Industrial Sponsorship Proposal

Event name: IEEE Region 8 Student Branch and GOLD (Graduates Of the Last Decade) Congress, 2008, London, UK.
Date: 28th August 2008 – 1st September 2008
Location: Queen Mary, University of London (QMUL)
Organiser: QMUL IEEE Student Branch
First held in 1998, the biannual IEEE Region 8 Student Branch and GOLD (Graduates Of the Last Decade) Congress is the biggest event in the world for young engineering professionals and students all aged less than 28 years. At this congress, around 300 existing IEEE student branch members and young professionals from the Middle East, Europe and Africa gather in one place to learn new useful skills, meet, socialise and share professional experience with each other.

**Event Data**
- The congress has been held in Istanbul ('98), Eindhoven ('00), Cairo ('02), Passau ('04), and Paris ('06)
- 300 Engineering, Computer Science, Science students and young professionals working in the industry are attending
- A unique and multicultural event, with people from Europe, the Middle East and Africa
- Speakers are senior IEEE members, young IEEE members working in the industry, women in Engineering, active student branch chairs
- In 2008, for the first time it will be held in UK at Queen Mary University of London

**Our Mission**
- Share experiences, meet old acquaintances and establish new friendships with other young IEEE members
- Help students to plan and develop their career at an early stage
- Discuss the future of IEEE Region 8, or "Tomorrow’s Region 8"

**Our Activities**
- Soft skill development workshops for students and young engineers, such as "How to Write a CV", career planning and development, presentation skills and management skills
- Reception drinks, Multicultural nights, social events and networking
- Raffles, hands on activities and competitions
- Panel debate and discussion on topics such as future developments in electronics, career development for young engineers
- Talks from invited speakers
- Workshops run by companies
- Networking with companies
This event provides an excellent opportunity for you to meet young professionals and students from different cultures with diverse backgrounds. All of the delegates are among the best of their peers and are talented and motivated young scientists and engineers belonging to the internationally recognised IEEE.

In our previous congress, many companies such as Google, Microsoft and BMW used this opportunity to develop links with their key customers of the future. For example, you may run one of our workshops that help delegates develop transferable skills, and increase their commercial awareness of your business. We will also provide stands for you to meet the attendees at the event.

**PARTNERSHIP BENEFITS**

- Reach a large number of diverse individuals from a variety of backgrounds in one location
- Make yourself known with tomorrow’s leaders in over 40 countries
- Attract potential employees with good engineering/technical backgrounds and rich extracurricular experience
- Run workshops with delegates
- Propose international internships to the participants who can take them to their respective organisations
- Take the opportunity to establish local links between your locations and IEEE branches, such as invited technical talks at academic institutions.
- Send your own employees to the congress to meet other young professionals from the industry
- A major event in a central location: the campus is easily accessed from the City and Canary Wharf.

Your support will have an impact on advancing technology and setting tomorrow’s standards!
**Services provided**

<table>
<thead>
<tr>
<th>Services provided</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
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<tbody>
<tr>
<td>Logo on the welcome page of the SBC and ISBIR website and the front page of the conference folder</td>
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<td>✓</td>
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<tr>
<td>Technical presentation to participants (Further details TBC)</td>
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<td>30 minutes (to half of the audiences)</td>
<td>45 minutes</td>
<td>60 minutes</td>
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<td>Booth in a dedicated exhibitors hall</td>
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<td>Attendance to Career Fair on 1st September</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Introductory Articles on the company in the conference folder</td>
<td>Half page</td>
<td>Full page</td>
<td>Two pages</td>
<td>Three Pages</td>
</tr>
<tr>
<td>Advertising and promotional materials to be distributed to all SBC attendees</td>
<td>✓</td>
<td>✓</td>
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<td>Free post on IEEE job site (2 million IEEE users)</td>
<td>✓</td>
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<td>Logo on the posters and brochures of SBC to be distributed to student branches</td>
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<td>Company name to be mentioned in IEEE region 8 news</td>
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<td>Company name to be mentioned in Newsletters of SB</td>
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<td>List of Sponsors (name + logo) on the SBC website</td>
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<td>Free registration for the SBC congress for</td>
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<td>2 people</td>
<td>3 people</td>
<td>4 people</td>
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<td>Free registration for the SBC congress for</td>
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<td>GBP 1,000</td>
<td>3,500</td>
<td>6,000</td>
<td>10,000</td>
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**Our additional packages enable you to attract more attention:**

- **Additional package**
  - Sponsor of Gala dinner £1,000

- **Donation of prizes**
  - TBC
  - Include company products and other items in our event competitions.

**Advertising gifts or merchandise for the registration packs of the attendees are most welcome**

*To ensure the exclusivity of the additional packages, their numbers are limited*
The IEEE

The IEEE (Institute of Electrical and Electronics Engineering) is a non-profit organisation and is the world’s leading professional association for the advancement of technology. Founded in 1884, the IEEE now consists of 39 technical Societies and has local presence through its Regions, Sections, Student Branches, GOLD Affinity Groups, Women in Engineering Affinity Groups, Chapters, etc. Through its members, the IEEE is a leading authority in technical areas ranging from computer engineering, biomedical technology and telecommunications, to electric power, aerospace and consumer electronics, among many others.

Region 8 is one of the ten regions of the IEEE and represents 47000 members in Europe, the Middle East and Africa. It is the most diverse region and with one of the highest growth rates.

IEEE Student Branches

Industry Relations (ISBIR)

The Congress is being promoted by the student industrial relations branch of the IEEE, the ISBIR. ISBIR aims to combine all industry-related activities in one IEEE program worldwide and seeks to maximise the interaction of young members of the IEEE with industry and commerce.

ISBIR was proposed and is run by young IEEE volunteers and is fully approved and supported by the IEEE Board of Directors. ISBIR program has received positive feedback and support from all IEEE representatives, including all present and past IEEE president candidates.

There will be an ISBIR session for the sponsoring companies to learn about the IEEE and how membership unlocks the potential inherent in interacting with the largest professional technology organisation in the world. Also, it will be a good chance to start a permanent relationship between the IEEE and your company.

The Organizing Team - QMUL IEEE Student Branch

QMUL IEEE Student Branch is one of the 1,400 IEEE student branches established in educational institutions in the world. With 11 committee members, our members are students from the Departments of Electronic Engineering and Computer Science at the university. One of the aims of our student branch is to provide a common platform for engineering and science students to communicate with industry and to further their career development by organising technical, social and professional activities. Previously, we have successfully organised a number of events such as talks from Lockheed Martin and other companies, an experience-sharing event for pre and post PhD students and social events for new and existing students.

Student Activities

11000 Students in the Region 8 are guided through the Student Branches with the help of the Student Activities Committee (SAC). Local Student Branches organize activities to help Student Members in their steps towards life after graduation. Student Activities are a great complement to the regular courses where some important skills are not on the menu.

GOLD

IEEE GOLD Region 8 represents young IEEE members, generally electronic engineers or computer professionals, in Europe, the Middle East, Africa and Russia. IEEE GOLD (Graduates Of the Last Decade) has been designed to help these young professionals in their professional development. It is unique due to its size and young demographic make-up and support of the international network of the IEEE.
Please do not hesitate to contact us for more information about the Congress, the benefits of partnership, or the details of individual sponsorship packages.

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Student branch website: http://ewh.ieee.org/sb/ukri/qmul/about.html

The whole committee thanks you for your kind support in making the Student Branch Congress 2008 the best ever!
A one day career fair will be held in the sports hall of Queen Mary University of London on 1st Sept 2008. The sponsorship package is shown below.

**GOLD (£750)**

Opportunity to speak to delegates directly in 20 minute presentation  
2 table (6’x3’) at Career Fair Venue  
Logo displayed on all multi-media (website, and flyers) and events location,  
2 pages in Career Fair Booklet  
5 free posts of Job Positions on IEEE Job Site (worth $215 per post) for 30 days  
Access to IEEE Job Site full resume database for separate fee  
Email all IEEE members about the company participation and profile

**SILVER (£500)**

Opportunity to speak to delegates directly in 20 minute presentation  
1 table (6’x3’) at Career Fair Venue  
Logo displayed on all multi-media (website, and flyers) and events location,  
1 page in Career Fair Booklet  
3 free posts of Job Positions on IEEE Job Site (worth $215 per post) for 30 days  
Access to IEEE Job Site full resume database for separate fee

**BOOTH (£250)**

1 table (6’x3’) at Career Fair Venue,  
Logo displayed on all multi-media (website, and flyers) and events location,  
½ page in Career Fair Booklet,  
1 free posts of Job Positions on IEEE Job Site (worth $215 per post) for 30 days