

# IEEE-HKN **PATHWAYS** **Industry**

**May 12, 13, 14 2021**

IEEE-Eta Kappa Nu (IEEE-HKN) is the IEEE honor society for engineering/computer science students. 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/graduate students.

There are 6 events 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.

The registration portal will capture interest in employment and internships, and will collect resumes. Networking sessions can feature sponsors in unique rooms, or on industry topics. Exclusive sponsor content will play in the event “lobby” prior to the session and information can be included in the Resource Area of the session.

In 2020, we had over *500 students and young professionals* either participate in the live sessions or watch them on-demand.

## **\$1,000 Package includes: (3 available)**

- **Client will be able to participate as a Panelist** for 1-hour Session (Sample Topics include: *What They Didn't Teach You in Engineering School; Future Trends in Engineering; Acing the Technical Interview.*)
- Client logo to appear on all registration communications and on online event pages.
- Sponsor Social Media posts prior to and during the event.
- Resume book and list of *Pathways to Industry* registrants who “opt in” to receive information from third parties.

## **\$2,000 Package includes: (2 available)**

- **Exclusive Presenter** of 1-hour Session (Sample Topics include: *Navigating the First Steps of Your Career; What's Next in Tech.*)
- **OR Exclusive 1-hour Company Profile Session** (Your company has the option to present itself to an audience, describing its mission, vision, types of careers and any job openings. During these sessions, we strongly recommend a company giveaway, such as software or coupon code to encourage participation.)
- Client logo with clickable URL link to appear on all registration communications and on online event pages.
- Sponsor information (video or Powerpoint) will run in the event “lobby” prior to session and information can be included in the Resource Area of the session
- Sponsor Social Media posts prior to and during the event.
- Resume book and list of *Pathways to Industry* registrants who “opt in” to receive information.

## **\$3,000 Package includes: (1 available)**

- **Exclusive Presenter** of 1-hour Session (Sample Topics include: *Navigating the First Steps of Your Career; What's Next in Tech.*)

- **OR** Exclusive 1-hour Company Profile Session (Your company has the option to present itself to an audience, describing its mission, vision, types of careers and any job openings. We strongly recommend a company giveaway, such as software or coupon code to help promote attendance.)
- **Quarter-page ad PLUS 150-word advertorial** in special Advertising section of *THE BRIDGE eMagazine*, (May or October 2021)
- Client logo with clickable URL link to appear on all registration communications and on online event pages.
- Sponsor information (video or Powerpoint) will run in the event “lobby” prior to session and information can be included in the Resource Area of the session
- Sponsor Social Media posts prior to and during the event.
- Resume book and list of *Pathways to Industry* registrants who “opt in” to receive information

For more information, please feel free to contact: [c.cherevko@ieee.org](mailto:c.cherevko@ieee.org) or [info@hkn.ieee.org](mailto:info@hkn.ieee.org)