Elevate and Enrich the IEEE-HKN Experience:

Sponsorship and Support Opportunities

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 skill sets we seek out for emerging talent coming to John Deere."

Amelia Smith, John Deere
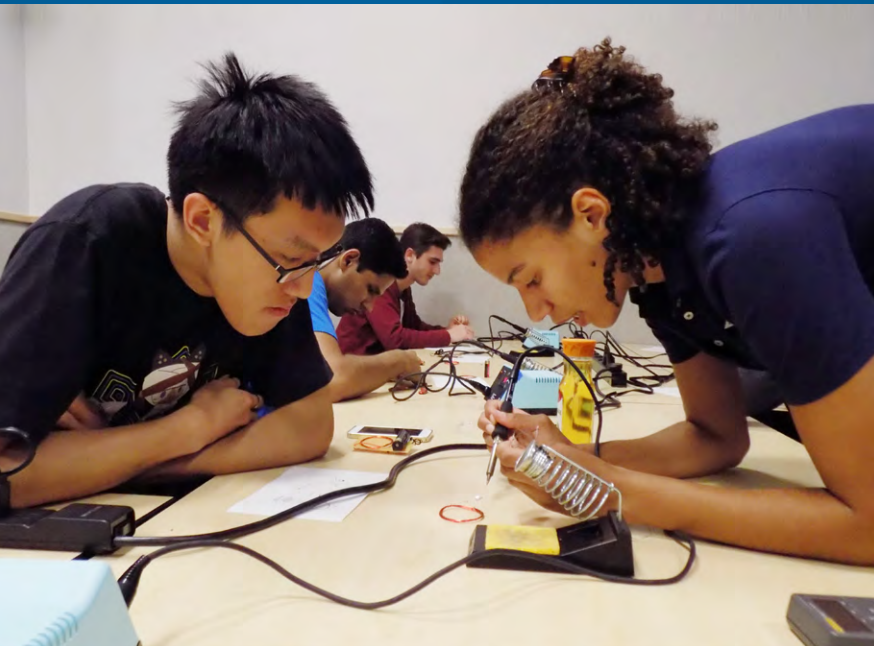
Engage with IEEE-HKN if you are looking for recent, high-potential engineering and technical talent or HKN alums.

Joseph Slevin, Talent Acquisition Advisor, Southern California Edison

IEEE-Eta Kappa Nu

For more than 100 years, the HKN (Eta Kappa Nu) honor society has promoted excellence in engineering with a focus on scholarship, character, and attitude. 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.

As a champion of the best and brightest engineering students in the United States, you have the unique opportunity to tap into the future leaders, innovators and visionaries in electrical and computer engineering and allied fields. A variety of live and virtual events such as student-focused professional development programs, recruitment fairs, networking events and leadership conferences attract upperclassmen and graduate students from the top engineering schools in the country.

Your sponsorship of these events provides you with 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.

Student registration costs for these events are minimal in order to reduce any financial barriers and encourage as many students as possible to attend. Your support underwrites the additional conference expenses to produce the events and ensures that each event is engaging, informative, and above all, accessible for everyone.

"

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

A recruiter at the IEEE-HKN Student Leadership Conference

I Make AN Impact

Who will you reach?

HKN inductees are junior, senior, and graduate students at the **top of their class**.

98 of the TOP 100

98 of the top 100 engineering schools in the USA have IEEE-HKN chapters.

280 CHAPTERS **32 International CHAPTERS**

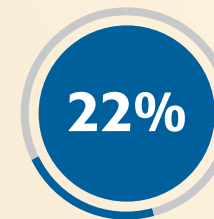**More than 280 chapters** including 32 international chapters.

Who is IEEE-HKN?
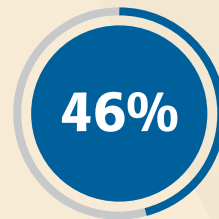
46%
Electrical Engineers

22%
Computer Engineers

22%
Computer Scientists

10%
Other **IEEE Technical Fields of Interest**

IEEE-Eta Kappa Nu

More than just a 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.

Service Focus

Over the last two years, IEEE-HKN students performed **100,000+ hours of community services**, working on **more than 7,000 service activities** 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*

The HKN Equation:

What does sponsoring HKN do?

BENEFITS TO YOU:

- Recruit from 100's Universities and programs
- Engage with the next generation of leaders

BENEFITS TO STUDENTS

- Makes conferences financially accessible
- Exposure to real world applications to classroom learning

Why HKN?

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

Robert Kahn
TPC/IP Protocol

◈IEEE

IEEE-HKN
PATHWAYS to Industry

Leverage the power of our interactive, one-stop event platform to maximize your sponsorship. Meet with attendees, schedule interviews, exhibit in the EXPO Hall and participate in the Recruitment Fair. Premium packages offer speaking opportunities for your company leaders.

The IEEE-HKN Pathways to Industry is a 3-day virtual event that prepares students to enter the workforce and advises young professionals on how to advance through career coaching and professional development. This event connects industry recruiters with accomplished undergraduate and graduate students seeking internships and first jobs, as well as early-career professionals looking to advance. The mobile-friendly platform allows you to schedule meetings and interviews without having to leave the platform.

A Recruitment Fair will be held in conjunction with the event to give you the opportunity to schedule appointments directly with IEEE-HKN's highly motivated and skilled members.

There are dedicated hours for the recruitment fair and you can invite students to interview with you in your virtual booth.

Our online experience features:

- A virtual "reception" area
- An event stage for plenary sessions
- Fully customizable booths in the virtual Expo Hall/Recruitment Fair
- Virtual breakout rooms for small-group networking and one-on-one conversations, including interviews
- In-platform networking sessions
- Embedded chat and video calls
- Access to attendee profiles and contact information
- All exhibitors and sponsors receive an indexed digital resume book of all attendees who agreed to share their information

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-Eta Kappa Nu

IEEE-HKN PATHWAYS to Industry

PACKAGES AND RATES

	PLATINUM $5,000 (3 available)	GOLD $2,500 (5 available)	SILVER $1,500 (12 available)	Recruitment Fair ONLY $500
Conference Benefits				
A keynote address and social media promotion	◆			
Sponsor of a **50 Minute learning session**		◆		
Panelist on one professional development technical session			◆	

 # OF CONFERENCE TICKETS

	Platinum				Gold				Silver				Recruitment			
# OF CONFERENCE TICKETS	8	6	4	1	8	6	4	1	8	6	4	1	8	6	4	1
Registrations/Conference Tickets Included	◆					◆					◆					◆

	PLATINUM	GOLD	SILVER	Recruitment Fair
A fully customizable booth in the Expo Hall/Recruitment Fair for full conference	◆	◆	◆	◆
Pre and Post Event Recognition				
Choice of: HKN Connection, Career Conversations Podcast	◆			

AD SIZE IN THE BRIDGE

	Full	½	¼	Full	½	¼	Full	½	¼	List	Full	½	¼
THE BRIDGE Ad size Included	◆					◆				◆			

	PLATINUM	GOLD	SILVER	Recruitment Fair
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	◆	◆	◆	
Schedule and hold meetings/interviews during the dedicated Recruitment Fair hours with conference attendees	◆	◆	◆	◆
Add-on conference tickets available at an additional cost	◆	◆	◆	◆
Social media posts prior to and during event	◆	◆	◆	◆

Aa a registrant to the conference you 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 your company's clickable logo on the conference website, which goes to the url of your choosing
- Receive 5 conference-specific mentions of your company 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

IEEE

The event was an excellent opportunity for our members to learn and engage with industry professionals."

IEEE-Eta Kappa Nu

HKN TechX

Conference Theme: Responsible AI

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. Leverage the power of our interactive, one-stop event platform to get the most out of your sponsorship. The mobile-friendly platform allows you to schedule meetings and interviews without having to leave the platform. Thought leadership opportunities addressing current and future technical challenges in engineering allow you to showcase your company to potential talent. Sponsors can speak at sessions, be panelists or both.

A Recruitment Fair will be held in conjunction with the event to give you the opportunity to schedule appointments directly with IEEE-HKN's highly motivated and skilled members.

There are dedicated hours for the recruitment fair and you can invite students to interview with you in your virtual booth.

Sponsors will receive tickets to attend all sessions as well as conference analytics. All sessions will be made available for on-demand viewing, which multiplies viewership and clicks.

Our online experience features:

- A virtual "reception" area
- An event stage for plenary sessions
- Fully customizable booths in the virtual Expo Hall/Recruitment Fair for technical conversations and small-group networking
- Virtual breakout rooms for small-group networking and one-on-one conversations, including interviews
- In-platform networking sessions
- Embedded chat and video calls
- Access to attendee profiles and contact information
- All exhibitors and sponsors receive an indexed digital resume book of all attendees who agreed to share their information

Contact us to customize a package that meets your goals.

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IEEE-Eta Kappa Nu
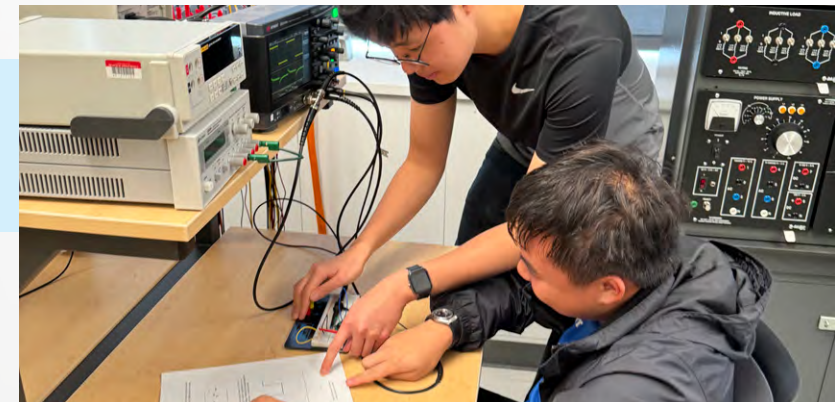
PACKAGES AND RATES

Conference Benefits

	PLATINUM $5,000 (3 available)	GOLD $2,500 (4 available)	SILVER $1,500 (4 available)	Recruitment Fair ONLY $500
A keynote address and social media promotion	◆			
Sponsor of 1-hour learning session or of a 1-hour small-group networking session		◆		
Panelist on one session			◆	

# OF CONFERENCE TICKETS	8	6	4	1	8	6	4	1	8	6	4	1	8	6	4	1
Conference Tickets Included	◆					◆					◆					

	PLATINUM	GOLD	SILVER	Recruitment Fair ONLY
A fully customizable booth in the Expo Hall/Recruitment Fair for full conference	◆	◆	◆	
A fully customizable booth in the Expo Hall/Recruitment Fair with 2 seats				◆

Pre and Post Event Recognition

	PLATINUM	GOLD	SILVER	Recruitment Fair ONLY
Choice of: HKN Connection, Career Conversations Podcast, or GradLab Webinar	◆			

AD SIZE IN THE BRIDGE	Full	½	¼	Full	½	¼	Full	½	¼	List	Full	½	¼
THE BRIDGE Ad size Included	◆					◆				◆			

	PLATINUM	GOLD	SILVER	Recruitment Fair ONLY
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	◆	◆	◆	◆
5 conference-specific newsletters sent via direct email campaign	◆	◆	◆	
Access to recorded session content to have exposure beyond the conference	◆	◆	◆	
Clickable logo on the conference website	◆	◆	◆	
Schedule and hold meetings/interviews during the dedicated Recruitment Fair hours with conference attendees	◆	◆	◆	◆
Add-on conference tickets available at an additional cost	◆	◆	◆	◆
Social media posts prior to and during event	◆	◆	◆	◆

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

"
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

IEEE

"I am continually impressed by the number of candidates I meet whose resumes are absolutely almost perfect.."

Elizabeth Richardson, RoviSys

IEEE-HKN

‹ 2025 ›

Student Leadership
CONFERENCE

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 in the U.S. and 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. The event also includes a Recruitment Fair.
Check out the video from our last SLC.

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-Eta Kappa Nu

PACKAGES AND RATES
Conference Benefits

Conference Benefits	DIAMOND $25,000 (1 available) — Underwrites 83 Students Registrations	PLATINUM $12,500 (3 available) — Underwrites 41 Students Registrations	GOLD $5,000 (4 available) — Underwrites 16 Students Registrations	SILVER $2,500 (8 available) — Underwrites 8 Students Registrations	IEEE Technical Society $2,500 (8 available) — Underwrites the cost of 8 Students to attend the SLC	Graduate School $1,500 (4 available) — Underwrites the cost of 8 Students to attend the SLC	Recruitment Fair ONLY $800	Graduate School Recruitment Fair ONLY $500
Exclusive sponsor of IEEE-HKN Awards and Recognition Ceremony, with marquee recognition at the event and during the conference	◆							
Exclusive sponsor of Friday dinner and hands-on activity or Saturday lunch and keynote address		◆						
Sponsor of 50-minute workshop or session			◆					
Panelist on a 50 minute technical or professional development session				◆	◆			
Panelist on a 50 minute graduate school panel session						◆		
Opportunity to speak at the Banquet	◆							
Opportunity to speak at the dinner or lunch		◆						
A table at the Saturday night awards banquet	◆							
Friday dinner, Saturday lunch, and breaks	◆	◆	◆	◆	◆	◆		
Saturday lunch and breaks	◆	◆	◆	◆	◆	◆	◆	◆
# OF CONFERENCE TICKETS	6 / 4 / 2 / 1	6 / 4 / 2 / 1	6 / 4 / 2 / 1	8 / 6 / 4 / 1	8 / 6 / 4 / 1	8 / 6 / 4 / 1	8 / 6 / 4 / 1	8 / 6 / 4 / 1
Conferences tickets (Saturday breakfast, lunch, and breaks only)							◆	◆
Conferences tickets (all meals included)	◆	◆	◆	◆	◆	◆		

Pre and Post Event Recognition

Pre and Post Event Recognition	DIAMOND	PLATINUM	GOLD	SILVER	IEEE Technical Society	Graduate School	Recruitment Fair ONLY	Graduate School Recruitment Fair ONLY
AD SIZE IN *THE BRIDGE*	Full / ½ / ¼ / ⅙	Full / ½ / ¼ / ⅙	Full / ½ / ¼ / ⅙	Full / ½ / ¼ / ⅙	Full / ½ / ¼ / ⅙	Full / ½ / ¼ / ⅙	Full / ½ / ¼ / ⅙	Full / ½ / ¼ / ⅙
THE BRIDGE Ad Size	Full ◆	½ ◆	¼ ◆	⅙ ◆	Full ◆			
Logo on conference T-shirt	◆	◆	◆	◆				
Name on conference T-shirt					◆	◆	◆	◆
Display table during the conference and Recruitment Fair to meet attendees	◆	◆	◆	◆	◆	◆	◆	◆
Electronic, indexed Resume Book of all resumes submitted by attendees	◆	◆	◆	◆	◆	◆	◆	◆
5 conference-specific newsletters sent via direct email campaign	◆	◆	◆	◆	◆	◆	◆	◆
Social media posts	◆	◆	◆	◆	◆	◆	◆	◆
Conference analytics	◆	◆	◆	◆	◆	◆	◆	◆
Extra Full Conference tickets are available for $300	◆	◆	◆	◆	◆	◆	◆	◆
Extra Saturday tickets for $125/ticket	◆	◆	◆	◆	◆	◆	◆	◆

Partnering with IEEE-HKN puts you in great company:

AMD

Analog Devices

BAE Systems

Bosch

Burns & McDonnell

Center East

CenterPoint Energy

DigiKey

Doosan Bobcat North America

EPICS in IEEE

Florida Institute of Technology

Huawei

IEEE Council on Superconductivity

IEEE Communication Society

IEEE Computational Intelligence Society

IEEE Computer Society

IEEE Education Society

IEEE Electronics Packaging Society

IEEE Entrepreneurship

IEEE Future Networks

IEEE Geoscience and Remote Sensing Society

IEEE Humanitarian Technologies Board

IEEE Instrumentation and Measurement Society

IEEE Microwave Theory and Technology Society

IEEE Power Electronic Society

IEEE Professional Communications Society

IEEE Sensors Council

IEEE Signal Processing Society

IEEE Systems, Man, and Cybernetics Society

IEEE TA Resources & Strategic Programs

IEEE TechEthics

IEEE Ultrasonics, Ferroelectrics, and Frequency Control Society

IEEE-USA

Infineon Technologies

John Deere

Keysight

Liquid Instruments

Lockheed Martin

Los Alamos National Laboratory

Marquette University

MEPPI

Milwaukee School of Engineering

Missouri University of Science and Technology

NAVAIR Fleet Readiness

Naval Nuclear Lab

NCEES

North Carolina State University

Northrop Grumman

NYU Tandon School of Engineering

OPPO

PERC Engineering

Purdue University

QORVO

Qualcomm

Relaying Solutions

Rovisys

Schweitzer Engineering Laboratories

Southern California Edison

TESTEQUITY

Texas Instruments

Textron Aviation

Tufts University

University of Houston

University of Michigan

University of North Carolina Charlotte

University of North Texas

University of South Alabama

University of Wisconsin, Platteville

Wentworth Institute of Technology

Westwood

Westinghouse

THE BRIDGE

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-HKN, 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 website and the IEEE app. (THE BRIDGE is the 2nd most downloaded publication on the IEEE app)

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HKN **IEEE-Eta Kappa Nu**

PACKAGES AND RATES:

ADVERTORIAL			FULL-PAGE			1/2 PAGE			1/3 PAGE			1/4 PAGE			1/6 PAGE			1/8 PAGE		
FREQUENCY / COST PER ISSUE																				
1X	2X	3X	1X	2X	3X	1X	2X	3X	1X	2X	3X	1X	2X	3X	1X	2X	3X	1X	2X	3X
$2622	$2522	$2422	$2272	$2172	$2072	$1188	$1138	$1088	$800	$775	$750	$605	$580	$555	$400	$380	$360	$200	$180	$160
WITH CLICKABLE LINK TO URL OF ADVERTISER'S CHOOSING																				

SPECS AND GUIDELINES

Publication Format	8.5"w x 11"h
Advertorial (500 to 750 Words)	14" x 9.75" *(7"w x 9.75"h per page)*
Full Page	7"w x 9.75"h
1/2 horizontal	7"w x 4.875"h
1/2 vertical island	4.75"w x 6.75"h
1/2 long vertical	4.875"w x 9.75"h
1/3 horizontal	7"w x 3.25"h
1/3 vertical	2.375"w x 9.75"h
1/3 square	4.5"w x 4.5"h
1/4 horizontal	7"w x 2.5"
1/4 vertical	3.5"w x 4.875"h
1/6 horizontal	4.5"w x 1.65"h
1/6 vertical	1.65"w x 4.5"h
1/8 horizontal	2.375"w x 1.65"h
1/8 vertical	1.65"w x 2.375"h
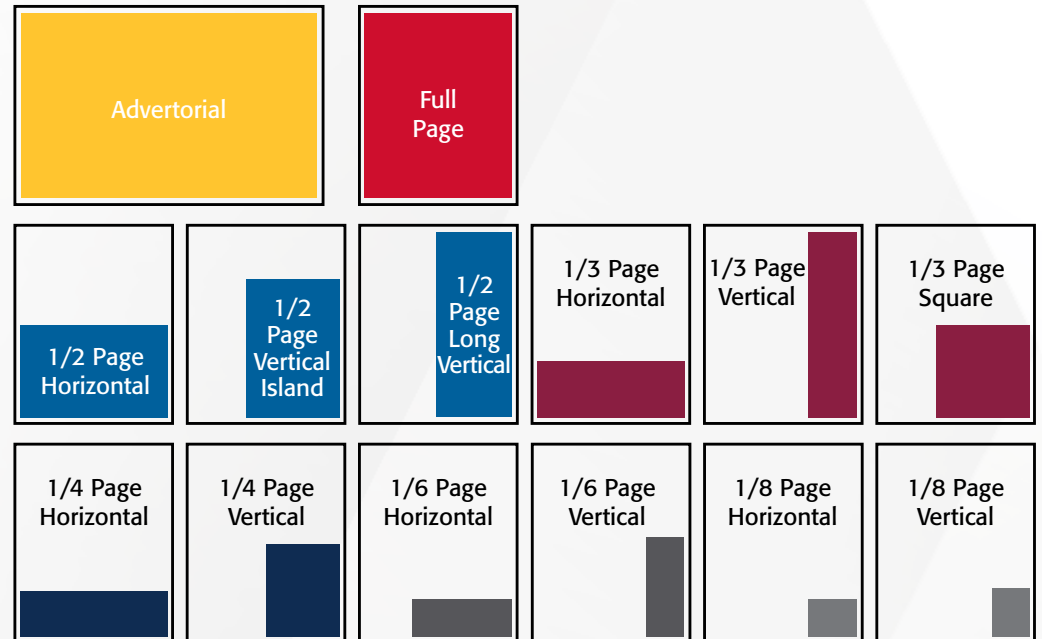
All artwork should be at **300 dpi.**

The following digital file types are accepted:
Acceptable file formats: All Adobe Products – **Acrobat HiRes PDF** (PDF files with fonts embedded),
InDesign (INDD or IDML files with accompanying links and fonts included), **Illustrator** (EPS or AI files), **Photoshop** (JPG, PNG, TIFF, PSD).

Vector artwork should be saved in an .EPS format with fonts and images embedded, or all images and fonts must be supplied. Text can be converted to outlines, but if proofing errors are discovered, new art may need to be submitted. *We will substitute with similar fonts if originals are not submitted.*

◆IEEE

IEEE-Eta Kappa Nu | **IEEE**

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