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?
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.

“Engage with IEEE-HKN if you are looking for recent, high-potential Engineering and Technical talent or HKN alums.”
JOSEPH SLEVIN, Talent 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.
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 of 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, representing 1,000 active alumni representing 10,000.

More than 265 Chapters including 25 International Chapters are better prepared to enter the workforce.

Only junior, senior and graduate students at the top of their class.

Who Will You Reach?
98 of the top 100 engineering schools in the USA have IEEE-HKN Chapters.

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IEEE-HKN Student Leadership Conference
28 to 30 October 2022 at the University of North Carolina, Charlotte

The Annual IEEE-HKN Student Leadership Conference (SLC) is a time-honored tradition that brings together leaders and members from HKN Chapters around the world. This three-day event will be held in person in Charlotte, North Carolina, and features tracks for leadership training, faculty advisor programming, technical presentations, professional development, labs, workshops, and a career and graduate school recruitment fair.

This is a unique opportunity for industry, technical societies, and graduate schools to interact with and present to the HKN student community of top undergraduate juniors and seniors and graduate students. We expect 300 attendees from 80 universities from around the world. The program is designed to give sponsors the ability to present, interact, recruit, interview, and engage in technical discussions and career conversations.

Sponsorship opportunities can include an exclusive 50-minute presentation, participation on a panel, a 50-minute lab session, or sponsorship of the Friday evening welcome dinner or Saturday evening Awards Banquet at the NASCAR Hall of Fame. The event includes a Recruitment Fair on Saturday, October 29. A resume book of all attendees’ CVs will be produced and shared with all sponsors.

Come join us!

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 NIEMANN
Lockheed Martin

The Student Leadership Conference
PACKAGES and RATES

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<th>Package</th>
<th>Quantity</th>
<th>Sponsorship Options</th>
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| Diamond*      | 1 Available | Exclusive Sponsor of the IEEE-HKN Awards and Recognition Ceremony to be held at the NASCAR Hall of Fame in Charlotte, NC, with marquee recognition at the event and during the conference. Options include: 
- Opportunity to speak at the Banquet
- A table at the Saturday Night Awards Banquet
- Interview/Small Group Meeting Room
- Logo on Conference T-shirt
- Full-page ad in THE BRIDGE
- 6 Conference tickets |
| PLatinum*     | 2 Available | Exclusive Sponsor of Friday Dinner and hands-on activity or Saturday Morning Breakfast and Keynote Address. Options include: 
- Opportunity to speak at the dinner or breakfast
- Interview/Small Group Meeting Room
- Logo on Conference T-shirt
- ½-page ad in THE BRIDGE
- 4 Conference tickets, including tickets to Saturday Night Awards Banquet |
| Gold*         | 6 SOLO OUT! 4 Lab Sessions Available | Exclusive to this level: Sponsor of 50-minute technical or professional development session. Options include:
- Logo on Conference T-shirt
- ¼-page ad in THE BRIDGE
- 3 Conference tickets, including tickets to Saturday Night Awards Banquet |
| Silver*       | 8 Available | Exclusive to this level: 
- Panelist on a 50-minute technical or professional development session
- Logo on Conference T-shirt
- ½-page ad in THE BRIDGE
- 2 Conference tickets, including tickets to Saturday Night Awards Banquet |

IEEE Technical Society Package* 12 Available
Graduate School Package* 8 Available
Corporate Recruitment Fair 10 Available
Graduate School Recruitment Fair 12 Available

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| Diamond*      | 1 Available | This level includes: 
- 2 Conference tickets, including tickets to Saturday Night Awards Banquet
- 1/4-page ad in THE BRIDGE |
| PLatinum*     | 2 Available | This level includes: 
- 1 Conference ticket, including 1 ticket to Saturday Night Awards Banquet
- 50-minute Hands-on Lab on Sunday (Available) |
| Gold*         | 6 Available | This level includes: 
- 1 representative at Graduate School Workshop
- Electronic, indexed Resume Book of all resumes submitted by attendees
- Listed in social media posts and on the conference website
- Saturday lunch and breaks |
| Silver*       | 8 Available | This level includes: 
- 1 representative at Graduate School Workshop
- Electronic, indexed Resume Book of all resumes submitted by attendees
- Listed in social media posts and on the conference website
- Saturday lunch and breaks |

Additional Conference tickets are available for $500.

*All Packages Include:
- 5-foot display table during the conference to meet attendees
- Electronic, indexed Resume Book of all resumes submitted by attendees
- Friday dinner, Saturday Breakfast, Saturday lunch and breaks

Contact us to customize a package that meets your goals. Single- and multi-event sponsorships, and digital advertising opportunities are available. Contact Nancy Ost in n.ostin@ieee.org.
8 Tips for Handling a Job Search While Working Full-Time

Conducting a job search while gainfully employed requires a certain amount of stealth and precision to keep a current employer from realizing you are looking for employment elsewhere as an act of stealth and precision to keep a current employer.

1. Do not look for employment during work hours as much as possible.
2. Do not use employer time or equipment to search for a job interview if those clothes are not typical for a job interview.
3. Interview outside traditional work hours.
4. Dress for the job you have, not for the job you want. Going to an interview while working full-time is no less true for those looking for a job while already employed.
5. Ask for discretion during a job search. Discretion is not always given but more often than not, employers may also be willing to accommodate requests for lunch time interviews.
6. Ask for discretion during a job search. Do not hesitate to ask a prospective employer from keeping information from a current employer and talking about what you are doing during your job search, try to maintain previous levels of workplace productivity. There is no telling what kind of information from a current employer and talking about what you are doing during your job search could happen by not completing current work-related tasks.
7. Do not badmouth a current or previous employer. Badmouthing a current or previous employer on the candidate's previous employer. Avoid badmouthing them at all costs. The internet can be a very small world; treat it as such.
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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.)

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 special opportunities in our Graduate Research Spotlight section.

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

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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 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 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 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* with clickable link to URL of Advertiser's choosing

FULL-PAGE DISPLAY AD
HALF-PAGE DISPLAY AD
QUARTER-PAGE OR BANNER DISPLAY AD

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

Contact us to customize a package that meets your goals. Single- and multi-event sponsorships, and digital advertising opportunities are available. Contact Nancy Ostin at n.ostin@ieee.org.
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