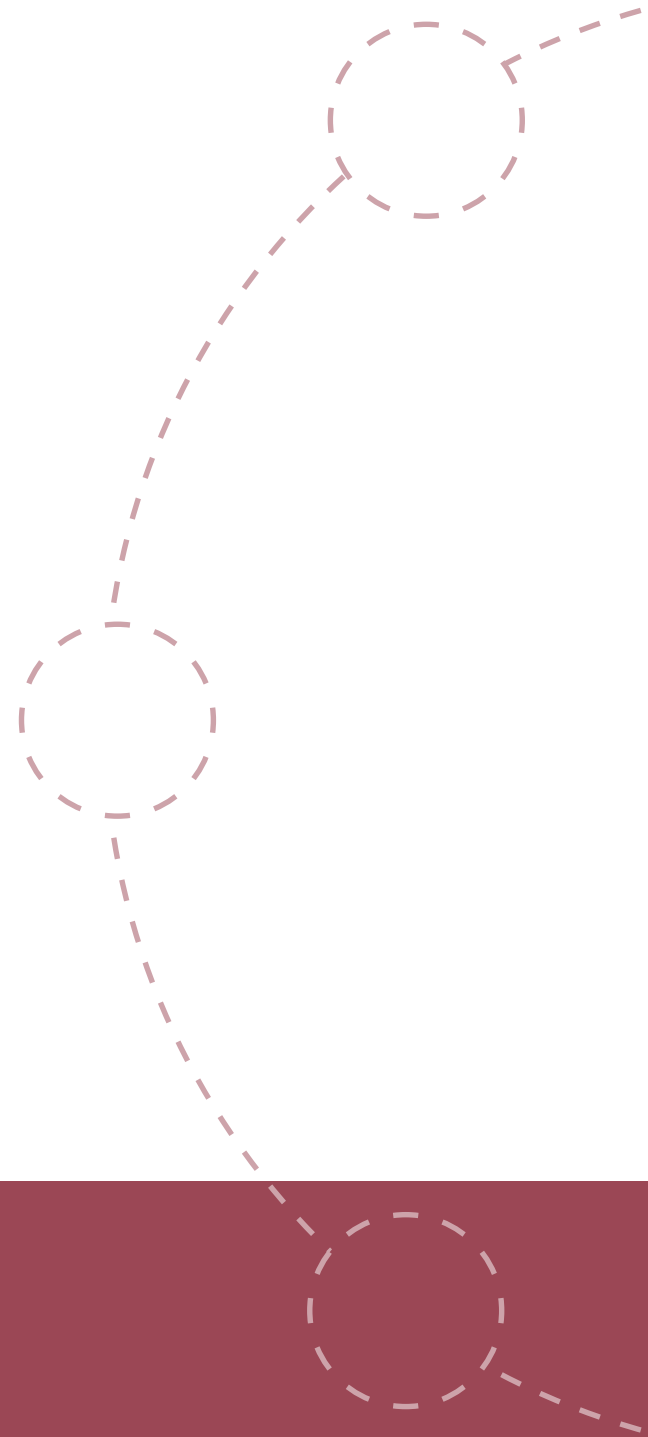




# 2019

# CONFERENCE PROSPECTUS




# LETTER FROM THE CEO

In 2017, The Society of Women Engineers launched two WE Local conferences, a localized version of the Society's Annual Conference and career fair, in two cities. We have since grown and expanded to five cities across the U.S. to continue to serve women engineers wherever they are.

Today, WE Local conferences play an integral role in the advancement of women in engineering and technology, giving them a platform to further their careers through education, professional development and networking, right in their backyard. The programming offered at each WE Local conference mirrors that of the annual Society conference, with a local and personalized touch.

WE Local is a unique opportunity for your organization to be exposed to a large network of women engineers and collegiate engineering students in an atmosphere that fosters one-to-one communication. We invite you to discover how you can benefit from being a partner of the Society and reaching hundreds and thousands of women engineers across the globe.

Sincerely,



**Karen Horting**  
CEO & Executive Director  
Society of Women Engineers



## A LETTER FROM WE LOCAL CHAIR, KATHARINE GAMBLE

I owe many of my career opportunity successes to the interactions I've had with companies at SWE conferences. My freshman year of college, I was offered my very first internship after talking to a company at a SWE career fair. As I was graduating with my PhD, I networked and interviewed with companies at the SWE Annual Conference, ultimately landing my first full-time job.

However, I've found that smaller conferences are where the biggest impact is made. As you move through larger career fairs, you find they are so inundated with people that you hardly get a chance to understand what a company does, much less what it's like to work there. WE Local offers attendees a chance to get to know organizations on a much more personal level both through the career fair as well as the sessions company representatives attend. With its smaller size and more personal atmosphere, WE Local offers a networking opportunity like no other.

Attending WE Local allows organizations to make an impact on attendees whether or not they are looking for jobs. This past year at WE Local Providence, I was exposed to companies that I never would have thought would hire an aerospace engineer! These conversations had me thinking about job opportunities in a whole new way – an impact that may inspire others to do the same and perhaps make a career change.

I invite you to be part of the WE Local family and see what interesting conversations and potential employees await you at this year's conferences!

**Katharine Gamble, PhD**  
Chair, WE Local Advisory Board  
Society of Women Engineers



# ABOUT WE LOCAL

WE Local is a Society of Women Engineers (SWE) program that brings together participants in all stages of their collegiate, professional and retiree journey. Conferences, seminars and roundtables are hosted around the globe, allowing women in engineering and technology to bring the energy and excitement of the Annual Conference – employment and internship opportunities, professional development and networking opportunities – right to their backyard.

By hosting conferences in the member’s backyard, SWE is able to meet the needs of partners and members in achieving the goal to **“Meet Locally. Learn Socially.”**

**WE Local Baltimore**  
**February 8-9, 2019**  
**Conference Venue:** Baltimore Convention Center  
**Hotel:** Hyatt Regency Baltimore Inner Harbor

**WE Local Tampa**  
**February 15-16, 2019**  
**Conference Venue:** Tampa Convention Center  
**Hotel:** Westin Tampa Bay

**WE Local St. Louis**  
**March 1-2, 2019**  
**Conference and Hotel Venue:**  
 Hilton at the Ballpark

**WE Local Denver**  
**March 15-16, 2019**  
**Conference and Hotel Venue:**  
 Renaissance Denver Stapleton

**WE Local Bellevue**  
**April 5-6, 2019**  
**Conference and Hotel Venue:**  
 Hilton Bellevue

## 2018 WE LOCAL BY THE NUMBERS



**2,528** WE Local Attendees 




**28%** Collegiate and Graduate Student Attendees 




**70%** Entry-Level to Seasoned Professionals 



**318** Middle School Students Participating in SWENext DesignLab



**33** Collegiate Poster Competition Finalists 



**266** Professional Development Panels and Lectures 

# BECOMING AN EXHIBITOR OR SPONSOR

## WE Local Benefits

By becoming involved with WE Local conferences, partners are supporting women in all stages of their careers to achieve their fullest potential as engineers and leaders. With a smaller attendee audience, partners are able to engage and connect with potential employees at a pace that is intentional and unhurried. Partner opportunities include career fair exhibition, interview booths and additional branding opportunities.

Also new to WE Local sponsorship, partners can take advantage of dedicated sponsor information sessions prior to the career fair. Host a company-specific workshop, panel or tech session to maximize attendee traffic. Pricing and limitation details are on Page 7.

### Exhibitors take advantage of:

- **One-day Career Fair**
- **Interview Booths**
- **Sponsor Information Sessions**

## Exhibitor Space at WE Local

This year at WE Local, the career fair will take place during one day of the conference allowing for maximized exposure in a condensed and more effective timeframe. Exhibitors will also have the option to purchase interview booth space and conduct interviews onsite (pricing varies based on location).

## Interview Booths

Interview Booths are limited at each conference and offered on a first-come, first-served basis. The booth will consist of a piped and draped area and a table with two (2) chairs. Interview Booths are an additional \$750/per booth space and will be available for use 8 a.m. – 5 p.m. on Saturday of the event.

## Here's what former sponsors had to say:

*"Thank you for organizing! We definitely want to keep in contact and work with SWE."*



*"Thank you for making this such a positive and impactful event!"*

*"WE Local was fantastic. Right sized venue, fantastic food and great interaction with other engineers."*





# EXHIBITOR PACKAGES



## PLATINUM: \$8,000 (Limit: 1)

- Recognized as the Wake Up, WE Local (opening) Keynote sponsor; may address attendees with three-minute remarks including introducing the Keynote speaker
- Two (2) exhibit tables (two 6-foot clothed tabletops) and four (4) chairs in the career fair
- Five (5) complimentary Career Fair registrations
- Three (3) complimentary Premier registrations to the conference
- Recognition on WE Local website with logo and clickable URL, WE Local Mobile App, and on-site signage
- Recognition in one (1) pre-conference e-mail (logo and boilerplate)
- Four (4) mobile app push notifications during conference
- Complimentary 60-day access to SWE's online Career Center (30 days prior and 30 days post) which provides direct access to thousands of women engineers nationally including resume search tools
- 50% advertising discount in the winter issue of [SWE Magazine](#), distributed to over 40,000 members and available on [All Together](#). [Click here for a full media kit.](#)

## GOLD: \$6,000 (Limit: 4)

- One (1) exhibit table (6-foot clothed tabletop) and two (2) chairs in the career fair
- Four (4) complimentary Career Fair registrations
- Two (2) complimentary Premier registrations to the conference
- Recognition in one (1) pre-conference e-mail to attendees (logo inclusion)
- Recognition on WE Local website with logo and clickable URL, WE Local Mobile App, and on-site signage
- Two (2) mobile app push notifications during conference
- Complimentary 60-day access to SWE's online Career Center (30 days prior and 30 days post) which provides direct access to thousands of women engineers including resume search tools
- 50% advertising discount in the winter issue of [SWE Magazine](#), distributed to over 40,000 members and available on [All Together](#). [Click here for a full media kit.](#)

## SILVER: \$4,000 (Limit: 15)

- One (1) exhibit table (6-foot clothed tabletop) and two (2) chairs in the career fair
- Three (3) complimentary Career Fair registrations
- Two (2) complimentary Premier registrations to the conference
- Recognition on WE Local website with logo and clickable URL, WE Local Mobile App, and on-site signage
- Complimentary 60-day access to SWE's online Career Center (30 days prior and 30 days post) which provides direct access to thousands of women engineers including resume search tools
- 25% advertising discount in the winter issue of [SWE Magazine](#), distributed to over 40,000 members and available on [All Together](#). [Click here for a full media kit.](#)

## BRONZE: \$2,000 (Limit: 20)

- One (1) exhibit table (6-foot clothed tabletop) and two (2) chairs in the career fair
- Two (2) complimentary Career Fair registrations
- Recognition on WE Local website with logo and clickable URL, WE Local Mobile App, and on-site signage
- Complimentary 60-day access to SWE's online Career Center (30 days prior and 30 days post) which provides direct access to thousands of women engineers including resume search tools
- 25% advertising discount in the winter issue of [SWE Magazine](#), distributed to over 40,000 members and available on [All Together](#). [Click here for a full media kit.](#)

## ACADEMIC, GOVERNMENT, AND NON-PROFIT PRICING\*

Select an exhibitor package (excluding platinum) **and take an additional 10% off.**

## EARLY-BIRD SAVINGS\*

Purchase an exhibitor package 90 days before the first day of a selected WE Local conference **and take an additional 5% off** (not applicable with Academic, Government and/or Non-Profit rates).

## EXHIBTOR PACKAGE BUNDLE\*

Select more than one WE Local exhibitor package and apply the highest discount to your total.

- **5% DISCOUNT:** 2-3 WE Local Conferences
- **10% DISCOUNT:** 4-5 WE Local Conferences
- **12% DISCOUNT:** SWE Annual Conferences and five (5) WE Local Conferences (discount applied only to WE Local Conferences total, not SWE's Annual Conference)

\*Applicable only to exhibitor packages. Discounts cannot be combined. Only highest discount will be applied.



## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### SWENEXT DESIGNLAB

**Price per sponsor: \$5,000 (Limit: 2)**

SWENext DesignLab is an engineering engagement program for middle schoolers, high schoolers, parents and educators. This full-day event will take place during WE Local at three of the five conferences: St. Louis, Baltimore and Denver. The SWENext DesignLab program has been modified for 2019 to include educational sessions for students, parents and educators, the \*new\* SWENext DesignLab Community Engagement Challenge, and SWENext DesignLab Community Awards for students engaged in STEM.

Sponsors will receive speaking time at the event, participation as judges on the first-round panel at the SWENext DesignLab Community Engagement Challenge, promotion during the Pre-Event Webinar for challenge teams, logo inclusion on event branded materials and the ability to be a SWE Advisor if a sponsor is an active SWE member.

### INFORMATION SESSIONS

**Price per sponsor: \$3,000 (Limit: 3)**

Host a company-specific workshop, panel or tech session by purchasing this information time slot Saturday morning prior to the Career Fair. This sponsorship includes two (2) mobile app push notifications to encourage attendees to attend your session. Basic AV (podium, handheld mics and sound) will be provided.

### LOCAL POWER HOUR (LUNCH KEYNOTE)

**Price per sponsor: \$3,000 (Limit: 2)**

The most popular and eagerly anticipated event during the conference is the Local Power Hour hosted by a noteworthy keynote speaker. As a sponsor, you will have your logo visible during the presentation and you will be able to provide up to three-minute remarks to attendees including introducing the Keynote speaker. Sponsors also receive reserved seating with lunch provided.

### LANYARDS

**Price per sponsor: \$2,500 (Limit: 1)**

Each attendee receives a lanyard during registration check-in which is worn throughout the duration of the conference. Show your support as the lanyard sponsor and always have your business name and logo visible.

### REGISTRATION AREA

**Price per sponsor: \$2,000 (Limit: 2)**

With hundreds of attendees checking in for registration, receive prominent signage recognition in this centrally located area and show your support to the local community.

### MOBILE APP

**Price per sponsor: \$1,500 (Limit: 4)**

WE Local is a green conference. The mobile app is a great, interactive way to get in front of attendees at their fingertips. The mobile app supports and promotes the conference through ongoing notifications and schedules to attendees. As a sponsor, you receive recognition at the top of the mobile app and receive two (2) push mobile app notifications each conference day, or four (4) total.

### WE LOCAL TOUR

**Price per sponsor: \$1,000 (Limit: 1)**

Invite a group of 20 collegiate and professional members to your office for a panel discussion, tour and inside look of what makes your company unique to the community. Sponsorship includes promotion of the tour on the WE Local website, one (1) promotional email to registered attendees, social media sponsored posts and shuttle arrangement for all registered attendees.

### COLLEGIATE COMPETITION

**Price per sponsor: \$1,000 (Limit: 4)**

Support the next generation of women engineers who compete in the WE Local Collegiate Competition. This competition recognizes five undergraduate and five graduate collegiate finalists who were competitively selected from their research that was summarized in a 500-word abstract. Onsite finalists present their research on a visual poster and through a lightning talk. Receive recognition in the presentation area, website and at the WE Achieve Awards Ceremony.

### PATRON SPONSOR

**Price per sponsor: \$500 (Limit: Unlimited)**

Receive recognition on the WE Local conference website and on-site signage in this easy, yet effective, WE Local sponsorship.

## CONTACT US

Contact Monica Cutrone, SWE's Business Development Manager, to learn how you can exhibit, sponsor and support WE Local.

**Email:** [monica.cutrone@swe.org](mailto:monica.cutrone@swe.org)

**Phone:** 312-967-9726



130 East Randolph Street, Suite 3500  
Chicago, IL 60601

[WELOCAL.SWE.ORG](http://WELOCAL.SWE.ORG)  
[#WELocal](https://twitter.com/WELocal)