



**IEEE-Eta Kappa Nu**

# Media Kit

Reach IEEE-Eta Kappa Nu students, **the brightest students in electrical and computer engineering** and allied fields in the world.





## IEEE-Eta Kappa Nu

### Why HKN?

By working with IEEE-HKN, your company or university will reach a **select group of high-achieving, service-oriented students** from 268 university chapters around the world. These future leaders are actively involved in our conferences, events, and workshops, giving your company or university the opportunity to **recruit, educate, and engage** the best and the brightest.



“  
Engage with IEEE-HKN if you are looking for **recent, high-potential Engineering and Technical talent** or HKN alums.”

JOSEPH SLEVIN,  
Talen Acquisition Advisor,  
Southern California Edison



“  
It has been a great experience working together with IEEE-HKN to organize learning opportunities for the student chapters through technical workshops and training. We are able to work closely with some of the most talented and motivated engineering students that can be found nationwide. **The organization is such a valuable resource for students and industry.**”

MARK EASLEY,  
Texas Instruments  
University Program

If you are looking to hire interns, entry level positions, or top-level young professionals (including graduate students), IEEE-HKN makes it easy for you.

I Make  
AN  
Impact

Who Will You Reach?

98 OF THE TOP 100

Engineering schools in the USA have IEEE-HKN Chapters



More than

265 CHAPTERS INCLUDING 25 INTERNATIONAL CHAPTERS



Only JUNIOR, SENIOR AND GRADUATE STUDENTS at the top of their class



IEEE-HKN STUDENTS are better prepared to enter the workforce



“

Students we meet through IEEE-HKN events are highly motivated and capable individuals.”

PAUL FRAZON, PH.D.,  
Fellow IEEE Director of Graduate Programs  
at North Carolina State University



IEEE-Eta Kappa Nu

### More Than Just GPA

Beyond advanced technical skills, IEEE-HKN students possess the highly desired qualities of **leadership, communication, and presentation skills**. Their impeccable **character and positive attitude** are assessed by faculty and peers and are equally as **important as their grades**.

IEEE-HKN Students performed **60,000+** hours  
**COMMUNITY SERVICE**  
in 2020-2021

**1,500+ SERVICE ACTIVITIES**  
completed by the Chapters including programming for  
**STEM AND K-12 EDUCATION**

The IEEE-HKN designation is a life-long designation—once IEEE-Eta Kappa Nu, always IEEE-Eta Kappa Nu.

About  
**3,000** STUDENTS are  
inducted every year  
REPRESENTS 1,000

**MORE CHAPTERS ARE STARTED EVERY YEAR**

**30,000**  
**ACTIVE ALUMNI**  
REPRESENTS 10,000

Our students join the ranks of some of the world's greatest minds.

- MARY BARRA  
CEO General Motors
- VINT CERF  
“A Father of the Internet”
- MARTIN COOPER  
Inventor of the mobile telephone
- THELMA ESTRIN  
Creator of the WEIZAC computer
- DAVID FILO  
Co-founder of Yahoo!
- IRWIN JACOBS  
Founder of Qualcomm
- LEONARD KLEINROCK  
“A Father of the Internet”
- LARRY PAGE  
Co-founder of Google
- HENRY SAMUELI  
Co-founder of Broadcom
- STEVE WOZNIAK  
Co-founder of Apple

“

COVID taught our organization how powerful bonding time was. Our chapter learned we were a resilient group capable of powering through many obstacles such as only having access to virtual events. Our organization was able to design and host virtual office hours and review sessions, social events, and company info-sessions. We saw many officers rise up as leaders and take ownership in coming up with their own new initiatives to replace the in-person events from previous semesters.”

Reported by officers of the IEEE-HKN Mu Chapter at University of California at Berkeley



# The Student Leadership Conference

## PACKAGES and RATES

PLATINUM 1 Available	GOLD 4 Available	SILVER 8 Available
<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>
<b>Exclusive Sponsor of IEEE-HKN Awards and Recognition Ceremony and Keynote Address</b> with marquee recognition in conference reception area <ul style="list-style-type: none"> <li>• LIVE 9 October 2021</li> <li>• Full-page ad in <i>THE BRIDGE</i></li> <li>• 10 Conference tickets</li> </ul>	<b>Exclusive to this level:</b> <ul style="list-style-type: none"> <li>• Sponsor of <b>two 1-hour Sessions, one 2-hour Workshop, or a Networking Event</b></li> <li>• Sessions Available: 2, 3 or 9 October</li> <li>• 1/2-page ad in <i>THE BRIDGE</i></li> <li>• 6 Conference tickets</li> </ul>	<b>Exclusive to this level:</b> <ul style="list-style-type: none"> <li>• Sponsor of a <b>1-hour technical or professional development session</b></li> <li>• Sessions Available: 2, 3 or 9 October</li> <li>• 1/4-page ad in <i>THE BRIDGE</i></li> <li>• 2 Conference tickets</li> </ul>

### The Student Leadership Conference

2, 3, 6, and 9 OCTOBER 2021

The **IEEE-HKN Student Leadership Conference (SLC)** is the premier Student Conference for top-flight engineering students that is focused on personal development and chapter leadership. This 4-day virtual event offers a unique value proposition to industry and graduate school recruiters as it puts you in touch with on-campus leaders and accomplished undergraduate juniors and seniors and graduate students.

Leverage the power of our new, interactive, one-stop event platform to get the most out of your sponsorship. Our SLC online experience features a reception area; an event stage; custom booths in the Expo Hall; breakout rooms for small-group networking and one-on-one conversations; attendee profiles; interactive networking, and embedded chat and video calls. It is mobile friendly and you can schedule meetings and interviews without having to leave the platform. You will receive conference analytics and tickets to attend all sessions.

Clients will be able to sponsor or speak at sessions or both. All sessions will be made available for on-demand viewing, which multiplies viewership and clicks. Custom packages are available.

A recruitment fair, to be held on 6 October 2021, in conjunction with the conference, gives employers and graduate schools the opportunity to video chat and schedule appointments directly with IEEE-HKN's highly motivated and skilled members. Secure your booth for this event now.

“

At the IEEE-HKN SLC, I met many students who were excited to talk to me about Lockheed Martin, and I will be sending their information and the resume book to our EE hiring managers.

GREG NIEMAN  
Lockheed Martin

#### Platinum, Gold and Silver Sponsor Packages Include:

- Fully customizable booth (add company profile, logo, photos, video, etc.) in the **Expo Hall** for full conference
  - Host small-group sessions and one-on-one conversations with attendees
  - Set your own live booth hours
- Conference Ticket holders can:
  - Create customized profiles on the conference platform. Profile can include video, photos, clickable links to job postings, and contact information
  - Chat, video chat, and schedule meetings with conference attendees
  - Access all learning and networking sessions
- Booth at **Recruitment Fair** with 2 seats for representatives (access on 6 October only)
- Clickable logo on the conference website
- 5 conference-specific newsletters sent via direct email campaign
- Exclusive social media post for your company on LinkedIn, Facebook, Instagram, and Twitter
- Logo on conference T-shirt
- Add-on conference tickets are available for an additional cost
- Conference analytics

#### Recruitment Fair Only (6 October 2021)

- \$800**
- Schedule and hold meetings/interviews during Recruitment Fair hours with conference attendees with live video chat integrations
  - Customized booth (show company profile video, add photos, link to job postings)
  - 2 seats in the Recruitment Fair booth
  - Add-on full conference tickets available for an additional cost

“

The SLC experience is something every HKN member should be able to have at least once in his or her university years. It's the moment when you realize there's someone else out there who feels part of a community exactly like you do, with whom to share interests, educational background, experiences, etc. Attending the conference is one of the countless benefits of being part of that community.”

Lorenzo Moro, former Chapter Officer at the Mu Nu Chapter at Politecnico di Torino

Contact us to customize a package that meets your goals. Single- and multi-event sponsorships, and digital advertising opportunities are available. Contact Christine Cherevko at [c.cherevko@ieee.org](mailto:c.cherevko@ieee.org).

# IEEE-HKN **PATHWAYS** to Industry

## IEEE-HKN Pathways to Industry March-April 2022

The **HKN Pathways to Industry** is a 3-day virtual event that prepares students to enter the workforce through career coaching and professional development. This event offers a unique value proposition to industry recruiters, as it puts you in touch with on-campus leaders as well as accomplished undergraduate and graduate students seeking internships and first jobs.

Leverage the power of our new, interactive, one-stop event platform to get the most out of your sponsorship. Our online experience features a reception area; an event stage; custom booths in the Expo Hall; breakout rooms for small-group networking and one-on-one conversations; attendee profiles; interactive networking, and embedded chat and video calls. It is mobile friendly and you can schedule meetings and interviews without having to leave the platform. You will receive conference analytics and tickets to attend all sessions.

There are 9 sessions available for sponsorship. Clients will be able to sponsor or speak at sessions or both. All sessions will be made available for on demand viewing, which multiplies viewership and clicks.

A one-day recruitment fair, to be held in conjunction with the event, gives employers the opportunity to video chat and schedule appointments directly with HKN's highly motivated and skilled members. Secure your booth for this event now.



## IEEE-HKN Pathways to Industry PACKAGES and RATES

GOLD 3 Available	SILVER 4 Available
<b>\$2,000</b>	<b>\$1,000</b>
<p><b>Exclusive to this level:</b></p> <ul style="list-style-type: none"> <li>Sponsor of a <b>1-hour technical or professional development session</b></li> <li>1/2-page ad in THE BRIDGE</li> <li>4 Conference tickets</li> </ul>	<p><b>Exclusive to this level:</b></p> <ul style="list-style-type: none"> <li>Panelist on <b>one professional development session</b></li> <li>1/4-page ad in THE BRIDGE</li> <li>2 Conference tickets</li> </ul>

### Gold and Silver Sponsor Packages Include:

- Fully customizable booth (add company profile, logo, photos, video, etc.) in the **Expo Hall** for full conference
  - Host small-group sessions and one-on-one conversations with attendees
  - Set your own live booth hours
- Conference Ticket holders can:**
  - Create customized profiles on the conference platform. Profile can include video, photos, clickable links to job postings, and contact information
  - Chat, video chat, and schedule meetings with conference attendees
  - Access all learning and networking sessions
- Booth at **Recruitment Fair** with 2 seats for representatives
- Clickable logo on the conference website
- 5 conference-specific newsletters sent via direct email campaign
- Exclusive social media post for your company on LinkedIn, Facebook, Instagram, and Twitter
- Add-on conference tickets are available for an additional cost
- Conference analytics

### Recruitment Fair Only

#### \$800

- Schedule and hold meetings/interviews during Recruitment Fair hours with conference attendees with live video chat integrations
- Customized booth (show company profile video, add photos, link to job postings)
- 2 seats in the Recruitment Fair booth
- Add-on full conference tickets available for an additional cost

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## IEEE-Eta Kappa Nu HKN Experience PACKAGES and RATES

PLATINUM 1 Available	GOLD 4 Available	SILVER 8 Available
<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>
<p><b>Exclusive Sponsor of IEEE-HKN Chapter Awards Celebration and Keynote Address</b> with marquee recognition in conference reception area</p> <ul style="list-style-type: none"> <li>Full-page ad in <i>THE BRIDGE</i></li> <li>10 Conference tickets</li> </ul>	<p><b>Exclusive to this level:</b></p> <ul style="list-style-type: none"> <li>Sponsor of <b>two 1-hour Sessions, one 2-hour Workshop, or a Networking Event</b></li> <li>1/2 page ad in <i>THE BRIDGE</i></li> <li>6 Conference tickets</li> </ul>	<p><b>Exclusive to this level:</b></p> <ul style="list-style-type: none"> <li>Sponsor of a <b>1-hour technical or professional development session</b></li> <li>1/4 page ad in <i>THE BRIDGE</i></li> <li>2 Conference ticket</li> </ul>

### Platinum, Gold and Silver Sponsor Packages Include:

- Fully customizable booth (add company profile, logo, photos, video, etc.) in the **Expo Hall** for full conference
  - Host small-group sessions and one-on-one conversations with attendees
  - Set your own live booth hours
- Conference Ticket holders can:**
  - Create customized profiles on the conference plat form. Profile can include video, photos, clickable links to job postings, and contact information
  - Chat, video chat, and schedule meetings with conference attendees
  - Access all learning and networking sessions
- Booth at **Recruitment Fair** with 2 seats for representatives
- Clickable logo on the conference website
- 5 conference-specific newsletters sent via direct email campaign
- Exclusive social media post for your company on LinkedIn, Facebook, Instagram, and Twitter
- Add-on conference tickets are available for an additional cost
- Conference analytics

### Recruitment Fair Only

**\$800**

- Schedule and hold meetings/interviews during Recruitment Fair hours with conference attendees with live video chat integrations
- Customized booth (show company profile video, add photos, link to job postings)
- 2 seats in the Recruitment Fair booth
- Add-on full conference tickets available for an additional cost

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IEEE-Eta Kappa Nu  
**HKN Experience**

## IEEE-Eta Kappa Nu HKN Experience

Summer 2022

The **HKN Experience (HKNx)** is IEEE-HKN's premier professional development and networking event focused on career advancement, the latest tech innovations, and connecting our global audience with one another and industry and academic experts. This 3-day virtual event offers a unique value proposition to industry and graduate school recruiters as it puts you in touch with HKN's audience of 30,000 top engineering practitioners and students.

Leverage the power of our new, interactive, one-stop event platform to get the most out of your sponsorship. Our online experience features a reception area; an event stage; custom booths in the Expo Hall; breakout rooms for small-group networking and one-on-one conversations; attendee profiles; interactive networking, and embedded chat and video calls. It is mobile friendly and you can schedule meetings and interviews without having to leave the platform. You will receive conference analytics and tickets to attend all sessions.

Clients will be able to sponsor or speak at sessions or both. All sessions will be made available for on-demand viewing, which multiplies viewership and clicks. Custom packages are available.

A one-day recruitment fair, to be held in conjunction with the conference, gives employers and graduate schools the opportunity to video chat and schedule appointments directly with HKN's highly motivated and skilled members. Secure your booth for this event now.

“  
I have been receiving the daily events that IEEE-HKN runs. It is most impressive, and I compliment you and your team on putting together so much content and programming.”

LEONARD KLEINROCK,  
A Father of the Internet and HKN Eminent Member, in a note about the IEEE-HKN Experience 2020



IEEE Eta Kappa Nu

# THE BRIDGE ADVERTORIAL PACKAGES AND RATES

Recruit Talent and Reach IEEE-HKN's Exclusive Audience of Top Electrical and Computer Engineers and Computer Scientists

# THE BRIDGE

## Advertorial Packages and Rates

Recruit Talent and Reach IEEE-HKN's Exclusive Audience of Top Electrical and Computer Engineers and Computer Scientists

**FREQUENCY:** Three times per year

**READERSHIP:** 30,000 of the top engineering students and practitioners

*THE BRIDGE*, the award-winning digital magazine of IEEE-Eta Kappa Nu, publishes three times a year. It's a perfect platform to promote your company or university to IEEE-HKN members. Each issue is delivered via email to 30,000 of the top undergrad and graduate students and young and seasoned professionals in the IEEE fields of interest.

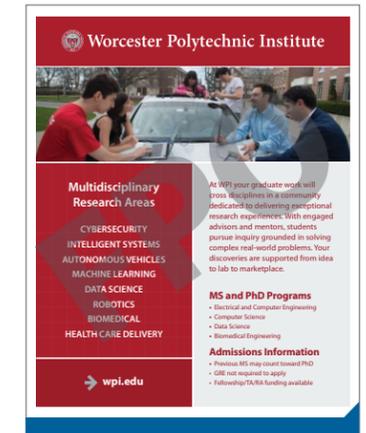
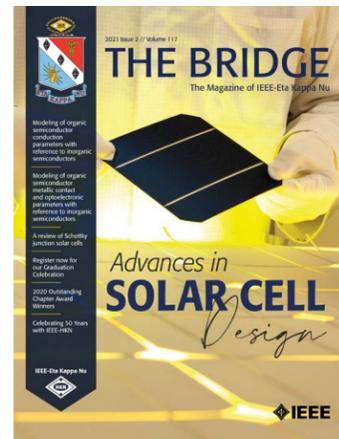
We have opportunities for advertorials and ads in the main publication and special opportunities in our Graduate Research Spotlight section.

In addition to the current circulation of *THE BRIDGE*, IEEE-HKN inducts over 3,000 new top engineering students each year, which increases the ability to impact an important—and ever growing—demographic.

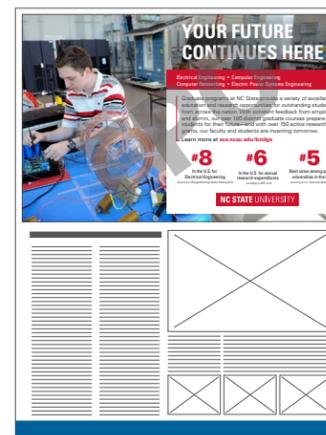
*THE BRIDGE* is downloadable from the [HKN.org](http://HKN.org) website and the IEEE app Year-round. (*THE BRIDGE* is the 2nd most downloaded publication on the IEEE app)

### ALL CATEGORIES ALSO INCLUDE:

- A permanent link to your URL on the [HKN.org](http://HKN.org) *THE BRIDGE* page
- A direct link to your ad in the distribution email
- Your logo in the HKN Student newsletter distributed in the month after *THE BRIDGE* is published (if you purchase an ad in one issue, your logo and link is included in 1 newsletter; 2 issues = 2 newsletters; 3 issues = 3 newsletters)



1 ADVERTORIAL



3 HALF PAGE DISPLAY AD



4 QUARTER PAGE OR BANNER DISPLAY AD

2 FULL PAGE DISPLAY AD



PERMANENT LINK TO URL ON [HKN.org](http://HKN.org) BRIDGE PAGE

ADVERTORIAL 500 TO 750 WORDS*			FULL-PAGE DISPLAY AD			HALF-PAGE DISPLAY AD			QUARTER-PAGE OR BANNER DISPLAY AD		
<b>with clickable link to URL of Advertiser's choosing</b>											
FREQUENCY / COST PER ISSUE											
1X	2X	3X	1X	2X	3X	1X	2X	3X	1X	2X	3X
\$2622	\$2522	\$2422	\$2272	\$2172	\$2072	\$1188	\$1138	\$1088	\$605	\$580	\$555

\*Copy and photos provided by advertiser

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# THE BRIDGE GRADUATE RESEARCH SPOTLIGHT

## ADVERTISING OPPORTUNITIES and RATES

A New Way to Reach and Recruit IEEE-HKN Graduate Students

**SKYSCRAPER AD 4**

**1 LEADERBOARD AD**

**2 MINI AD**

**3 QUARTER PAGE AD**

**5 HALF-PAGE AD**

**6 FULL PAGE AD**



### IEEE-HKN Recruitment Fairs

Held Three Times a Year

Recruit from IEEE-HKN's rich talent pool during these one-day events held three times a year. Our current virtual event enables industry and graduate school recruiters the opportunity to schedule and meet with candidates via chat and video chat.

**\$800 per booth**

- Schedule and hold meetings/interviews during Recruitment Fair hours with live video chat integrations
- Customized booth (show company profile video, add photos, link to job postings)
- 2 seats in the Recruitment Fair booth

*\*The 2021 Recruitment Fair will be held in conjunction with the 2021 Student Leadership Conference.*

LEADERBOARD DISPLAY AD	MINI DISPLAY AD	QUARTER PAGE DISPLAY AD	SKYSCRAPER DISPLAY AD	HALF-PAGE DISPLAY AD	FULL PAGE DISPLAY AD
<b>COST PER ISSUE</b>					
\$250	\$250	\$500	\$800	\$1188	\$2272
<b>with clickable link to URL of Advertiser's choosing</b>					

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