ATTRACTION, ENGAGE AND DEVELOP TALENTED YOUNG ENGINEERS.

ASME Engineering Festivals® or E-Fests are year-round, worldwide programs that help engineering students expand their knowledge, test and showcase new skills, share innovative ideas and jumpstart their careers.

These are the students who are the visionaries of the future. Those who will make a significant impact on the organizations that hire them and on the world. They’re eager to explore and test the latest engineering and design technologies, and they’re excited to become part of the diverse and multidisciplinary engineering community.

WHAT HAPPENS AT ASME E-FESTS™?

ASME Student Competitions:
- Human Powered Vehicle Challenge (HPVC)
- Student Design Competition (SDC)
- Innovative Additive Manufacturing 3D Challenge (IAM3D)
- Old Guard Oral Competition
- Elevator Pitch Competition

Entertainment and Social Activities
- Music
- Good eats
- Lots of fun

Engaging Sessions:
- Keynote presentations from industry experts
- Technology and innovation Lighting Talks
- Professional and career-development sessions and workshops
- Technology and software demos
- Hands-on training

Interactive experiences
- Impromptu and on-line competitions
- Industry meet-ups
- Exhibits
- Networking

efests.asme.org
WHY SPONSOR?

- Reach 27,000+ global engineering students and faculty through our live E-Fests, plus year-round engagement through digital brand extensions, including social media, the E-Fests event app, and our website: EFESTS.ASME.ORG.
- Connect with students through interactive activities, and showcase your innovations, technology and internship programs.
- Recruit New Employees and Interns! We’ll customize your experience.
- Connect with faculty and administrators who are helping to mold the innovators of tomorrow.
- Engage with talented and passionate engineering students of all disciplines who are ready to make an impact at your organization.
- Support innovation and excitement.
- Build and create meaningful relationships with host and participating colleges and universities.
- Create unique, on-brand experiences for the students.
- Align your brand with ASME and a premier international initiative that promotes STEM, corporate sustainability and quality of life.

PREVIOUS SPONSORS INCLUDED:

GLOBAL SPONSORS

SIEMENS
Boeing
Stratasys
Altair
COMSOL

REGIONAL SPONSORS

igus
Mercer
Newark

ASME EFx® events are designed to bring the excitement, community, innovation and vibrant experience of E-Fest flagship events to local colleges and universities around the world. EFx events are planned and executed by local organizers with the support of ASME. This new program helps spread the spirit of engineering and collaboration to students globally.

EFx events are an exciting opportunity for local colleges and universities to provide professional development and skills training, and prepare students to compete at full E-Fests.

Sponsorship opportunities available to Platinum, Gold, and Silver Global Sponsors.
GLOBAL SPONSORSHIP PACKAGES
Platinum – Gold – Silver – Bronze
Gives you maximum engagement and customizable exposure to engineering students throughout the world, plus value-added opportunities.
GLOBAL SPONSORS are eligible to participate in EFx events throughout the world.

SINGLE-EVENT SPONSORSHIPS
Gives you targeted reach. Great for smaller regional sponsors and employers looking to recruit top talent.

Packages give you the ability to align your brand with ASME and with high-impact programming on-site at our E-Fests. Plus extensive reach and content opportunities online (EFESTS.ASME.ORG), on social media, through our app, and other digital and print platforms. Connect with students before and after each event, and with our community of global students and educators throughout the year.

As a 2020 sponsor, your opportunities include:
• Access to 21,000 ASME student members globally
• Promotion through the E-Fest website
• Promotion through interactive content marketing campaigns
• Content dissemination through the Festivals’ mobile app
• Media coverage/earned media
• Global promotion and advertising campaigns with a reach of 17 million impressions
  • Email marketing
  • ASME and E-Fest social media marketing, including Facebook, Instagram, Twitter, and Snapchat
  • Paid media campaigns
  • Mechanical Engineering magazine
  • ASME News
  • ME Today
• Host university marketing campaigns, such as email, posters, flyers, signage on campus, social media, mailers, and more.
• Local market promotions and invitations
• Promotion at ASME conferences with a large student/administrator presence
• Access to ASME student sections, and Mechanical Engineering department heads
ASME E-FESTS™ & EFX: 2017–2019 EVENTS

Hundreds of universities represented from the United States and globally.

E·FEST EVENTS
1. University of Nevada, Las Vegas
2. Fairplex (home of the L.A. County Fair)
3. Penn State
4. Tennessee Tech University
5. Universidade Federal do Rio de Janeiro
6. LNM Institute of Information Technology
7. Delhi Technological University
8. Pontificia Universidad Católica del Perú
9. Michigan State University
10. Vellore Institute of Technology

EFx EVENTS
1. Milwaukee School of Engineering
2. New York University
3. Instituto Tecnológico de Ciudad Juarez
4. Instituto Tecnológico de Toluca
5. Universidad San Francisco de Quito
6. Temple University College of Engineering
7. Ghulam Ishaq Khan Institute of Engineering Sciences & Technology (GIK)
8. Rutgers University
9. Notre Dame University Louaize
10. EFx India Events:
    - Marwadi University
    - National Institute of Technology Rourkela (NITR)
    - Lovely Professional University (LPU)
    - G. H. Raisoni College of Engineering (GHRCE)
    - The Anurag Group of Institutions (AGI)
    - Institute of Engineering & Management (IEM)

21 countries represented
48 states represented
90% attendee satisfaction rate

17MM digital impressions globally
6.4MM social media impressions globally

efests.asme.org
ASME E-FESTS™ & EFx

**E-FEST ASIA PACIFIC**
February 28–March 1, 2020
Marwardi University
Rajkot, Gujarat, India

**E-FEST NORTH**
April 3–5, 2020
Michigan State University
East Lansing, Michigan

**E-FEST SOUTH**
April 24–26, 2020
Georgia National Fairgrounds & Agricenter
Perry, Georgia

**E-FEST LATIN AMERICA**
Information Coming Soon!

efects.asme.org
SPONSORSHIPS

Opportunities to integrate your message throughout the events and engage across the E-Fest digital channels.

ON-SITE

Session Sponsorships
Align your brand with one of our interactive and educational sessions. Includes brand attribution (“Sponsored by” + logo) on signage and a verbal thank you to sponsors at the beginning and end of session.

Meal Sponsorships
Sponsorship includes logo on signage, website agenda, mention on social media posts, verbal intro/outro and a 2-3 minute speaking opportunity for a sponsor representative. Snack break sponsorship includes signage, mention on social media posts, and acknowledgement.

Evening Event
Sponsor attribution and integration into the experience.

Enhance the Student Experience
Surround the on-site experience with your brand by choosing which competitions, activities, or amenities to sponsor.

Program/Session Integration
Your experts and thought leaders can participate in the program through speaking opportunities or small-group Q&As. Our program team will work with you to customize an informative and inspiring session for the students. No sales pitches, but hands-on, interactive, and fun.

Interactive Exhibit Experience
Instead of the traditional tradeshow setup, work with our team to create an immersive, on-site student experience that promotes your organization and initiatives.

Push Notifications
Push notifications will be sent to attendees on your behalf. Use them to promote impromptu meetups with your experts in the lounge, visits to your exhibition space, or a sponsored giveaway.

ASME E-Fests
Brought to you by ASME Engineering Festivals®
efests.asme.org
BRANDING & CONTENT MARKETING

Native Article Post
Support your story. Post and share sponsored content on the global event website. Content should be informative and related to E-Fest topics and tracks. Each article or blog post will feature logo, plus an end-of-article link to a destination URL of your choice.

Video Syndication
Promote your topic-related, non-commercial video content in the E-Fest Video Gallery. Videos will remain on the site for three months.

Sponsor Profile
Logo listing on event site(s) with information about each sponsor, including a brief description, destination URL, social media, etc. Listing is in descending order by sponsorship level.

Social Media - Post Amplification & Promotion
Connect directly with attendees on the E-Fest social media platforms with sponsored posts, curated and amplified by our social media team, featuring your social handle and related hashtags.

Custom Email to Attendees
Sponsor-provided html distributed via ASME to event attendees.

Custom Content Package
ASME editors will conduct an interview with your expert or thought leader and create content assets. Content is owned by sponsor and available for use outside of the E-Fest platform.

Newsletter
Deliver your message on a regular basis through our E-Fest newsletter to E-Fest and EFx participants.

Sponsor Interview
Testimonial article, video or podcast with sponsor spokesperson, hosted on E-Fest website.

Content Creation
Create branded content through interviews with students, professors, administrators, and subject matter experts.
LEAD GENERATION

Choose your preferred lead generation vehicle and select either a webinar or resource promotion.

Webinar
Sixty-minute webinar with content and speakers provided by sponsor. Content should be educational with a focus on sharing research, technology applications, best practices or hot topics/issues impacting the technology community. Sponsors receive contact information and webinar interactivity details of opt-in registrants post event.

White Paper
Up to three dedicated emails promoting your asset. Business contact details of downloads will be provided.

ADVERTISING

ASME E-FEST Newsletter
Reach our extensive and growing list of 21,000+ ASME student members, E-Fest attendees and others aligned with our events.

ME Today Newsletter Banner Ad
Reach an audience of 80,000 undergraduate and graduate engineering students, faculty, mechanical engineering department heads, and early career engineers.

Mechanical Engineering Magazine Print Ad
Reach more than 160,000 engineers through ASME’s flagship publication.

Note: Outside the U.S., regional sponsorships may also be sold for dinners/banquets, entertainment, and some competitions. Global Sponsors will receive top billing.
<table>
<thead>
<tr>
<th>ON-SITE EXPERIENCE &amp; PROGRAM</th>
<th>PLATINUM</th>
<th>GOLD</th>
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<tbody>
<tr>
<td>Session Sponsorships</td>
<td>Keynote</td>
<td>Workshop or Lightning Talk</td>
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<tr>
<td>Meal Sponsorships</td>
<td>Lunch</td>
<td>Breakfast</td>
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<td>Evening Event</td>
<td>Networking reception</td>
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<tr>
<td>Enhance the Student</td>
<td>Competition (either HPVC, EP or SDC)</td>
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<td>Experience</td>
<td>Amenity (1 per)</td>
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<td>Program/Session Integration</td>
<td>30-min session (2)</td>
<td>30-min session (1)</td>
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<td>Interactive Exhibit Experience</td>
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<td>Sponsor Provided-Prize</td>
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<td>Giveaway</td>
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<td>Sponsor Provided Promo</td>
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<td>Material in Swag Bags</td>
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<tr>
<td>Logo on Event Signage</td>
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<td>Push Notifications</td>
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<td>Sponsor Interview</td>
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<td>Social Media Post Amplification</td>
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<td>Webinar or White Paper</td>
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<td>ME Today Newsletter Banner Ad</td>
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<td>Print Ads - Mechanical</td>
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**Total**

$100,000  $80,000
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- Portable Snack Break
- Amenity (1 per)

Included for all

Included for all

Included for all

Included for all. Size & placement tiered based on level.

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$60,000  $40,000  $15,000
PREMIUM EXPERIENCES & EVENTS

• Human Powered Vehicle Challenge (HPVC) – Platinum only
• Student Design Competition (SDC) – Platinum only
• Old Guard Oral Competition
• Innovative Additive Manufacturing 3D Challenge (IAM3D)
• Elevator Pitch Competition
• Awards Presentation (if separate from individual competitions)

ATTENDEE AMENITIES

• WiFi Sponsor
• Charging Stations
• E-Fest Lounge
• Photo Booth (with branded step and repeat)
• SnapChat GeoFilter

Note: Outside the U.S., regional sponsorships may also be sold for dinners/banquets, entertainment, and some competitions. Global Sponsors will receive top billing.

CONTACT US TO CREATE YOUR E-FEST EXPERIENCE

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falcionij@asme.org