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 electrical and electronic engineers, computer scientists, and those in allied fields into resilient, collaborative, global citizens and remains 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 offers one in-person and two virtual events annually, attracting close to 1,000 combined attendees, representing over 100 universities from around the world.

It has been as a technology company on the cutting edge of agriculture and construction, we have been very impressed by the technical skills and leadership qualities of the students that have joined our company through IEEE-HKN. Without fail, these students display a strong character and an eagerness to learn. These are skillsets we seek out for emerging talent coming to John Deere.

AMELIA SMITH
John Deere

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

“I have been to three career fairs this year and this is absolutely the best one by far.”

A recruiter at the Student Leadership Conference
More Than Just GPA

Beyond advanced technical skills, IEEE-HKN students possess leadership, communication, and presentation skills. Their character and positive attitudes 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 can be inducted.

Who is IEEE-HKN?

46% Electrical Engineers
22% Computer Engineers
20% Computer Scientists
12% Other IEEE Technical Fields of Interest

Who Will You Reach?

98 OF THE TOP 100 engineering schools in the USA have IEEE-HKN chapters.

More than 273 CHAPERS including 27 INTERNATIONAL CHAPTERS

Only JUNIOR, SENIOR, AND GRADUATE STUDENTS at the top of their class can be inducted.

IEEE-HKN students performed 100,000+ hours COMMUNITY SERVICE in 2022-2023.

7,000+ SERVICE ACTIVITIES completed by the chapters including programming 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

40,000+ ACTIVE ALUMNI

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
• LISA SU
CEO of AMD
• STEVE WOZNIAK
Co-founder of Apple

The IEEE-HKN conference was a life-changing event. I would have never had the opportunity to meet such lovely people, nor such fantastic companies.”

Reported by a student who attended the 2022 Student Leadership Conference.
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 puts industry recruiters 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 interactive, one-stop event platform to get the most out of your sponsorship. Our online experience features:

- Reception area
- An event stage for plenary sessions
- Fully customizable booths in the Expo Hall/Recruitment Fair
- Breakout rooms for small-group networking and one-on-one conversations, including interviews
- Attendee profiles and contact information
- In-platform networking sessions
- Embedded chat and video calls

It is mobile-friendly, and you can schedule meetings and interviews without having to leave the platform. All exhibitors and sponsors receive an indexed resume book of all attendees.

Join us as a thought leader, as sponsors will be able to speak at sessions, or panels or both. Post-conference all content is posted on the HKN YouTube channel to increase additional viewership allowing you to link and share your content.

A Recruitment Fair, will be held in conjunction with the event to give you the opportunity to 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

<table>
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<tr>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
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<tbody>
<tr>
<td>3 Available</td>
<td>Only 5 Available: Reserve Early</td>
<td>12 Available</td>
</tr>
<tr>
<td>$5,000</td>
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Exclusive to this level:
- A keynote address and social media promotion
- Choice of HKN Connection or Career Conversation Podcast
- 8 registrations
- ½ page ad in THE BRIDGE

Exclusive to this level:
- Sponsor of a 1-hour learning session
- ¼ page ad in THE BRIDGE
- 6 conference tickets

Exclusive to this level:
- Panelist on one professional development technical session
- 4 conference tickets
- Listing in THE BRIDGE

All sponsor packages Include:

- A fully customizable booth (add company profile, logo, photos, video, etc.) in the Expo Hall/Recruitment Fair for full conference
- The opportunity to host small-group sessions and one-on-one conversations with attendees
- The ability to set your own live booth hours
- An electronic, indexed Resume Book with resumes and CVs from all attendees who opt to share their data
- Access to recorded session content to have exposure beyond the conference

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
- Access clickable logo on the conference website
- Receive 5 conference-specific posts sent via direct email campaign
- Create an exclusive social media post for your company on LinkedIn, Facebook, Instagram, and X
- Add-on conference tickets at an additional cost
- Access conference analytics

Recruitment Fair Only
$800

- A fully customized booth (show company profile video, add photos, link to job postings) in the Expo Hall and Recruitment Fair with 2 seats
- An electronic, indexed Resume Book with resumes and CVs from all attendees who opt to share their data
- Schedule and hold meetings/interviews during the dedicated Recruitment Fair hours with conference attendees
- Add-on conference tickets at an additional cost
- 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 Nancy Ostin at n.ostin@ieee.org

IEEE-HKN Pathways to Industry
21-23 FEBRUARY 2024
(VIRTUAL)
HKN TechX is IEEE-HKN's premier technical and networking event, bringing together IEEE Technical Societies and industry leaders to inspire students and young engineers by focusing on emerging technologies and their applications. This is your invitation to be a thought leader as we address the technical challenges engineers need to be prepared to meet.

Leverage the power of our 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 for technical conversations and small-group networking; 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.

Secure your booth for this event now.

**Recruitment Fair**, to be held in conjunction with the conference, gives employers and graduate schools the opportunity to schedule appointments directly with students and early career professionals. All packages include our Resume Book for all attendees.

**IEEE-Eta Kappa Nu HKN TechX Experience**

**PACKAGES and RATES**

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<th></th>
<th>PLATINUM</th>
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<tr>
<td>3 Available</td>
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<td></td>
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<tr>
<td>$5,000</td>
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<td>$2,500</td>
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**Exclusive to this level:**
- A keynote address and social media promotion
- Choice of HKN Connection or Career Conversation Podcast
- 8 registrations
- ½ page ad in THE BRIDGE

**Exclusive to this level:**
- Sponsor of a 1-hour learning session or of a 1-hour small-group networking session
- ¼ page ad in THE BRIDGE
- 6 conference tickets

**Gold and Silver Sponsor Packages Include:**
- A fully customizable booth (add company profile, logo, photos, video, etc.) in the Expo Hall and Recruitment Fair for full conference
- The opportunity to host small-group sessions and one-on-one conversations with attendees
- The ability to set your own live booth hours plus use your booth to have your experts lead interactive discussions on emerging technologies
- An electronic, indexed Resume Book with resumes and CVs from all attendees who opt to share their data
- 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 X
- Add-on conference tickets at an additional cost
- Access conference analytics
- Gain access to recorded content beyond the conference

**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.
- Invite candidates to your own interview room
- Access all learning and networking sessions

**Recruitment Fair Only**

$800

- A fully customized booth (show company profile video, add photos, link to job postings) in the Expo Hall and Recruitment Fair for full conference with 2 seats
- An electronic, indexed Resume Book with resumes and CVs from all attendees who opt to share their data
- Schedule and hold meetings/interviews during dedicated Recruitment Fair hours with conference attendees with live video chat integrations
- Add-on conference tickets at an additional cost
- 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 Nancy Ost in at n.ostin@ieee.org
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 features tracks for leadership training, faculty advisor programming, technical presentations, professional development, labs, workshops, and a career and graduate school 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 over 300 attendees from over 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. The event includes a Recruitment Fair. A Resume Book of all attendees’ CVs will be produced and shared with all sponsors. Check out the video from our last SLC.

It is exciting how many people I look at and say, ‘wow, your resume is absolutely almost perfect’

ELIZABETH RICHARDSON
RoviSys

The Student Leadership Conference
PACKAGES and RATES

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<th>DIAMOND</th>
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<tbody>
<tr>
<td>1 Available</td>
<td>2 Available</td>
<td>6 Workshop Sessions Available</td>
<td>8 Available</td>
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<tr>
<td>$25,000 (A value of $32,000)</td>
<td>$12,500 (A value of $15,000)</td>
<td>$5,000 (A value of $6,500)</td>
<td>$2,500 (A value of $3,200)</td>
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Exclusive sponsor of IEEE-HKN Awards and Recognition Ceremony, with marquee recognition at the event and during the conference:
• 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

Exclusive sponsor of Friday dinner and hands-on activity or Saturday breakfast and keynote address:
• Opportunity to speak at the dinner or breakfast
• Interview/small group meeting room
• Logo on conference T-shirt
• ½ pg ad in THE BRIDGE
• 4 conference tickets, including tickets to Saturday night awards banquet

Exclusive to this level:
• Sponsor of 50-minute workshop session
• Interview/small group meeting room
• Logo on conference T-shirt
• ¼ pg ad in THE BRIDGE
• 2 conference tickets, including tickets to Saturday night awards banquet

Exclusive to this level:
• Panelist on a 50 minute technical or professional development session
• Logo on conference T-shirt
• ¼ pg ad in THE BRIDGE
• 1 conference ticket, including tickets to Saturday night awards banquet

IEEE Technical Society Sponsorship Level
12 Available (3 panels with 4 participants)

Graduate School SLC Sponsorship
4 Available (1 panel with 4 participants)

Corporate Recruitment Fair Only
10 Available

Graduate School Recruitment Fair Only
12 Available

$2,500
$2,500
$1,000
$500

Exclusive to this level:
• Panelist on a 50 minute technical or professional development session
• 1 conference ticket, including tickets to Saturday night awards banquet

Exclusive to this level:
• Sponsor of 50-minute workshop session
• Interview/small group meeting room
• Logo on conference T-shirt
• Semi-page ad in THE BRIDGE

Extra Full Conference tickets are available for $250

Extra to this level:
• Sponsor of 50-minute workshop session
• Interview/small group meeting room
• Logo on conference T-shirt

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
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 remains committed to developing and advertising opportunities are available. Contact Nancy Ostin at n.ostin@ieee.org
Gamma Theta, Ph.D., Student, Electrical Engineering, Iowa State University

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 (SHM) in the space and aerospace realms. She has developed new tags that can be used for microwave materials characterization and rotation sensing, examined inkjet-printing for tag manufacturing, and developed new measurement methods to address some of the current challenges in the chipless RFID field.

Chipless RFID tags and custom 3D printed antenna

Radio Frequency Identification (RFID) systems typically consist of a reader and a tag. The tag can provide identification information and/or information about the environment, such as temperature and humidity. Chipless RFID is a subset of the RFID field 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 wireless passive nature of this technology results in less expensive and less invasive sensors, which can allow for more comprehensive monitoring of structures.

Changing the structure of the tag or the environment that the tag is in produces changes in this binary code, and in this scattered response can be viewed in the time-, frequency-, or spatial-domain and a binary code can be assigned to it. The tag can provide identification information and/or information about the environment, such as temperature and humidity.
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