LETTER FROM THE CEO

For 70 years, the Society of Women Engineers (SWE) has had a mission to remain an advocate and network of support for women in engineering and technology. SWE conferences have long been an integral role in the Society's mission. Women engineers from around the globe use these conferences as a platform to further their careers through professional development, and to expand their networks with like-minded women.

SWE conferences continue to grow reaching record attendance year after year, we look for new ways to bring the convenience and benefit of SWE conferences to women—wherever they are. Launching in 2017, WE Local conferences allowed us the opportunity to bring the Society's Annual's program (on a smaller and more intimate level) right to our members' backyard. Hundreds of attendees benefit from networking with peers and organizations right in their local area.

WE Local provides SWE the opportunity to bring mentorship, comradery and career building to an even greater number of women in engineering. Feedback from the past three years has allowed us to tweak the format and create a program that works for our attendees at all career and life stages while also offering our partners a formula for sharing professional development content and recruiting high caliber talent.

SWE conferences would not be successful without SWE's members, dedicated volunteers and partners. I invite you to join us as SWE helps women in engineering to "meet locally and learn socially".

Sincerely,

Karen Horting, CAE  
Executive Director and CEO  
Society of Women Engineers

LETTER FROM NICOLE WOODMAN, WE LOCAL CHAIR

Over the course of my SWE career, I have been afforded countless opportunities to increase my capabilities both personally and professionally. In some way, I can connect every single milestone throughout my college and career to my involvement within the Society.

During my first year as a Society Member, I served as an officer for my collegiate section. I had the chance to travel to an annual planning meeting that was a small affair with an intimate feel. It was exhilarating to be personally engaged with so many like-minded individuals with whom I had so much in common. I made connections during that meeting that have blossomed into friendships I still cherish today.

Since then, I have attended SWE conferences, meetings, and events of many sizes and I have gained valuable insights, connections, skills, perspectives, and/or lessons from each one of them. And while I have enjoyed them all immensely, I most often find myself reminiscing of similar experiences where I had the chance to catch up with old friends, engage in new relationships, and help to connect others. This is why I believed and continue to believe so passionately in the WE Local conference structure and continue to offer my support year after year.

WE Local conferences enable attendees to feel right at home, wherever they are. There's a relaxed and unhurried feel that fosters an environment of openness, honesty, and thorough engagement. This offers a unique opportunity to the Partner, Attendee, or Volunteer – there's the ability to deeply connect with people, to understand who they truly are, and where their passions lie. I cannot imagine a more ideal scenario for making your next connection.

To those of you whom have already attended a WE Local conference, "Thank You" and I look forward to seeing you again in 2020. To those of you who will be attending for the first time, I welcome you. Whether this will be your first WE Local or you are joining us once again, the WE Local family looks forward to creating new and engaging partnerships with each of you.

Nicole P. Woodman  
Chair, 2020 WE Local Advisory Board  
Society of Women Engineers
ABOUT WE LOCAL

Meet Locally. Learn Socially.
with SWE’s WE Local Community!

Join the Society of Women Engineers (SWE) for the fourth annual WE Local season. WE Local conferences bring women (and men allies) of all disciplines and stages of their career together under one roof for two-days of professional development breakout sessions, inspirational speakers, networking opportunities and student activities.

View WE Local’s complete history online at welocal.swe.org/about/we-local/

ABOUT SWE
For more than six decades, SWE has given women engineers a unique place and voice within the industry. The organization is centered around a passion for our members' success and continues to evolve with the challenges and opportunities reflected in today’s exciting engineering and technology specialties.

SWE’s Mission
Empower women to achieve full potential in careers as engineers and leaders, expand the image of the engineering and technology professions as a positive force in improving the quality of life, and demonstrate the value of diversity and inclusion.

Learn more at swe.org
2019 WE LOCAL
BY THE NUMBERS*

2,767
TOTAL ATTENDEES
(9% Increase from 2018)

53% Professional (average)
45% Collegiate (average)
2% Unknown or High School (average)

34% of Attendees reside in the state of the Host City
59% of Attendees DO NOT reside in the state of the Host City

TOP DISCIPLINES

With a wide array of disciplines and career levels attending WE Local conferences, it is imperative Partners notify attendees what disciplines they are hiring for, including career level(s).

- MECHANICAL 16%
- CHEMICAL 10%
- ELECTRICAL 7%
- BIOMEDICAL 7%
- CIVIL 6%
- COMPUTER SCIENCE 5%

*According to the 2019 North America conference survey.
2020 WE Local Host Cities

San Diego, California, U.S.A.
January 31-February 1
Conference: San Diego Convention Center
Hotel: Hilton Gaslamp

Salt Lake City, Utah, U.S.A.
February 7-8
Conference: Salt Palace Convention Center
Hotel: Radisson Hotel Salt Lake City Downtown

Raleigh, North Carolina, U.S.A.
February 21-22
Conference and Hotel: Hilton Raleigh North Hills

Buffalo, New York, U.S.A.
March 27-28
Conference: Buffalo Niagara Convention Center
Hotel: Hyatt Regency Buffalo

Bengaluru, India
April 2-4
Conference and Hotel: Sheraton Grand Bengaluru
Whitefield Hotel & Convention Center

Des Moines, Iowa, U.S.A.
April 17-18
Conference and Hotel: Des Moines Marriott Downtown

London, England
May 27-29
Conference and Hotel: Sheraton Grand London Park Lane

2020 Conference Contacts

North America
Monica Cutrone
Business Development Manager, Strategic Partnerships
Monica.Cutrone@swe.org
(312) 967-9726

Global
Jennifer Scott
Vice President, Strategic Partnerships
Jennifer.Scott@swe.org
(312) 596-5220
Recruit, network and align your brand at SWE’s one-day Career Fair held on Saturday of each WE Local North America conference, the Career Fair is from 9 a.m. – 1 p.m.

**Complete Your WE Local North America Commitment with these Four Simple Steps**

1. Contact Monica Cutrone for availability by
   a. Phone: (312) 967-9726
   b. Email: monica.cutrone@swe.org
2. Complete WE Local agreement form
3. Receive and review payment instructions
4. Provide .eps logo and coordinate deliverables, as applicable

**Important Deadlines**

**WE Local San Diego**
Last Day to Sign-Up: Friday, January 17, 2020

**WE Local Salt Lake City**
Last Day to Sign-Up: Friday, January 24, 2020

**WE Local Raleigh**
Last Day to Sign-Up: Friday, February 7, 2020

**WE Local Buffalo**
Last Day to Sign-Up: Friday, March 13, 2020

**WE Local Des Moines**
Last Day to Sign-Up: Friday, April 3, 2020
PARTNER PACKAGES

PLATINUM: $10,000 (Limit: 1)

- Recognized as the Opening Keynote Partner on Friday morning; representative of the organization may provide up to three-minute company remarks followed by introducing the Opening Keynote
- One (1) guaranteed breakout session; topic must be aligned with SWE’s mission and approved by the Program Subcommittee
- Two (2) exhibit tables (two 6-ft tabletops) and four (4) chairs including first choice of table selection
- Four (4) complimentary Career Fair registrations
- Three (3) complimentary Premier registrations
- Four (4) mobile app push notifications during conference
- One (1) Social Media posting through SWE’s channels
- Recognition on WE Local website with logo and clickable URL, WE Local Mobile App and on-site signage
- Logo inclusion in one (1) pre-conference e-mail and two-to-three sentences to attendees
- Complimentary 60-day access to SWE’s online Resume Database (30 days prior and 30 days post)

GOLD: $6,000 (Limit: 4)

- One (1) exhibit table (6-ft tabletop) and two (2) chairs including second choice of table selection
- Three (3) complimentary Career Fair registrations
- Two (2) complimentary Premier registrations
- Two (2) mobile app push notification during conference
- Logo Inclusion in one (1) pre-conference e-mail to attendees
- 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 Resume Database (30 days prior and 30 days post)

SILVER: $4,000 (Limit: 15)

- One (1) exhibit table (6-ft tabletop) and two (2) chairs including third choice of table selection
- Two (2) complimentary Career Fair registrations
- Two (2) complimentary Premier 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 Resume Database (30 days prior and 30 days post)

BRONZE: $2,000 (Limit: 20)

- One (1) exhibit table (6-ft tabletop) and two (2) chairs and final choice of table selection
- One (1) complimentary Career Fair registrations
- Recognition on WE Local website with logo and clickable URL, WE Local Mobile App and on-site signage

Save on Your Partner Package with One of these Discounts

ACADEMIC, GOVERNMENT, AND NON-PROFIT DISCOUNT**
- Select a Partner Package (excluding Platinum) and take an additional 10% off

CORPORATE PARTNERSHIP COUNCIL (CPC) DISCOUNT**
- Select a Partner Package and take an additional 5% off

**Only applicable to Partner Packages. Discounts cannot be combined.
Additional Partnership Opportunities

INTERVIEW AND CAREER FAIR PREP ROOM - NEW!
Plan, Prepare and Perform with the WE Local Career Fair Prep Room

Price per organization: **$3,000** Limit: **1**
As the experts of recruiting and hiring, WE Local is looking for Partners who will support attendees by providing on-site support on Friday from 10 a.m.-5 p.m. offering one of the following resources: Resume Review, Career Fair Interview Tips and How to Navigate a Career Fair floor. As a partner, you can provide Representatives who will interact with attendees (in one or all the above areas). Partners are recognized with on-site signage and the opportunity to brand the room with their materials including the placement of recruitment and organizational flyers into the WE Local Career Fair resume folder.

LUNCH KEYNOTE
Be a Part of The Largest Attendee Event, the WE Local Power Hour

Price per organization: **$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 on Saturday afternoon. As a partner, you will have your logo visible throughout the keynote and are able to provide up to three-minute remarks to attendees as well as introducing the keynote. Partners also receive reserved seating for up to 10 with lunch provided.

LANYARDS
Hang Out with WE Local Attendees Throughout the Two-Day Conference

Price per organization: **$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 through this partnership and have your organization’s name and logo visible on-site and through conference photography.

SWENEXT DESIGNLAB
Inspire the Next Gen of Engineers Including Their Parents and Educators

Price per organization: **$2,500** Limit: **4**
SWENext DesignLab is an engineering engagement program for middle schoolers, high schoolers, parents and educators. This full-day event has been modified for 2020 to include educational sessions for students, parents and educators, the SWENext DesignLab Community Engagement Challenge and SWENext DesignLab Community Awards for students engaged in STEM. DesignLab will be held on the Saturday of WE Local San Diego, Buffalo and Des Moines.

Partners 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 and boilerplate in three (3) DesignLab emails sent to members and participants, logo inclusion on event branded materials and the ability to be a SWE Challenge Mentor if a partner is an active SWE member. We are estimating 50-100 students and their parents per each location.
BREAKOUT SESSION/WORKSHOP
Enhance the Attendee’s Experience through On-Site Education

Price per organization: $2,000 Limit: 4

Host a workshop, panel or tech session by purchasing this opportunity. This partnership includes two (2) mobile app push notifications to encourage attendees to attend your session and basic AV (podium, podium mic and sound). Top five content ideas from 2019 attendees were interviewing skills, career fair tips, work life balance, technical talks and social issues (e.g. LGBTQ, Diversity & Inclusion). Topic must be aligned with SWE’s mission and approved by the Program Subcommittee.

MOBILE APP
Stay Connected with Attendees... From the Palm of Their Hand

Price per organization: $2,000 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 partner, you receive recognition on the splash page, at the top of the mobile app and receive two (2) push mobile notifications. Additionally, you receive acknowledgement at the Opening Keynote and constant recognition on the mobile app rolling video played for the duration of the conference at the registration area.

REGISTRATION AREA
Check-In with Attendees at This First Stop

Price per organization: $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.
COLLEGIATE COMPETITION
Support Undergraduate and Graduate Research Pre-Conference and On-Site
Price per organization: $1,000 Limit: 4
The next generation of Engineers are developing innovative ideas and are prepared to share their research at each WE Local Collegiate Competition. At each conference, this competition recognizes five undergraduate and five graduate finalists who were competitively selected from an online 500-word abstract submission. These finalists present their research visually by poster and verbally through a 15-minute lighting. Partners provide on-site judges to interact with the winners on Friday afternoon, times vary per conference, details will be provided upon inquiry. Partners can also announce the Award and Finalists at the WE Achieve Awards Ceremony. Receive recognition in the presentation area, website and at the WE Achieve Awards Ceremony.

INTERVIEW BOOTHS – NEW!
Save Time and Conduct On-Site Interviews
Price per organization: $750 Limit: 3
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. The space will be designated with a sign and available for use 8 a.m. – 5 p.m. on the Saturday of the event.

PATRON DONOR
Price per organization: $500 Limit: Unlimited
Receive logo recognition on the WE Local conference website.

MARKETING AND ADVERTISING OPTIONS
Showcase your WE Local Support of Women in Engineering and Technology
SWE releases the Winter Issue of SWE Magazine which is distributed both in print and digitally. Continue the momentum of your commitment to supporting SWE and advertise in the following Spring Issue. SWE’s print magazine is distributed to over 40,000 Members and stakeholders while the online magazine reaches an average of 21,000+ users monthly.

- Partner Packages are eligible for 25% off print and digital magazine ads
  - Deadline for Winter ads is December 17, 2019 – released in January 2020
  - Deadline for Spring ads is April 17, 2020 – released in May 2020
- Additional details and pricing can be found at mediarights.swe.org