

WIFI SPONSORSHIP
Price per Sponsor: $10,000 • Limit: 4
THURSDAY / OCT. 21 — SATURDAY / OCT. 23, 2021
As the official WiFi sponsor, your organization will be visible to all internet-using attendees.
- Sponsor may send 2 push notification messages to all attendees.
- Additional recognition on meter boards throughout the conference venue.
- Sponsor recognition in printed publication, mobile app and onsite and/or online signage.

$7,000+ SPONSORSHIP

HOTEL KEY CARDS
Price per Sponsor: $8,000 • Limit: 4
This high-profile branding opportunity promotes your organization by displaying your organization name and color logo on each attendee’s hotel key.
- Each sponsor will be represented in equal numbers by key cards at all hotels (subject to hotel approval).
- Sponsor recognition in printed publication, mobile app and onsite signage.
list of sponsorships

SELF-CARE LOUNGE
Price per Sponsor: $8,000  ·  Limit: 4
THURSDAY / OCT. 21 — FRIDAY / OCT. 22, 2021
Sponsors and attendees can restore their energy while meeting prospective candidates as they visit this relaxed environment. Attendees will seek out this space which will feature massage chairs, calming music and mental health resources including self-care tips.

- Ability to brand lounge and bring relaxing items for attendees.
- Sponsor recognition in printed publication, mobile app and onsite signage.

COLLEGIATE LEADERSHIP INSTITUTE - NETWORKING LUNCH
Price per sponsor: $7,000  ·  Limit: 5
SATURDAY / OCTOBER 23, 2021
WE21’s Collegiate Leadership Institute Networking Lunch focuses on the personal connection and network growth in order to engage students in the year-round program.

- Sponsors receive recognition on website and event signage.
- Sponsors can participate in speed networking and provide speaker introductions.

DAILY MORNING EMAIL
Price per Sponsor: $7,000  ·  Limit: 4
THURSDAY / OCT. 21 — SAT. / OCT. 23, 2021
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.

- Sponsor logo and URL on each email (3 emails total).
- Sponsor recognition in printed publication, mobile app and onsite and/or online signage.

DIVERSITY SOCIETY CENTER
Price per Sponsor: $7,000  ·  Limit: 2
THURSDAY / OCT. 21 — FRIDAY / OCT. 22, 2021
Be recognized for your commitment to diversity, equity and inclusion by sponsoring the Diversity Society Center. The center features SWE’s diversity partners, who collaborate with SWE to promote engineering and technology as desirable career choices for underrepresented groups.

- Sponsor recognition in printed publication, mobile app and onsite and/or online signage.

RAPID FIRE COMPETITION
Price per Sponsor: $7,000  ·  Limit: 4
FRIDAY / OCT. 22 — SATURDAY / OCT. 23 2021
This event highlights and rewards the best collegiate research abstracts chosen from SWE members’ submissions globally. The top 20 finalists (10 undergraduate & 10 graduate) will give a five-minute presentation of their work during WE21. Sponsor this competition to support the innovation of students and professionals.

- Sponsors receive special signage at the Rapid Fire Competition display area.
- Sponsor employees will be given the chance to volunteer for judging this competition.
- Sponsor recognition in printed publication, mobile app and onsite and/or online signage.

SNAPCHAT FILTER
Price per Sponsor: $7,000  ·  Limit: 2
Connect with WE21 attendees and raise organizational awareness with a branded Snapchat filter. Unique filters and the ability to share live experiences are key reasons Snapchat is one of the most popular social networking platforms.

- Logo on filter.
- Social media promotion.

- Optional live feed interview at career fair booth (if applicable/desired).
- Sponsor recognition in printed publication, mobile app and onsite signage.

TOUR AND BUS SPONSOR
Price per Sponsor: $7,000  ·  Limit: 4
WEDNESDAY / OCT. 20 — SATURDAY / OCT. 23, 2021
Catch the attention of attendees as they come and go from the convention center to Indianapolis-specific tour sites.

- Logo recognition on all signage at the shuttle bus stations.
- Branding on all of the buses that we use for attendee transportation.
- Sponsor recognition in printed publication, mobile app and onsite signage.
WE21 SOCIAL MEDIA SPONSOR
Price per Sponsor: $7,000 • Limit: 3
Boost your organization’s branding efforts by sponsoring WE21’s live social media feed, appearing in a central location on the conference webpage.
- Organizational recognition on live social media feed on WE21 webpage.
- 2 social media posts during the week of 10/18.
- Sponsor recognition in printed publication, mobile app and onsite signage.

WE21 LUGGAGE TAGS
Price per Sponsor: $7,000 • Limit: 2
THURSDAY / OCT. 21 — SATURDAY / OCT. 23, 2021
Volunteers help attendees make more than 2,000 tags featuring clever engineering-related phrases.
- Sponsors receive logo recognition on a WE21 memento that will travel the world and serve as a conversation starter for months to come.
- Sponsor recognition in printed publication, mobile app and onsite signage.

$5,000+ SPONSORSHIP

CHARGING STATIONS
Price per Sponsor: $5,000 • Limit: 4
THURSDAY / OCT. 21 — SATURDAY / OCT. 23, 2021
Reach attendees while they charge their phones and other mobile devices. Charging stations will be placed throughout the convention center, providing a vital service to all attendees.
- Kiosk-style charging stations will feature your organization’s logo.
- Sponsors receive one push notification.
- Sponsor recognition in printed publication, mobile app and onsite signage.

COLLEGIATE POSTER COMPETITION
Price per Sponsor: $5,000 • Limit: 4
THURSDAY / OCT. 21 — FRIDAY / OCT. 22, 2021
This event highlights and rewards the best collegiate research abstracts from SWE members’ submissions. The top 20 finalists (10 undergraduate & 10 graduate) will present technical posters of their work during WE21. Sponsor this competition to support accomplished students and source talent for your organization.
- Sponsors will receive special signage at the Collegiate Poster Competition display area.
- Your employees will be given the chance to volunteer for judging this competition.
- Sponsor recognition in printed publication, mobile app and onsite and/ or online signage.

GRADUATE STUDENT RECEPTION
Price per Sponsor: $5,000 • Limit: 4
FRIDAY / OCTOBER 22, 2021
Expand your recruiting efforts by supporting this one-of-a-kind networking event for graduate students throughout the country. Be included in the high-level discussion of graduate program innovations, topics and general networking. Beverages and canapés will be served.
- Your organization’s employees can attend and network during the event and will receive signage onsite.
- Sponsor recognition in printed publication, mobile app and onsite signage.

INSPIRATIONAL INSIGHTS SESSIONS
Price per session: $5,000 • Limit: 5
THURSDAY / OCT. 21 — SAT. / OCT. 23, 2021
Inspirational Insights Sessions are high-level, thought-provoking sessions designed to engage attendees on a range of relevant topics. Speakers will share fresh perspectives and exciting ideas that all attendees can apply to their personal and professional lives.
- Sponsors will be recognized through special signage and on PowerPoint slides at all of these sessions.
- Sessions available to attendees.
- Sponsor recognition in printed publication, mobile app and onsite and/ or online signage.
MORNING YOGA RECHARGE
Price per sponsor: $5,000 · Limit: 4
THURSDAY / OCT. 21 — SATURDAY / OCT. 23, 2021
Sponsor the morning yoga classes to help attendees exercise their mind and body at WE21! This popular event is guided by a certified yoga instructor and is available in-person and streamed online to all attendees.
- As a sponsor, your logo will be branded on fitness mats for all participants to enjoy beyond Indianapolis.
- Sponsorship must be confirmed by May 1, 2021.
- Sponsor recognition in printed publication, mobile app and onsite and/ or online signage.

MOTHER’S ROOM
Price per Sponsor: $5,000 · Limit: 2
WEDNESDAY / OCT. 20 — SATURDAY / OCT. 23, 2021
The Mother’s Room provides a lactation area with a quiet, soothing environment for nursing attendees. This relaxing area includes comfortable seating, magazines, supplies, ice, and refrigeration. This is a great opportunity to demonstrate your organization’s commitment to new mothers in the workforce.
- Sponsor receives logo signage onsite at Mother’s Room.
- Sponsor recognition in printed publication, mobile app and onsite signage.

NETWORKING NIGHT HOSPITALITY SUITES
Price per Sponsor: $6,000 + your refreshment costs · Limit: 21 CPC members first option; Exhibitors only; first-come, first served
THURSDAY / OCTOBER 21, 2021 / 8 - 10 PM
Don’t miss the opportunity to host a Hospitality Suite! This is a great opportunity to reach job seekers outside the Career Fair floor in a relaxed and social environment. These ever-popular suites sell out fast and are offered on a first-come, first-served basis. Past sponsors have first right of refusal. All sponsors must be exhibiting at WE21.
- Sponsorship is limited to available space and subject to SWE approval.
- Sponsors receive logo recognition in the printed publication.
- Sponsors are responsible for any food, beverage and giveaways.
- Sponsor recognition in printed publication, mobile app and onsite and/ or online signage.

PUSH NOTIFICATIONS (3)
Price per Sponsor: $5,000 · Limit: 10
THURSDAY / OCT. 21 — FRIDAY / OCT. 22, 2021
Your organization will receive 3 push notifications that can be used during October 21-23, 2021
- Limited to 150 characters.

REGISTRATION AREA
Price per Sponsor: $5,000 · Limit: 6
WEDNESDAY / OCT. 20 — SATURDAY / OCT. 23, 2021
Registration is the first stop for our attendees as they aspire to inspire. The WE21 Registration Area is near the entrance to the conference center, making it a prominent, highly visible location to display your organization’s brand. At WE21 during Wednesday’s Registration hours fun events are being planned to ensure that attendees hang around this area.
- Each sponsor will receive sign recognition during the entire conference in this central area.
- Sponsor recognition in printed publication, mobile app and onsite and/or online signage.

RIDE AND DRIVE
Price per Sponsor: $5,000 · Limit: 2
1 SPONSOR THURSDAY, OCT. 21 / 1 SPONSOR FRIDAY, OCT. 22
Host a Ride and Drive to showcase your newest vehicle technology! Attendees wishing to drive must be 18 years or older, must bring a valid driver’s license and can be accompanied by your recruiters.
- Sponsors have the opportunity to bring in vehicles for attendees to get behind the wheel and test drive around a designated course in Indianapolis.
- Sponsor recognition in Ride and Drive registration information, printed publication, mobile app and onsite signage.
SESSION FOCUS AREAS
Price per Sponsor: $5,000 • Limit: 4 per track
- Entrepreneurship
- Late Career and Retirees (LCR)
- Men as Allies
- Organizational Development
- Small Business
- STEM Reentry
- SWE Leadership
- Women in Academia
- Women in Government & Military
  - Logo recognition on Focus Area signage.
  - Sponsor recognition in printed publication, mobile app and onsite signage.

STUDENT REGISTRATION GRANTS
Price per Sponsor: $5,000 • Limit: None
THURSDAY / OCT. 21 — SATURDAY / OCT. 23, 2021
Support the futures of women seeking to affect 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.
- Sponsor will receive the contact information of the students that receive their support.
- Sponsor recognition in printed publication, mobile app and onsite signage.

SWE COMMITTEE DINNER
Price per Sponsor: $5,000 • Limit: 4
WEDNESDAY / OCTOBER 20, 2021
SWE committee leaders and members gather to network and create their annual strategy over dinner. This is a great opportunity to meet and mingle with SWE leadership.
- Sponsors may present a 2-minute introduction.
- Sponsor recognition in printed publication, mobile app and onsite signage.

SWE FELLOWS TECHNICAL AND LATE CAREER & RETIREMENT AFFINITY GROUP PROGRAMMING
Price per Sponsor: $5,000 • Limit: 3
THURSDAY / OCTOBER 21, 2021 / 10 AM - 5 PM
Support our SWE Fellows Technical and Late Career & Retirement Affinity Group programming by sponsoring presentations that will include updates in cutting-edge technologies, reviews of diverse viewpoints and examples of crossover career paths.
- Sponsor recognition in printed publication, mobile app and onsite and/ or online signage.

WE21 SOCIAL MEDIA CONTEST
(INSTAGRAM BINGO)
Price per Sponsor: $5,000 • Limit: 4
MONDAY / OCT. 11 — FRIDAY / OCT. 15, 2021
Engage attendees and SWE members before the conference begins with this fun SWE Trivia Game. Winners receive a copy of SWE’s 1952 Poster “Engineering Needs Women.”
- Sponsors’ logo is on the “card” and social media handle included in all promotions of the game.
- Sponsor recognition in printed publication, mobile app and onsite signage.

WOMEN IN GOVERNMENT MEET AND GREET
Price per Sponsor: $5,000 • Limit: 2
FRIDAY / OCTOBER 22, 2021
This special networking event for women in government is a unique opportunity to supplement recruitment initiatives. Be included in the high-level discussion of government program innovations, topics and general networking.
- Your organization’s employees can attend and network during the event and will receive signage onsite.
- Sponsors are responsible for food and beverage costs.
- Sponsors typically collaborate on presentation.
**WE21 POCKET GUIDE**
**Price per Sponsor:** $5,000 • **Limit:** 4
This small booklet has proved to be a popular and highly effective publication.

- Sponsors will receive logo recognition on the back cover of the publication.
- Sponsors will receive recognition in printed publication, mobile app and onsite signage.

**$2,000+ SPONSORSHIP**

**INFORMATION SESSIONS**
**Price per Sponsor:** $3,500 • **Limit:** 16
**THURSDAY / OCT. 21 — FRIDAY / OCT. 22, 2021**

Don’t miss an opportunity to familiarize potential recruits with your organization. During these info sessions, your industry leaders can provide organization information, collect resumes, convey company best practices, and network with attendees. Sessions can be workshops, panels, or info sessions—it is up to you!

- Sponsorship includes audiovisual equipment, limited to LCD projector, computer, screen, a/v cart and microphone.
- All times/days are based on availability.
- Sponsor recognition in printed publication, mobile app and onsite signage.

**TECH TALKS**
**Price per Sponsor:** $3,500 • **Limit:** 12
**THURSDAY / OCT. 21 — FRIDAY / OCT. 22, 2021**

Engage our audience by demonstrating innovative technology at WE21. Possible subjects include, but are not limited to: design, environmental footprint, hardware and software innovations, materials testing, and much more!

- Equipment and props are encouraged, but need to be set up and taken down within the allotted time frame. Exhibitors are responsible for all equipment moving.
- Sponsorship includes audiovisual equipment, limited to LCD projector, computer, screen, a/v cart and microphone.
- All times/days are based on availability.
- Sponsor recognition in printed publication, mobile app and onsite signage.

**SPEAKERS’ READY ROOM**
**Price per Sponsor:** $2,000 • **Limit:** 5
**WEDNESDAY / OCT. 20 — SATURDAY / OCT. 23, 2021**

Sponsor the speaker preparation room and receive continuous signage recognition throughout the conference.

- Sponsor recognition in printed publication, mobile app and onsite signage.

**SWE BOUTIQUE**
**Price per Sponsor:** $3,000 • **Limit:** 4
**WEDNESDAY / OCT. 20 — SATURDAY / OCT. 23, 2021**

SWE sections sell their trendy merchandise in a central location. This area is always busy with sellers and buyers, and many will see the recognition signage of this popular outlet!

- Sponsor recognition in printed publication, mobile app and onsite signage.

**VOLUNTEER CENTER**
**Price per Sponsor:** $2,000 • **Limit:** 4

The Volunteer Center is the place where all SWE Operations take place. Over 400 volunteers and Local Hosts from Indianapolis liaise with SWE HQ to provide support and information to ensure the best experience for the attendees.

- Receive continuous recognition throughout the week with signage positioned outside the center and at registration.
- Sponsor recognition in printed publication, mobile app and onsite signage.

**$1,000+ SPONSORSHIP**

**PATRON SPONSOR**
**Price per Sponsor:** $1,000

Gain visibility as a WE21 sponsor. Patron Sponsors are recognized on the WE21 website, onsite, in SWE Magazine, conference edition and in the mobile app.
WE20 Demographics and Details

18,825 TOTAL ATTENDEES

450+ ATTENDEES CHECKED-IN ON THE WE20 GLOBAL WEBPAGE

WE20 SESSIONS 71K+ VIEWS

8,800 professionals

7,200 collegians

2,800 recruiters/exhibitors

Visitors to Awards Hall 7,500

2,700+ comments and congratulatory notes
WE21 ANNUAL CONFERENCE PARTNERSHIP PROSPECTUS

WE20
The World’s Largest Conference for Women Engineers

NOV 2-13
VIRTUAL CONFERENCE & CAREER FAIR

SOCIAL MEDIA HIGHLIGHTS: from 11/2-11/13

- 608,385 Impressions - 6,315 Engagements - 152,799 Followers

KEYNOTE SPEAKER EVENTS 4,500+ Attendees

1,300+ PHOTO BOOTH PICS

# PRACTICE
Curiosity

USED 267 TIMES REACH 310,179 from 11/1-11/14

#WE20

USED 767 TIMES REACH 3,042,624 from 11/1-11/14