Collaborate for Success

IEEE Computer Society conferences, with their extensive history and impressive audience, have created the prime setting for potential sponsor participation. However, many conference organizers do not have the resources in place to connect with those sponsors.

The IEEE Computer Society Sponsorship Collective provides the bridge to the targeted sponsors that conferences would not otherwise have.

Sponsorships are a great option for underwriting conference expenses. However, the sale, management, and execution of sponsorship programs are difficult and time-consuming for committees.

By joining the IEEE Computer Society’s Sponsorship Collective, your conference is positioned to take advantage of the professional sales services and management resources available for your event.

Joining the IEEE Computer Society Sponsorship Collective:

- Allows organizers to focus their time and energy on areas that require their expertise.
- Provides exposure to key decision-makers without spending additional time or resources.
- Enables new opportunities for conference revenue.

SIGN UP FOR THE SPONSORSHIP COLLECTIVE
www.computer.org/sponsorship-collective
Program

Committees that opt-in to the Sponsorship Collective will benefit from their conference’s inclusion in curated sponsorship packages designed for high-level sponsors. Our team will identify opportunities to include and committees can select what types of sponsorships they are willing to accommodate. Selecting all or most of the sponsorship options will result in a higher probability of sponsorship.

Benefits and Services

- Inclusion in sponsorship sales and marketing plans
- Inclusion of event in organizational sponsorship sales collateral
- Creation of sponsorship materials for distribution and inclusion on event websites
- Identification of acceptable sponsorship opportunities
- Sponsorship management—we serve as a primary point of contact for sponsors
- Ensure execution of all sponsorship deliverables by working closely with meeting planner and stakeholders

Types of Sponsorships

Branding
- Logo on conference website and in final program
- ¼ page final program ad
- ½ page final program ad
- 1-page final program ad
- Logo included in promotional emails
- Meter sign/signage
- Logo on conference tote bag
- Logo on conference badge
- Logo on conference badge lanyard

Student Activities
- Recruitment forum
- Roundtable/mentorship event
- Poster session
- Contests
- Student reception/party

Young Professional/Affinity Events
- Recruitment forum
- Roundtable/mentorship event
- Reception/party

Conference Program
- Session room sponsor
- Keynote sponsor
- Panel sponsor
- Track sponsor
- 5-minute speaking opportunity
- 10-minute speaking opportunity
- 30-minute speaking opportunity

Displays
- Dedicated table for table-top display

Take advantage of this new revenue-generating opportunity, and benefit from our expertise and relationships within the industry.

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