

IEEE 2015
REGION 4
STUDENT
LEADERSHIP
CONFERENCE
SPONSORSHIP BOOKLET

HOSTED BY:
IEEE STUDENT BRANCH
UNIVERSITY OF WISCONSIN - MADISON



Dear Industry Colleague,

You are invited to become a partner of the 2015 IEEE Region 4 Student Leadership Conference! By becoming a partner of this conference, you will gain a rare opportunity to reach out to many of the top engineering students from the Central United States. The conference is the only one of its kind endorsed by the IEEE, which has been a trusted professional organization since 1884.

IEEE stands for the Institute of Electrical and Electronics Engineers, and is the world's largest technical professional association. It is dedicated to advancing technological innovation and excellence through its highly cited publications, conferences, technology standards, and professional and educational activities. One of the ways IEEE accomplishes this mission is through a vibrant student membership program, which is tailored to the technical and professional development of college students in Electrical Engineering, Computer Engineering, Computer Science, and related disciplines.

A flagship part of IEEE student membership is the annual Student Leadership Conference, or SLC. The SLC held in Region 4 (Illinois, Indiana, Iowa, Michigan, Minnesota, Nebraska, North and South Dakota, Ohio, and Wisconsin USA) is the largest IEEE student event in the Central United States. Annually, nearly 200 students from over 20 universities attend.

The upcoming Student Leadership Conference will take place on February 7th, 2015 hosted by the University of Wisconsin. During the SLC, attendees will participate in a variety of activities including technical competitions and workshops, training workshops, leadership seminars, and more. The SLC is highly valued by student members, and some travel upwards of 9 hours to attend.

While the SLC is a fantastic opportunity for student attendees, it also presents a unique opportunity for sponsors. Top engineering students from some of the best universities in the Central United States will be concentrated in a single location. This provides unparalleled visibility - not just with members of a single school, but across an entire region. Furthermore, students who attend the SLC possess superior leadership and communication skills. By attending, they demonstrate competitiveness and a desire to improve their abilities as an engineer, before many of their contemporaries have even begun to think of employment and the future.

In the past, companies of all sizes and backgrounds have chosen to sponsor the Region 4 SLC. Whether the goal was recruiting, increasing corporate visibility, marketing products, or promoting higher education, our sponsors have found the SLC to be a worthwhile endeavor. We hope that you agree, and that you'll join the University of Wisconsin IEEE Student Chapter in hosting this year's Student Leadership Conference.

Sincerely,

Oscar Juarez
Sponsorship Director

Joe Snodgrass
Sponsorship Director

Maggie White
Conference Co-Chair

Francis Hertel
Conference Co-Chair

Tentative Agenda

Friday 02/06/2015		
Time	Agenda	Location
12:00 PM - 11:00 PM	Registration	Union South Hotel or Lowell Center
3:00 PM - 7:00 PM	Industry Tour	Union South Hotel or Lowell Center
7:00 PM - 8:00 PM	STEP Event - Dinner	Engineering Centers Building (Tentative)
8:00-10:00 PM	Social Event	Engineering Centers Building (Tentative)

Saturday 02/07/2015		
7:30 AM - 9:00 AM	Registration	Union South - Varsity Hall Sections 2 and 3
7:30 AM - 9:30 AM	Breakfast	Union South - Varsity Hall Sections 2 and 3
8:00 AM - 8:15 AM	Welcome speech - Region 4	Union South - Varsity Hall Sections 2 and 3
8:15 AM- 9:05 AM	Morning Keynote	Union South - Varsity Hall Sections 2 and 3
9:05 AM - 9:15 AM	Agenda Breakdown	Union South - Varsity Hall Sections 2 and 3
9:15 AM - 9:35 AM	Break/Walking Time	
9:35 AM - 10:25 AM	Breakout Session 1	Engineering Campus
10:25 AM - 10:40 AM	Break	
10:40 AM - 11:30 AM	Breakout Session 2	Engineering Campus
11:30 AM - 11:45AM	Company Showcase	Mechanical Engineering (Tentative)
11:45 AM - 12:45 PM	Lunch w/ Recruiters	Mechanical Engineering (Tentative)
12:45 PM - 1:45 PM	Leadership Training Session 1	Mechanical Engineering (Tentative)
1:45 PM - 2:00 PM	Break/Walking Time	
2:00 PM - 6:00 PM	Micromouse	Engineering Campus
	Brown Bag	Engineering Campus
	Ethics Competition	Engineering Campus
	Project/Poster Showcase	Engineering Campus
6:00 PM - 6:30 PM	Break	
6:30 PM - 6:45 PM	Check-in for Dinner	Union South - Varsity Hall Sections 2 and 3
19:00:00	Dinner	Union South - Varsity Hall Sections 2 and 3
7:30 PM - 8:15 PM	Evening Keynote	Union South - Varsity Hall Sections 2 and 3
8:30 PM - 9:00 PM	Awards	Union South - Varsity Hall Sections 2 and 3
9:00 PM - 9:15 PM	Farewell Address	Union South - Varsity Hall Sections 2 and 3

Sunday 02/08/2015		
8:30 AM – 9:00 AM	Breakfast	Engineering Hall 1800 (Tentative)
9:00 AM - 9:45 AM	Leadership Training 2	Engineering Hall 1800 (Tentative)
9:45 AM - 10:30 AM	2014 SLC Bidding	Engineering Hall 1800 (Tentative)
11:00 AM - 12:00 AM	Check Out	Union South Hotel or Lowell Center

Sponsorship Levels

On behalf of the University of Wisconsin IEEE Student Branch Chapter, we want to thank you for your consideration in being part of the 2015 IEEE Region 4 Student Leadership Conference.

Graphene Sponsorship - \$10,000+ (one available)

- Opportunity for your company representative to **give a keynote address** at either the opening breakfast or evening banquet dinner to all conference attendees.
- **“Powered by <company name>” in conference logo on all promotional materials**
- Opportunity to host up to **three** of the following:
 - Address a group of students in a **technical or professional development talk/workshop** for 50 minutes, upon request. Workshop slots are limited and will be filled on a first-come, first-served basis.
 - **An industry tour/site visit to your company** on Friday evening if your campus is within half an hour of the Madison campus. Transportation will be provided for attendees to your campus. Industry tour slots are limited and will be filled on a first-come, first-served basis.
 - **Sponsor a 4-hour technical or professional development competition** where you can distribute company merchandise and prizes. We will feature your company’s logo on awards plaques.
- **Company logo featured on the front of the conference program** and on official **conference event banners**
- **Corporate logo** will be **featured on all promotional materials**, including conference T-shirts, event banners, the conference website, and all printed materials.
- Bronze sponsorship benefits

Platinum Sponsorship - \$7000

- Opportunity to host up to **two** of the following:
 - Address a group of students in a **technical or professional development talk/workshop** for 50 minutes, upon request. Workshop slots are limited and will be filled on a first-come, first-served basis.
 - **An industry tour/site visit to your company** on Friday evening if your campus is within half an hour of the Madison campus. Transportation will be provided for attendees to your campus. Industry tour slots are limited and will be filled on a first-come, first-served basis.
 - **Sponsor a 4-hour technical or professional development competition** where you can distribute company merchandise and prizes. We will feature your company’s logo on awards plaques.
- **Full page advertisement** in the conference program
- **Corporate logo** will be **featured on all promotional materials**, including conference T-shirts, the conference website, and all printed materials.
- Bronze sponsorship benefits

All Sponsorships are Tax Deductible

Sponsorship Levels

Gold Sponsorship - \$4500

- Opportunity to host **one** of the following:
 - Address a group of students in a **technical or professional development talk/workshop** for 50 minutes, upon request. Workshop slots are limited and will be filled on a first-come, first-served basis.
 - **An industry tour/site visit to your company** on Friday evening if your campus is within half an hour of the Madison campus. Transportation will be provided for attendees to your campus. Industry tour slots are limited and will be filled on a first-come, first-served basis.
 - **Sponsor a 4-hour technical or professional development competition** where you can distribute company merchandise and prizes. We will feature your company's logo on awards plaques.
- **Half page advertisement** in the conference program
- **Corporate logo** will be **featured on all promotional materials**, including conference T-shirts, the conference website, and all printed materials.
- Bronze sponsorship benefits

Silver Sponsorship - \$3000

- Opportunity to host **one** of the following:
 - Address a group of students in a **technical or professional development talk/workshop** for 50 minutes, upon request. Workshop slots are limited and will be filled on a first-come, first-served basis.
 - **An industry tour/site visit to your company** on Friday evening if your campus is within half an hour of the Madison campus. Transportation will be provided for attendees to your campus. Industry tour slots are limited and will be filled on a first-come, first-served basis.
- **Quarter page advertisement** in the conference program
- Bronze sponsorship benefits

Bronze Sponsorship - \$1500

- Company name and logo featured on the conference program
- Opportunity for **representatives to attend the conference** including food and attendance to all of the technical talks
- Opportunity to **set up a recruiting booth** during the networking lunch period
- **Showcase your company** to 200 of the best and brightest electrical and computer engineers that the Midwest has to offer.

Have something else in mind? Contact us!

All Sponsorships are Tax Deductible

Next Step

Thank you for taking the time to consider sponsoring the 2015 IEEE Region 4 Student Leadership Conference. We hope that you choose to take advantage of the many corporate partnership opportunities sponsoring affords, and that we can work together to establish a relationship that is mutually beneficial. Please contact the SLC Sponsorship Directors if you are interested in pursuing a partnership or have any questions.

DIRECTOR OF DEVELOPMENT

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