



**IEEE-Eta Kappa Nu**

# Media Kit

Reach IEEE-Eta Kappa Nu students, **the brightest students in electrical and computer engineering** and allied fields in the world.





## IEEE-Eta Kappa Nu

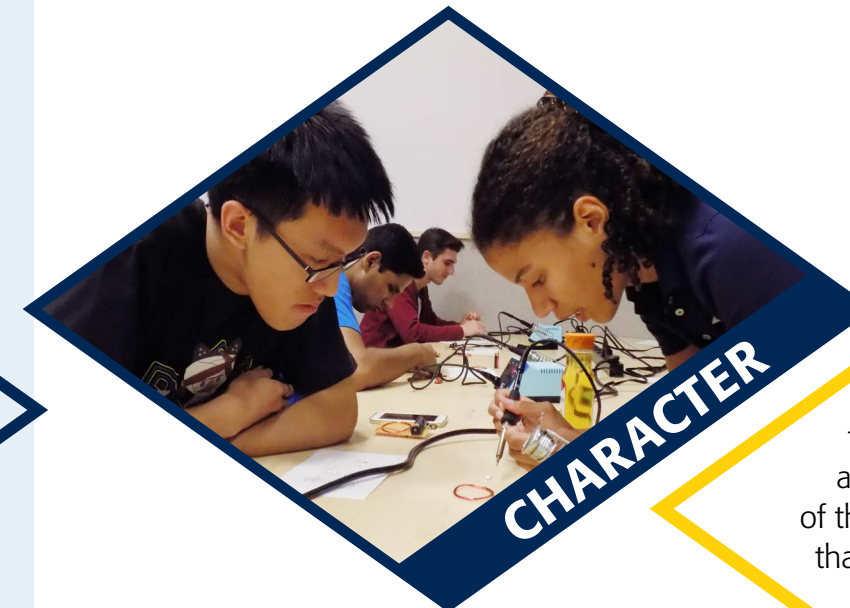
### Why HKN?

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.



IEEE Eta Kappa Nu



I Make  
AN  
Impact

Who Will You Reach?

98 OF THE TOP 100

Engineering schools in the USA have IEEE-HKN Chapters



More than

265 CHAPTERS INCLUDING 25 INTERNATIONAL CHAPTERS



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 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  
**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

REPRESENTS 1,000

#### MORE CHAPTERS ARE STARTED EVERY YEAR

**30,000**

**ACTIVE ALUMNI**

REPRESENTS 10,000

**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

“

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



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## IEEE-HKN Pathways to Industry

18 and 19 MARCH 2022

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 HKN's highly motivated and skilled members. Secure your booth for this event now.



## IEEE-HKN Pathways to Industry PACKAGES and RATES

GOLD	SILVER
<b>\$2,500</b>	<b>\$1,500</b>
<b>Exclusive to this level:</b> <ul style="list-style-type: none"> <li>Sponsor of a <b>1-hour learning session</b> or of a <b>1-hour small-group networking session</b></li> <li>1/2-page ad in THE BRIDGE</li> <li>6 Conference tickets</li> </ul>	<b>Exclusive to this level:</b> <ul style="list-style-type: none"> <li>Panelist on <b>one professional development session</b></li> <li>4 Conference tickets</li> </ul>

### 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
- Booth at **Recruitment Fair** with 2 seats for representatives
- 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 Twitter
- Add-on conference tickets are available for an additional cost
- Conference analytics

### 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](mailto:c.cherevko@ieee.org).**





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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 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](http://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](http://HKN.org) *THE BRIDGE* page
- A direct link to your ad in the distribution email

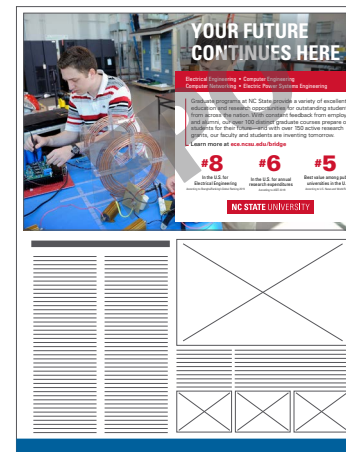


## THE BRIDGE ADVERTORIAL PACKAGES AND RATES

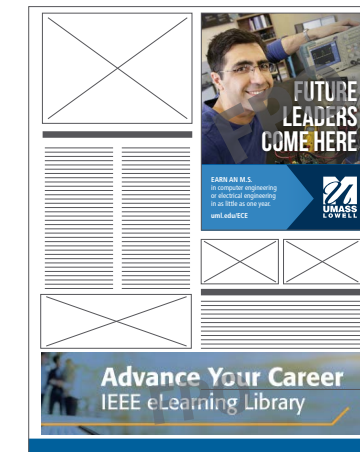
*Recruit Talent and Reach IEEE-HKN's Exclusive Audience of Top Electrical and Computer Engineers and Computer Scientists*



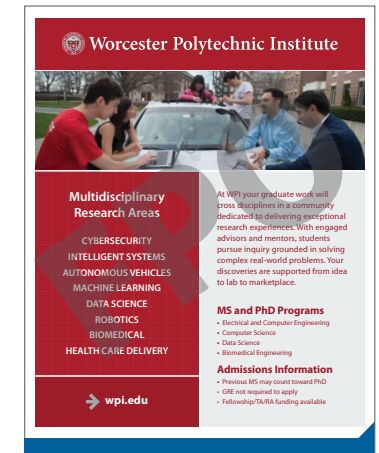
### 1 ADVERTORIAL



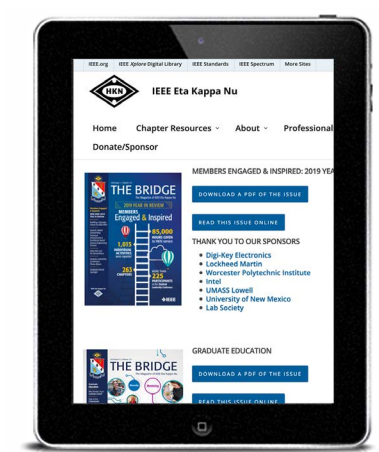
### 3 HALF PAGE DISPLAY AD



### 4 QUARTER PAGE OR BANNER DISPLAY AD



### 2 FULL PAGE DISPLAY AD



### PERMANENT LINK TO URL ON [HKN.org](http://HKN.org) BRIDGE PAGE

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											
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

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IEEE





# THE BRIDGE GRADUATE RESEARCH SPOTLIGHT ADVERTISING OPPORTUNITIES and RATES

*A New Way to Reach and Recruit IEEE-HKN Graduate Students*

**SKYSCRAPER AD 4**

**1 LEADERBOARD AD**

**3 QUARTER PAGE AD**

**2 MINI AD**

**5 HALF-PAGE AD**

**6 FULL PAGE AD**

**1 LEADERBOARD AD**

**3 QUARTER PAGE AD**

**2 MINI AD**

**5 HALF-PAGE AD**

**6 FULL PAGE AD**

LEADERBOARD DISPLAY AD	MINI DISPLAY AD	QUARTER PAGE DISPLAY AD	SKYSCRAPER DISPLAY AD	HALF-PAGE DISPLAY AD	FULL PAGE DISPLAY AD
COST PER ISSUE					
\$250	\$250	\$500	\$800	\$1188	\$2272
with clickable link to URL of Advertiser's choosing					

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## IEEE-HKN Recruitment Fairs

**IEEE-HKN Recruitment Fairs**  
Held in Conjunction with Our Conferences

Recruit from IEEE-HKN's rich talent pool during these events held three times a year. Our virtual events enable industry and graduate school recruiters the opportunity to schedule and meet with candidates via chat and video chat. When held in person, the recruitment fairs offer face-to-face interactions with outstanding candidates.

### \$800 per booth

- Customized booth (show company profile video, add photos, link to job postings) or table for in-person events
- 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 for virtual events)
- 2 seats in the Recruitment Fair booth or at the in-person event
- Social Media posts prior to and during event

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