



VIRTUAL Conference:  
19-20 February 2025



Focus: Professional Development  
and Career Readiness



Audience: Students (all levels),  
Young Professionals, Professionals

## IEEE-HKN **PATHWAYS** 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.

### 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)**

### 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



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<b>PACKAGES AND RATES</b>	<b>PLATINUM \$5,000 (3 available)</b>				<b>GOLD \$2,500 (5 available)</b>				<b>SILVER \$1,500 (12 available)</b>				<b>Recruitment Fair ONLY \$500</b>			
<b>Conference Benefits</b>																
A keynote address and social media promotion	◆															
Sponsor of a <b>50 Minute learning session</b>					◆											
Panelist on one professional development technical session									◆							
# OF CONFERENCE TICKETS	8	6	4	1	8	6	4	1	8	6	4	1	8	6	4	1
<b>Registrations/Conference Tickets Included</b>	◆				◆						◆					◆
<b>A fully customizable booth</b> in the Expo Hall/Recruitment Fair for full conference	◆				◆				◆				◆			
<b>Pre and Post Event Recognition</b>																
<b>Choice of:</b> HKN Connection, Career Conversations Podcast	◆															
AD SIZE IN <i>THE BRIDGE</i>	Full	½	¼		Full	½	¼		Full	½	¼	List	Full	½	¼	
<b>THE BRIDGE</b> Ad size Included		◆					◆					◆				
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	◆				◆				◆				◆			

**As 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