Reach IEEE-Eta Kappa Nu students, the brightest students in electrical and computer engineering and allied fields in the world.
IEEE-HKN is dedicated to encouraging and recognizing academic and professional excellence, impeccable character and the positive attitude needed to lead and serve others. IEEE-HKN develops promising young professionals into resilient, collaborative, global citizens and is with them through every step of their professional journey. Your company has an opportunity to meet, recruit, and interact with this select and prestigious audience.

IEEE-HKN virtual events attract over 300 attendees, representing more than 85 universities.

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

Who Will You Reach?
Only JUNIOR, SENIOR AND GRADUATE STUDENTS at the top of their class
IEEE-HKN STUDENTS are better prepared to enter the workforce

WHO IS IEEE-HKN?
46% Electrical Engineers
22% Computer Engineers
20% Computer Scientists
12% Other IEEE Technical Fields of Interest

More than
265 CHAPTERS including
25 INTERNATIONAL CHAPTERS

Only 98 OF THE TOP 100 Engineering schools in the USA have IEEE-HKN Chapters

COMMUNITY SERVICE
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

MORE CHAPTERS ARE STARTED EVERY YEAR
30,000 ACTIVE ALUMNI

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

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
The HKN Pathways to Industry is a 2-day virtual event that prepares students to enter the workforce and advises young professionals on how to advance their careers through career coaching and professional development. This event offers a unique value proposition to industry recruiters, as it puts you in touch with accomplished undergraduate and graduate students seeking internships and first jobs as well as early-career professionals looking to advance.

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 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 recruitment fair, to be held in conjunction with the event, gives employers the opportunity to video chat and schedule appointments directly with HKNs highly motivated and skilled members. Secure your booth for this event now.

IEEE-HKN Pathways to Industry
18 and 19 MARCH 2022

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
• An electronic, indexed Resume Book with resumes and CVs from all attendees who opt to share their data

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

Recruitment Fair Only
$800
• Customized booth (show company profile, video, add photos, link to job postings, etc.)
• An electronic, indexed Resume Book with resumes and CVs from all attendees who opt to share their data
• Schedule and hold meetings/interviews during Recruitment Fair hours with live video chat integrations
• 2 seats in the Recruitment Fair booth
• Social Media posts prior to and during event

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.

GOLD
SILVER

$2,500
$1,500

Exclusive to this level:
• Sponsor of a 1-hour learning session or of a 1-hour small-group networking session
• ½-page ad in THE BRIDGE
• 6 Conference tickets

Exclusive to this level:
• Panelist on one professional development session
• 4 Conference tickets

Gold and Silver Sponsor Packages Include:
• Customized booth (show company profile video, add photos, link to job postings, etc.)
• An electronic, indexed Resume Book with resumes and CVs from all attendees who opt to share their data

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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 to impact an important—and ever growing—demographic.

We have opportunities for advertorials and ads in the main publication and seasoned professionals in the IEEE fields of interest.

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 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 THE BRIDGE page
• A direct link to your ad in the distribution email

THE BRIDGE ADVERTORIAL PACKAGES AND RATES
Recruit Talent and Reach IEEE-HKN’s Exclusive Audience of Top Electrical and Computer Engineers and Computer Scientists

ADVERTORIAL
500 TO 750 WORDS*
FULL-PAGE DISPLAY AD
HALF-PAGE DISPLAY AD
QUARTER-PAGE OR BANNER DISPLAY AD

with clickable link to URL of Advertiser’s choosing

FREQUENCY / COST PER ISSUE

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*Cost and photos provided by advertiser

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.
Katelyn Brinker has developed new tags that can be used for structural health monitoring applications in the space and aerospace realms. Her work, supported by a NASA Space Technology Research Fellowship, has more specifically examined how chipless RFID tags can be used for structural health monitoring. Chipless RFID is a subset of Radio Frequency Identification (RFID) systems, where these tags don't have any power source or electronics. Instead, their information is "stored" in their structure, that is, they're designed to scatter in a specific way when interrogated with an electromagnetic wave. This scattered response can be viewed in the time-, frequency-, or spatial-domain and a binary code can be assigned to it.

Changing the structure of the tag or the environment that the tag is in produces changes in this binary code, and in this way identification or sensing can be performed. The wireless passive nature of this technology results in less expensive measurement methods to address some of the current challenges in the chipless RFID field. Katelyn's work, supported by a NASA Space Technology Research Fellowship, has more specifically examined how chipless RFID tags can be used for structural health monitoring applications in the space and aerospace realms. She has developed new tags that can be used for structural health monitoring.

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Contact Christine Cherevko at c.cherevko@ieee.org.