



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 remains with them through every step of their professional journey. Your university has an opportunity to recruit, interact with, 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 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.

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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



Virtual HKN TechX* 17-19 April 2024	Pathways to Industry* 21-23 February 2024	In-Person Student Leadership Conference** Fall 2024	
RECRUITMENT FAIR		GRADUATE SCHOOL SPONSOR	RECRUITMENT FAIR ONLY
\$800		\$1,500	\$500
<ul style="list-style-type: none"> ▪ Customized virtual booth <i>(show company profile video, add photos, link to job postings, etc.)</i> ▪ An electronic, indexed Resume Book with resumes and CVs from all attendees who opt to share their data ▪ Hold meetings/interviews during Recruitment Fair hours with live video chat integrations ▪ 2 seats in your Recruitment Fair booth ▪ Social media posts prior to and during event <p><i>*Silver, Gold and Custom Packages are also available.</i></p>		<ul style="list-style-type: none"> ▪ Panelist on a graduate school panel session ▪ 1 ticket to Saturday Night Awards Banquet ▪ Table in the Expo Hall to meet attendees ▪ Friday dinner, Saturday meals, and breaks ▪ 1 conference ticket ▪ An electronic, indexed Resume Book with resumes and CVs from all attendees who opt to share their data ▪ Social media post and logo in all promo materials <i>(including conference T-shirt)</i> 	<ul style="list-style-type: none"> ▪ Table in Expo Hall to meet attendees ▪ Saturday breakfast, lunch, and breaks ▪ 1 conference ticket ▪ An electronic, indexed Resume Book with resumes and CVs from all attendees who opt to share their data ▪ Name printed on conference T-shirt <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 outstanding IEEE-HKN 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 on the 5th 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.

2024 Package Price
\$5,000 each

Includes:

- HKN TechX and Pathways 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
- Featured listing on graduate school partner page and live links to your program

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).*

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