



Kiera Kaufman
FY22, WE Local U.S.
Advisory Board Chair

2022

WE LOCAL U.S. PROSPECTUS

LETTER FROM THE CEO



"For over 71 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's Annual 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. The format also offers 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 and based on continuing guidance from experts we had to postpone our U.S. based events in 2021. But we will be back stronger than ever in 2022! I invite you to join us as SWE helps women in engineering to "meet locally and learn socially."

Sincerely,

A handwritten signature in black ink that reads "Karen Horting".

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

LETTER FROM WE LOCAL ADVISORY BOARD CHAIR **SWE Supports Past, Present, and Future Leaders**

Like countless others before me, SWE has afforded me endless opportunities for both my personal and professional development and growth. From my first role as Professional Development Director at my University's collegiate section, to my current role as the Chair of the WE Local Advisory Board, I have been able to grow and learn as a young leader in an organization filled with countless strong women who serve as true inspirations to me.

As I reflect on my experience within the organization, I reflect on all the opportunities I have had to grow my network, receive mentorship from industry Directors and past SWE Presidents alike, develop new skills, make lifelong friendships, and contribute to something larger than myself. My experiences in this organization re-energize me when I feel like my place is small or when I feel like giving up, allowing me to re-focus my efforts and reset my goals to shoot for the stars. Each presentation and conversation at every conference has given me a voice and helped me expand my goals to set my personal bar even higher as a leader and as a professional, and it all started with my excitement to be an individual contributor on the WE Local Denver team.

The longer I've supported the WE Local conferences, the more my excitement has morphed into a passion about its cause and sharing the value of its brand. The welcoming, community focused environment during the conference truly makes each attendee feel right at home regardless of where they may have traveled from. This provides unparalleled benefit to the Attendee, Volunteer and Partner – every experience, interaction and conversation is organic and genuine, providing insight to the passions and potential of each conference-goer. It is at WE Local that we can take a moment to truly listen, finding lessons from past and present leaders and perhaps even identifying those of the future – who knows, a future SWE President, patent-holder, entrepreneur, or even CEO may be sitting right next to you.

Through our partnerships, we are able to provide these invaluable experiences to identify and shape past, present, and future leaders both within SWE and within the industry. For that, I sincerely thank those who continue to support our mission as a WE Local Partner, and want to extend the same gratitude and the warmest of welcomes from the WE Local Family to those who are just beginning their journey with us. We hope to see you all at a 2022 WE Local!

Kiera Kaufman
FY22 WE Local Advisory Board Chair

ABOUT SWE

For over 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](https://www.swe.org)

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





MEET LOCALLY. LEARN SOCIALLY.



IT'S ALL IN THE NUMBERS 2020 WE Local U.S. Wrap Up

AVERAGE ATTENDANCE: 400+ each location

Average attendee count at each location was 400+ with an even split between **PROFESSIONALS** and **COLLEGIANS**.



ATTENDEE PROFILE

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

TOP DISCIPLINES:



CONFERENCES 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?



60% of attendees were looking for internship opportunities or full time employment.

Top Reasons for Attending

- Networking
- Professional Development Breakout Sessions

- Employment
- Keynote Speakers

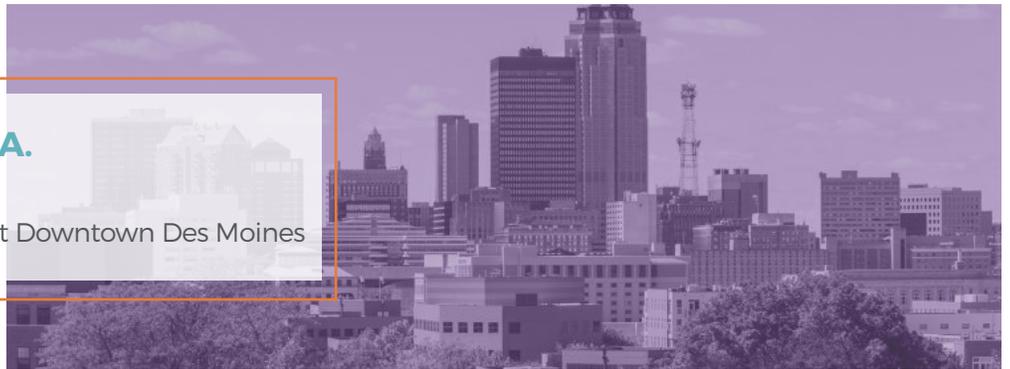
2022 WE Local U.S. Host Cities



Albuquerque, New Mexico, U.S.A.

February 25-26, 2022

Conference and Hotel: Embassy Suites Hilton



Des Moines, Iowa, U.S.A.

March 4-5, 2022

Conference and Hotel: Marriott Downtown Des Moines



Buffalo, New York, U.S.A.

April 8-9, 2022

Conference: Buffalo Niagara Convention Center

Hotel: Hyatt Regency Buffalo

Conference Contact for Career Fair and Partnerships:

Monica Mizzi

Senior Manager, Strategic Partnerships

Monica.Mizzi@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 U.S. conference. The Career Fair is from 9 a.m. - 1 p.m. Set up begins Friday evening at 6:00 p.m.- Saturday morning at 9:00 a.m.

Sign-up with these Four Steps

- 1** Contact Monica Mizzi for availability by
P: (312) 967-9726
E: monica.mizzi@swe.org
- 2** Complete WE Local contract
- 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, February 11, 2022

WE Local Des Moines
Last Day to Sign-Up:
Friday, February 18, 2022

WE Local Buffalo
Last Day to Sign-Up:
Friday, March 25, 2022

PARTNER PACKAGES

PLATINUM: \$10,000 (Limit: 1)

- Recognized as the opening keynote partner on Friday morning; representative of the organization may provide company remarks (up to 3 minutes) followed by introducing the opening keynote
- One (1) guaranteed breakout session; topic(s) must be submitted to WE Local staff one month prior to the start date of conference
- 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 notifications 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

PPE PARTNERSHIP - NEW!

Support Safety and SWE Simultaneously

Price per Sponsors: \$7,000 Limit: 1

Demonstrate your organization's commitment to health and safety by supporting PPE gear at WE Local. Co-branded masks (WE Local and the partner organizations' logo) and hand sanitizer bottles will be given to attendees at registration on a first-come, first-serve basis.

Partners commit to all WE Local U.S. shows for our season.

DIGITAL RAFFLE - NEW!

Collect Resumes and Add Excitement to WE Local

Price per Sponsors: \$5,000 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 conference dates.
- Sponsors may provide swag/giveaway to the raffle "winners".
- Logo and URL on WE Local city website; logo and "thank you" during WE Local celebration.
- Sponsors receive all submitted resumes.

SOCIAL MEDIA + WIFI SPONSORSHIP - NEW!

Reach Attendees Online and On-site

Price per Sponsor: \$5,000 Limit: 1

Boost your organization's branding efforts by sponsoring social media posts to SWE's growing online audience! Your sponsorship allows attendees free access to wifi.

- Sponsorship includes three (3) social media posts during the live conference dates.
- Sponsor "thank you" at opening keynote.
- Recognition through on-site signage.

LUNCH KEYNOTE

Be a Part of the Largest Attendee Event: The WE Local Power Hour

Price per organization: \$3,500 Limit: 1

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 have the opportunity to leave organizational materials for attendees to receive.
- Reserved seating for up to 10 with lunch provided.



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. Show your support through this partnership and receive:

- Exclusive logo recognition on lanyards.
- Organization's name and logo visible with on-site signage at registration area and through conference photography.



SWE NETWORKING LOUNGE - NEW!

Socialize and Offer Support to Attendees and Colleagues Alike

Price per Sponsor: \$3,000 Limit: 2

The networking lounge gives attendees the ability to connect by providing a safe space for attendees to relax, network and support one another. This sponsorship provides organizations with a unique backdrop to promote your organizational culture while engaging with attendees in a high-traffic, "go-to" space. Open Friday 9 a.m. – 4:00 p.m. ; Saturday 9 a.m. – 1 p.m.

- Sponsors will be recognized with on-site signage.
- Receive two (2) push notifications.
- This opportunity includes a table and two (2) chairs to allow employees to represent your organization and have materials and resources on-site. This is a great place to have reps engage with attendees throughout the conference while offering supportive services such as interview guidance, DE&I best practices, share about your Employee Resource Groups, etc.

SWENext STEMpowered EXPO

Inspire the Next Gen of Engineers Including Their Parents and Educators

Price per organization: \$2,500 Limit: 4

This event is targeted towards Middle and High School students

An event dedicated to building the next generation of engineers! Partners will receive speaking time at the event, logo and boilerplate in three (3) STEMpowered emails sent to members and participants, logo inclusion on event branded materials, special recognition at the awards ceremony, and the ability to be a SWENext mentor for the lunch with an engineer. Note: Mentor must be an active SWE member. We are estimating 25-50 students and their parents at each location.

MOBILE APP

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

Price per organization: \$2,500 Limit: 1

As a green 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 and at the top of the mobile app.
- Receive two (2) push mobile notifications.
- Receive acknowledgement at the opening keynote.
- "How to" video played at registration area with sponsor's logo incorporated.

Additional Partnership Opportunities

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. 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 approved by WE Local staff one month before the conference. Available dates and times will be provided by SWE. This partnership includes:

- Branded session with topic of your choice.
- Signage with logo outside of breakout room.
- Two (2) mobile app push notifications to encourage attendees to attend your session.
- Basic AV (podium, podium mic and sound).

COLLEGIATE COMPETITION

Champion 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 competitively 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 are able to:

- Provide on-site judges to interact with the winners on Friday afternoon. (Times vary per conference, details will be provided upon inquiry).
- Partners can announce the award and finalists at the WE Local Power Hour (Saturday luncheon).
- Receive recognition in the presentation area, logo on certificates, website and at the WE Local Power Hour on Saturday afternoon.
- Two (2) social media shoutouts announcing award finalists to include sponsor handles.



REGISTRATION WEBPAGE - NEW!

Join WE Local from Start to Finish

Price per Sponsor: \$2,000 Limit: 2

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

- Logo and URL on registration webpage, WE Local registration website tab and registration confirmation email. Website stays live for up to one year.
- Sponsor recognition in mobile app and on-site signage.

INTERVIEW BOOTHS

Save Time and Conduct On-Site Interviews

Price per organization: \$750 Limit: Varies

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.

Albuquerque: 2 spaces

Des Moines: 3 spaces

Buffalo: 5 spaces



LOCAL ADVOCATE

Align your Brand with SWE

Price per organization: \$500 Limit: Unlimited

Not recruiting? Consider supporting SWE's mission through this partnership while also increasing your brand association. Receive logo recognition on the WE Local conference website and on-site signage.

RECRUITMENT MARKETING AND OTHER BRANDING OPTIONS

Showcase your WE Local Support of Women in Engineering and Technology

SWE releases the winter issue of SWE Magazine right before WE Local Albuquerque kicks off and the spring issue is released after WE Local Buffalo closes out. These issues are available in both print on-demand 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 4,000+ users monthly.

Job postings are included with ad purchase. Pricing below includes 10% discount:

Full page print ad, 1150 x 135 banner ad and 4 job postings = \$2,700

Half page print ad, 250 x 250 banner ad and 2 job postings = \$1,350



Deadline for Winter ads is December 17, 2021 - released in January 2022

Deadline for Spring ads is April 15, 2022 - released in May 2022

Additional details, pricing and opportunities can be found at mediakit.swe.org





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