LETTER FROM THE CEO

“For over 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 play a vital role in advancing the Society’s mission and provide a strong backbone to the community of women in engineering. Women 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.

Year after year we look for more ways to bring the benefit of SWE conferences to women—wherever they are. Launching in 2017, WE Local conferences allowed us the opportunity to bring the Society 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 attendees has allowed us to evolve 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.

In 2020 our WE Local program was cut short by the COVID-19 pandemic. But we will be back stronger than ever in 2021! I invite you to join us as SWE helps women in engineering to “Meet Locally. Learn Socially”.

Sincerely,

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

LETTER FROM WE LOCAL CHAIR

SWE is a Community Like No Other

I have found endless opportunities for networking and professional growth since joining SWE. SWE has been integral in my career from my first technical presentation to the transition as a professional member after college, and as I continue through my life as a professional. My experience has extended to serving as co-director of GradSWE in my collegiate section to being Chair of the WE Local Advisory Board and faculty advisor of a SWE student section, I have been able to grow and help support others in their careers and life.

Networking with SWE has led to some of the most meaningful friendships and professional developments. At WE Local, there is a great opportunity that allows time to not only catch up but to provide a very inclusive environment to make new connections. The structure of WE Local allows for professional development experiences while also getting to meet partners and SWE Members, so you don’t have to choose between the two.

As an academic, attendance is about more than just my experience, but how I can help students. I encourage students to attend WE Local because it is intimate enough to support their growth in a way that is not overwhelming. Post-conference, there are always great stories of the professionals they met while volunteering, the companies they got to spend time talking to without feeling rushed, things they learned in the sessions and the community they found.

By interacting with WE Local partners, I am able to bring back functional insights to improve courses and mentoring which helps prepare students for their recruiting efforts and needs as they look for internships, co-ops, and full time employment.

It is through partners like you who are not only supporting the mission of SWE and finding new employees but who are also impacting the lives of students and universities. Thank you for all your support and for making a difference as a WE Local Partner. I hope to see you at a 2021 WE Local!

Dr. Jennifer (Jenn) Winikus
FY21 WE Local Advisory Board Chair
ABOUT SWE

For seven decades, SWE has been and continues to be the leader in giving women engineers and technologists a unique place and voice within the industry. We are centered around a passion for our members' success and continue 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

Join the Society of Women Engineers (SWE) for the fifth WE Local season. WE Local conferences bring women (and gender allies) of all disciplines and stages of their career and education together for two days of professional development breakout sessions, inspirational speakers and networking opportunities.

View WE Local’s complete history online at welocal.swe.org/about/we-local/
Due to the global pandemic, the 2020 WE Local season came to a halt in March 2020 with four WE Local conferences from the U.S., England and India postponed to 2021.

To read SWE’s full statement visit welocal.swe.org.

**TOTAL ATTENDANCE:** 1,227

- **47%** Professional
- **51%** Collegiate
- **2%** Retired/Unemployed

**TOP YEARS OF EXPERIENCE:**
- Undergraduate Degree: 1-5 Years
- 20+ Years

**HIGHEST LEVELS OF EDUCATION:**
- Bachelor of Science
- Master of Science

**TOP TECHNICAL DISCIPLINES:**
- Mechanical
- Chemical
- Electrical

**CONFERENCE QUICK FACTS**

- **155** Total Breakout Sessions
- **9** Keynote Speakers
- **96** WE Local Award Recipients
- **17** Undergraduate Collegiate Competition Finalists
- **23** Graduate Collegiate Competition Finalists
- **70** Career Fair Partners & Conference Sponsors

**WHY WE LOCAL?**

- **30.23%** of attendees were seeking an internship
- **28.01%** of attendees were seeking employment

**Top Three Reasons for Attending**

- Networking
- Keynote Speakers
- Professional Development
- Breakout Sessions

**CONFERENCE REFLECTION***

- **60%** of attendees say WE Local exceeded expectations or was truly outstanding
- **57.4%** of attendees said WE Local prepared them for a career, or furthered their career, in engineering
- **88.61%** of attendees probably- or -definitely would recommend a WE Local conference

*Based on 14% of WE Local attendees who completed the conference survey.
2021 WE Local Host Cities

**Albuquerque, New Mexico, U.S.A.**
January 29-30, 2021
Conference and Hotel: Embassy Suites Hilton

**Des Moines, Iowa, U.S.A.**
March 5-6, 2021
Conference and Hotel: Marriott Downtown Des Moines

**Buffalo, New York, U.S.A.**
March 26-27, 2021
Conference: Buffalo Niagara Convention Center
Hotel: Hyatt Regency Buffalo

**Bengaluru, India**
22-23 April, 2021
Conference and Hotel: Sheraton Grand Bengaluru
Whitefield Hotel & Convention Center

**London, England**
26-28 May, 2021
Conference and Hotel: Sheraton Grand London Park Lane

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**Conference Contacts**

**India and Europe Contact**
Jennifer Scott
Vice President, Strategic Partnerships
Jennifer.Scott@swe.org
(312) 596-5220

**North America Contact**
Monica Cutrone
Senior Manager, Strategic Partnerships
Monica.Cutrone@swe.org
(312) 967-9726
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.

**Sign-up with these Four Steps**

1. Contact Monica Cutrone  
   E: monica.cutrone@swe.org  
   P: 312 967-9726

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 Albuquerque**  
Last Day to Sign-Up:  
Friday, January 18, 2021

**WE Local Des Moines**  
Last Day to Sign-Up:  
Friday, February 19, 2021

**WE Local Buffalo**  
Last Day to Sign-Up:  
Friday, March 12, 2021
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(s) must be submitted through the WE Local Call for Participation (CFP) process beginning August 1 with a deadline to submit by October 9
- 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 email 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 (excluding Platinum) and take an additional 5% off

CORPORATE AND ASSOCIATE MEMBERSHIP DISCOUNT**
- Select a Partner Package (excluding Platinum) and take an additional 5% off

**Only applicable to Partner Packages, not additional opportunities. Discounts cannot be combined.
**Additional Partnership Opportunities**

**LANYARDS WITH REGISTRATION AREA**
Check-In and Hang Out with WE Local Attendees

**Price per organization: $3,500 Limit: 1**
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. Each attendee receives a lanyard during registration check-in, which is worn throughout the duration of the conference. This partnership will highlight your organisation’s name and its logo will be visible on-site and through conference photography.

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

**Price per organization: $3,000 Limit: 1**
The most popular and eagerly anticipated event during the conference is the local power hour featuring 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 have the opportunity to leave organizational materials for attendees to receive and reserved seating for up to 10 with lunch provided.

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

**Price per organization: $2,500 Limit: 1**
As an eco-friendly 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.
BREAKOUT SESSION/WORKSHOP
Enhance the Attendee’s Experience through On-Site Education

**Price per organization: $2,000 Limit: 3**

Host a workshop, panel or tech session by purchasing this opportunity. This partnership includes two (2) mobile app push notifications to encourage attendees to come to your session and basic AV (podium and projector). The top five content ideas from 2020 attendees were job transitions including tips for how to stand out in a crowd, technical talks/technology advancements, host city specific talks (e.g. what’s impacting the local area) and discipline focused (e.g. civil, mechanical, environmental, etc.). Topics must be aligned with SWE’s mission and submitted through the WE Local Call for Participation (CFP) process beginning August 1 with a deadline to submit by October 9.

COLLEGIATE COMPETITION
Support Undergraduate and Graduate Research Pre-Conference and On-Site

**Price per organization: $2,000 Limit: 2**

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 selected from an online 500-word abstract submission. These finalists present their research visually by poster and verbally through a 15-minute lightning talk.

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

**Price per organization: $1,000 Limit: 3**

As the experts of recruiting and hiring, WE Local is looking for partners in a variety of industries who will support attendees by providing on-site reps and resources on Friday from 10 a.m.-5 p.m. Reps will offer their insights on: reviewing resumes, Career Fair interview tips and how to navigate a Career Fair floor along with other relevant topics for success. 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 in the WE Local Career Fair resume folder.
INTERVIEW BOOTHS
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 consists 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.

LOCAL ADVOCATE

**Price per organization: $500 Limit: Unlimited**

Not recruiting? Consider supporting SWE’s mission through this partnership. Receive logo recognition on the WE Local conference website and on-site signage.

MARKETING AND ADVERTISING OPTIONS

Showcase your WE Local Support of Women in Engineering and Technology

The spring Issue is released after the final conferences. These issues are available in both print and digitally. Promote your organization, feature career/internship opportunities and support SWE’s mission with an advertisement. SWE’s print magazine is distributed to over 42,000 members and stakeholders while the online magazine reaches an average of 2,000+ users monthly.

- Partner Packages are eligible for 25% off print and digital magazine ads
  - Deadline for Winter ads is December 10, 2020 – released in January 2021
  - Deadline for Spring ads is March 31, 2021 – released in April 2021
- Additional details and pricing can be found at mediakit.swe.org