



**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.

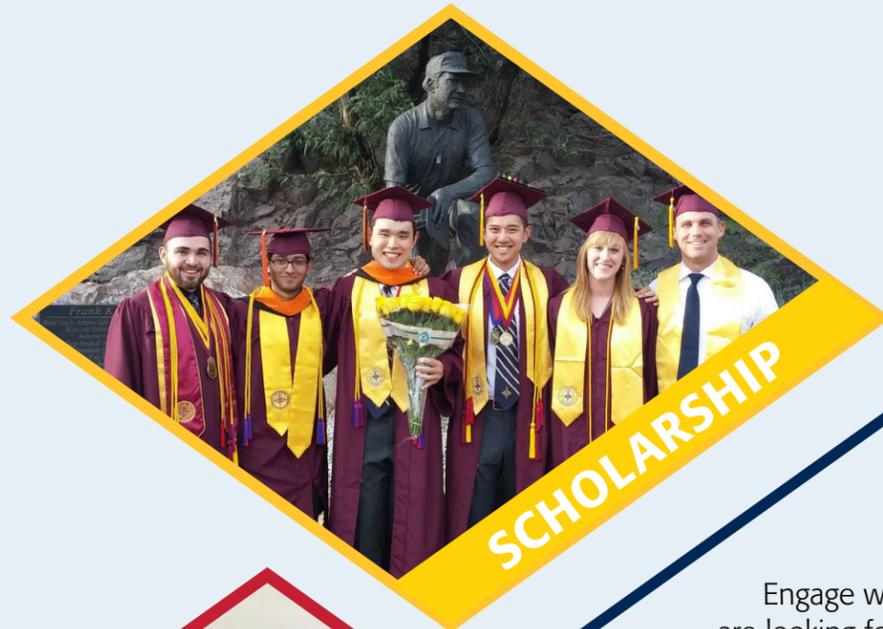




## IEEE-Eta Kappa Nu

### 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.



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

## IEEE-Eta Kappa Nu HKN Experience PACKAGES and RATES

GOLD 5 Available	SILVER 8 Available
<b>\$2,500</b>	<b>\$1,500</b>
Exclusive to this level: <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>▪ Host of "Power Hour" technical group conversations</li> <li>▪ 1/2-page ad in THE BRIDGE</li> <li>▪ 6 Conference tickets</li> </ul>	Exclusive to this level: <ul style="list-style-type: none"> <li>▪ Panelist on <b>one professional development session</b></li> <li>▪ Host of "Power Hour" technical group conversations</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 plus use your booth during the **Power Hours** on 10 June 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
- **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)
- 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 conference attendees with live video chat integrations
- 2 seats in the Recruitment Fair booth
- Add-on full conference tickets available for 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](mailto:n.ostin@ieee.org).**



## IEEE-Eta Kappa Nu HKN Experience

### Industry 4.0: Technologies Driving the Future

**JUNE 9 and 10, 2022**

Featuring a Keynote Address from Vint Cerf,  
A Father of the Internet and HKN Eminent Member

The **HKN Experience (HKNx)** is IEEE-HKN's premier professional development and networking event focused on emerging technologies and their applications, and inspiring students and young engineers to become the next generation of engineering leaders. This is your invitation to be a thought leader as we address workforce development, critical skills knowledge, and the technical challenges engineers need to be prepared to meet.

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 for "Power Hour" 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.

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. Custom packages are available.

A recruitment fair, to be held in conjunction with the conference, gives employers, and graduate schools the opportunity to video chat and schedule appointments directly with students and early career professionals.

Secure your booth for this event now.

“  
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, in a note about the IEEE-HKN Experience 2020



# Student Leadership CONFERENCE

## IEEE-HKN Student Leadership Conference

28 to 30 October 2022

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 Charlotte, North Carolina, and 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 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 NIEMAN  
Lockheed Martin

# The Student Leadership Conference PACKAGES and RATES

DIAMOND 1 Available	PLATINUM 2 Available	GOLD 6 Speaker Sessions Available 4 Lab Sessions Available	SILVER 8 Available
<b>\$25,000</b> (A value of \$32,000)	<b>\$12,500</b> (A value of \$15,000)	<b>\$5,000</b> (A value of \$6,500)	<b>\$2,500</b> (A value of \$3,200)
Exclusive Sponsor of <b>IEEE-HKN Awards and Recognition Ceremony</b> to be held at the NASCAR Hall of Fame in Charlotte, NC, with marquee recognition at the event and during the conference <ul style="list-style-type: none"> <li>• Opportunity to speak at the Banquet</li> <li>• A table at the Saturday Night Awards Banquet</li> <li>• Interview/Small Group Meeting Room</li> <li>• Logo on Conference T-shirt</li> <li>• Full-page ad in <i>THE BRIDGE</i></li> <li>• 6 Conference tickets</li> </ul>	Exclusive Sponsor of <b>Friday Dinner and hands-on activity or Saturday Morning Breakfast and Keynote Address</b> <ul style="list-style-type: none"> <li>• Opportunity to speak at the dinner or breakfast</li> <li>• Interview/Small Group Meeting Room</li> <li>• Logo on Conference T-shirt</li> <li>• 1/2-page ad in <i>THE BRIDGE</i></li> <li>• 4 Conference tickets, including tickets to Saturday Night Awards Banquet</li> </ul>	Exclusive to this level: <ul style="list-style-type: none"> <li>• Sponsor of 50-minute Session (Saturday) or a 50-minute Hands-on Lab (Sunday)</li> <li>• Interview/Small Group Meeting Room</li> <li>• Logo on Conference T-shirt</li> <li>• 1/2-page ad in <i>THE BRIDGE</i></li> <li>• 3 Conference tickets, including tickets to Saturday Night Awards Banquet</li> </ul>	Exclusive to this level: <ul style="list-style-type: none"> <li>• Panelist on a 1-hour technical or professional development session</li> <li>• Logo on Conference T-shirt</li> <li>• 1/4-page ad in <i>THE BRIDGE</i></li> <li>• 2 Conference tickets, including tickets to Saturday Night Awards Banquet</li> </ul>

Society Session Level 4 Available	Society Panel Level 5 Available (1 panel with 5 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
<b>\$2,500</b> <i>for exclusive session</i>	<b>\$1,500</b>	<b>\$1,500</b>	<b>\$1,000</b>	<b>\$500</b>
Exclusive to this level: <ul style="list-style-type: none"> <li>• Sponsor of 50-minute Session (Saturday) or a 50-minute Hands-on Lab (Sunday)</li> <li>• 1/4-page ad in <i>THE BRIDGE</i></li> <li>• 2 Conference tickets, including tickets to Saturday Night Awards Banquet</li> </ul>	Exclusive to this level: <ul style="list-style-type: none"> <li>• Panelist on a 1-hour technical or professional development session</li> <li>• 1 Conference ticket, including 1 ticket to the Saturday Night Awards Banquet</li> </ul>	Exclusive to this level: <ul style="list-style-type: none"> <li>• Panelist on a 1-hour Graduate School panel session</li> <li>• Friday dinner, Saturday lunch, and breaks</li> <li>• 1 Conference ticket, including 1 ticket to Saturday Night Awards Banquet</li> </ul>	Exclusive to this level: <ul style="list-style-type: none"> <li>• Friday dinner, Saturday lunch, and breaks</li> <li>• 1 Conference ticket</li> </ul>	Exclusive to this level: <ul style="list-style-type: none"> <li>• Friday dinner, Saturday lunch, and breaks</li> <li>• 1 Conference ticket</li> </ul>

**Extra Conference tickets are available for \$500**

<b>All packages above include:</b> <ul style="list-style-type: none"> <li>• 5-foot display table during the conference to meet attendees</li> <li>• Electronic, indexed Resume Book of all resumes submitted by attendees</li> <li>• Friday dinner, Saturday lunch and refreshment breaks</li> </ul>	<ul style="list-style-type: none"> <li>• 5 conference-specific newsletters sent via direct email campaign</li> <li>• Social media posts on LinkedIn, Facebook, Instagram, and Twitter</li> <li>• Name on conference T-shirt</li> <li>• Conference analytics</li> </ul>
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**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](mailto:n.ostin@ieee.org).**



IEEE Eta Kappa Nu

# THE BRIDGE ADVERTORIAL PACKAGES AND RATES

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

# 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.

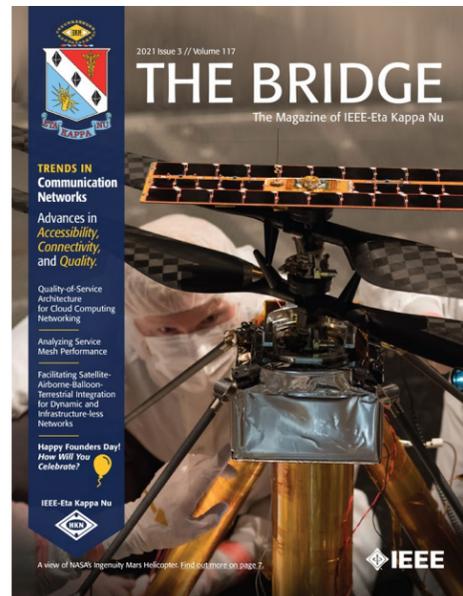
We have opportunities for advertorials and ads in the main publication and special opportunities in our Graduate Research Spotlight section.

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:

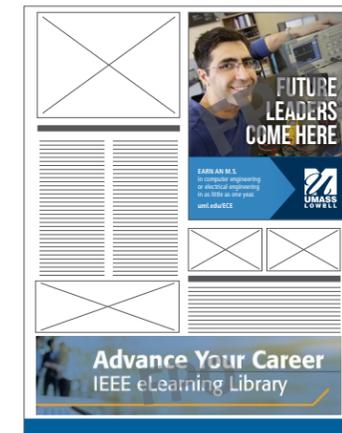
- A permanent link to your URL on the [HKN.org](http://HKN.org) *THE BRIDGE* page
- A direct link to your ad in the distribution email



1 ADVERTORIAL



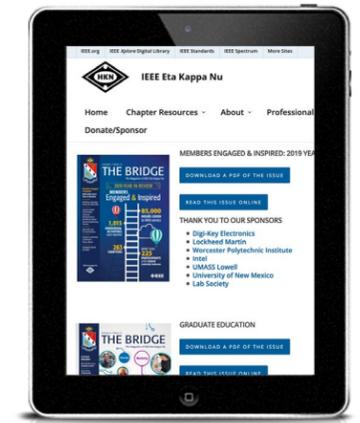
3 HALF PAGE DISPLAY AD



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		
<b>with clickable link to URL of Advertiser's choosing</b>											
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-HKN Graduate School PARTNERSHIP PROGRAM

## Graduate School Partnership Program

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 university has an opportunity to recruit, interact, and lead the conversation with this select and prestigious audience.

IEEE-HKN inducts only junior and senior undergraduates and Graduate Students at the top of their class and who are on track to graduate with engineering or computer science degrees. In a recent survey, 46% of our students indicated they planned to go to graduate school

immediately after or within two years of earning their bachelor's degree. IEEE-HKN has several opportunities to recruit and raise your profile with our stellar students.

“  
Sponsoring HKN events and advertising in *THE BRIDGE* has done exactly what we wanted to do: put us in touch with and successfully recruit highly qualified students who are ready to learn and who give back to the University through service.”

DR. KAREN PANETTA,  
Dean of Graduate Education,  
Tufts University School  
of Engineering

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Virtual HKN Experience* June 9 and 10, 2022	In-Person Student Leadership Conference** October 28 to 30, 2022 • Charlotte, NC	
RECRUITMENT FAIR	GRADUATE SCHOOL SPONSOR	RECRUITMENT FAIR ONLY
<b>\$800</b>	<b>\$1,500</b>	<b>\$500</b>
<ul style="list-style-type: none"> <li>▪ Customized virtual booth (show company profile video, add photos, link to job postings, etc.)</li> <li>▪ An electronic, indexed Resume Book with resumes and CVs from all attendees who opt to share their data</li> <li>▪ Hold meetings/interviews during Recruitment Fair hours with live video chat integrations</li> <li>▪ 2 seats in the Recruitment Fair booth</li> <li>▪ Social media posts prior to and during event</li> </ul> <p><i>*Silver, Gold and Custom Packages are available.</i></p>	<ul style="list-style-type: none"> <li>▪ Panelist on a Graduate School panel session</li> <li>▪ 1 ticket to Saturday Night Awards Banquet</li> <li>▪ Table in the Expo Hall to meet attendees</li> <li>▪ Friday dinner, Saturday lunch, and breaks</li> <li>▪ 1 Conference ticket</li> <li>▪ An electronic, indexed Resume Book with resumes and CVs from all attendees who opt to share their data</li> <li>▪ Social media post and logo in all promo materials (including conference T-shirt)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Table in Expo Hall to meet attendees</li> <li>▪ Friday dinner, Saturday lunch, and breaks</li> <li>▪ 1 Conference ticket</li> <li>▪ An electronic, indexed Resume Book with resumes and CVs from all attendees who opt to share their data</li> <li>▪ Name printed on conference T-shirt</li> </ul> <p><i>**Gold and Silver Sponsorship Packages are available.</i></p>

**Produce a GradLab Webinar or Blog \$500 (per session or blog)**  
You would be the sponsor and presenter of a webinar or the writer of a blog that offers tips and tricks on how to have an outstanding and fulfilling Graduate School experience. Previous topics include: How to Find a Research Topic, Individual Development Plans, and Surviving Your First Year of Graduate School. You provide the material; we distribute and promote it.

**Sponsor IEEE-HKN's All-Student Newsletter \$315-\$450 (depending on number of issues)**  
Get in front of all the IEEE-HKN outstanding students by sponsoring a monthly newsletter. Your logo with a link of your choosing will be placed near the top of the electronic newsletter, which is distributed to approximately 3,000 students the first Tuesday of every month.

**Advertise in THE BRIDGE**  
*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 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. **THE BRIDGE is the second most downloaded publication on the IEEE app.** Advertisers are featured on *THE BRIDGE* page of the HKN.org website.

**Graduate Student Research Spotlight—\$250-\$2,272 (depending on size and frequency)**  
Get your university in front of the IEEE-HKN undergraduate students who are considering their next steps. We have developed the HKN Graduate Student Research Spotlight, intended to celebrate and elevate our Graduate Students' research contributions. Your ad and link would appear among these profiles, capturing the eyes of younger students choosing their paths.

**Main Publication Advertorials and Ads—\$505-\$2,622 (depending on size and frequency)**  
We have opportunities in the main publication for display ads and advertorials (an article of up to 750 words and images provided by you).

**2022 Package Price\*\*\* \$4,760**  
**Includes:**

- HKN Experience Virtual Booth
- Student Leadership Conference Graduate School Sponsorship
- Mini-Advertisements in 3 Issues of *THE BRIDGE*
- Sponsor 3 Issues of the All-Student Newsletter
- Producer of 1 GradLab or Blog Post

**\*\*\*20% Discount**

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