



FIE 2023
COLLEGE STATION, TX, USA
OCTOBER 18-21, 2023



FIE 2023 Sponsor & Exhibitor Prospectus

College Station, Texas | October 18-21, 2023

2023.fie-conference.org

SPONSORS



TECHNICAL CO-SPONSORS & LOCAL HOSTS



Institute for Engineering
Education and Innovation



Institute for Engineering
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Conference Overview

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Texas A&M University
General Conference Chair

Dr. Harry Hogan
Texas A&M University
General Conference
Co-Chair

Lauren LeBlanc
Conference Catalysts
Conference Manager

Dr. César Malavé
Texas A&M University–Qatar
Exhibits & Sponsorship
Subcommittee, Chair

Magda Lagoudas
Texas A&M University
Exhibits & Sponsorship
Subcommittee, Co-Chair

Pauline Wade
Texas A&M University
Exhibits & Sponsorship
Subcommittee, Co-Chair



FIE: The annual Frontiers in Education Conference (FIE), sponsored by the IEEE Education Society, the IEEE Computer Society, the ASEE Educational Research and Methods Division, and others will be held October 18 - 21, 2023 in College Station, TX.

The FIE Conference is a major international conference, focusing on educational innovations and research in engineering and computing education. This annual conference brings together international leaders in education, engineering, computer science, and engineering technology. Over 500 academic and industry representatives are expected to attend. Participants will include college deans, department chairpersons, faculty in engineering, engineering technology, and computer science, as well as industry leaders from throughout the country and the world.

The FIE 2023 Organizing Committee is pleased to offer your organization the opportunity to become an official sponsor or an exhibitor. Sponsorship provides visibility for your company or institution and helps the planning committee create a more desirable conference environment. The conference is co-sponsored by the IEEE Computer Society, the IEEE Education Society, and the ASEE Educational Research and Methods Division.

Hosted by Texas A&M University College of Engineering, Texas A&M Engineering Experiment Station, and the Institute for Engineering Education and Innovation.

For additional information, contact the conference manager at
FIE2023@conferencecatalysts.com.

Sponsorship Opportunities

Premium Sponsorship Opportunities

Benefits	Silver	Gold	Platinum
Exhibit booth with Sponsor signage and priority placement in the Exhibits Area <i>* locations assigned on a first-come, first-served basis</i>	1	2	3
Complimentary Conference Registrations	2	3	4
Free Sponsorship Options	1	2	3
Discount on additional Exhibit Area booths and Exclusive Sponsorship Options	–	25%	50%
90-minute session presentations of the sponsors choice		1	3
Fees*	\$10,000	\$15,000	\$20,000

* All rates are shown in USD

All premium sponsorship opportunities come with the following benefits:

- » Sponsor name's and logo prominently displayed in the event signage, screens, program, venue (and tables), and digital media.
- » Premium sponsorship level acknowledgement and highlight on conference website, including your organization logo with a hotlink. *
- » Premium sponsorship level acknowledgement in the Conference Program. *
- » Premium sponsorship level acknowledgement on the conference marketing items.
- » Premium sponsorship level acknowledgement at all conference social events.
- » Post-conference acknowledgment in an FIE summary email sent to the worldwide memberships of the co-sponsoring societies and any other dissemination channels.
- » Invitation to make additional presentations, announcements, or giveaways during the conference based on premium sponsorship level.

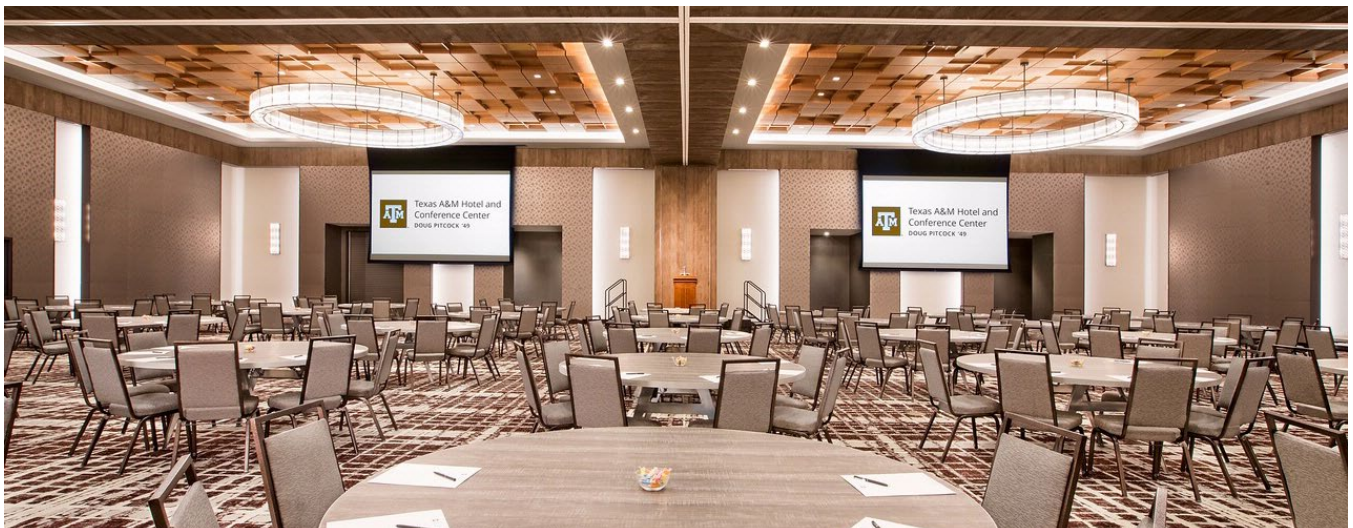
* Higher level sponsors will receive more prominent recognition.

Sponsorship Options

With your sponsorship, you choose of one or more of the following premium advertising options. Sponsors may purchase additional options or become an exclusive sponsor of the event or marketing opportunity.

Exclusive Sponsorship Benefit: Organizations that become an exclusive sponsor for one or more of the following options will receive additional benefits, recognition, and exclusive opportunities. Additionally, exclusive sponsorship counts towards a premium sponsorship level and the FIE planning committee will collaborate with sponsors to develop singular opportunities to engage with attendees

Sponsorship Options with Benefits	Shared Sponsorship Slots	Exclusive Sponsorship Cost
Conference Reception Visibility in one of the best-attended events of the conference	\$3,000 per sponsor for up to six (6) sponsors	\$15,000 for exclusive sponsorship
New Faculty Fellows Sponsor's name associated with early career professionals who are rising stars in the FIE community	\$3,000 per sponsor for up to four (4) sponsors	\$10,000 for exclusive sponsorship
Main Plenary Visibility in one of the best-attended and widely marketed sessions of the conference	\$3,000 per sponsor for up to four (4) sponsors	\$10,000 for exclusive sponsorship
Conference Lunches Visibility during luncheons with sponsor's name and logo on each table in the banquet halls	\$3,000 per sponsor for up to four (4) sponsors	\$10,000 for exclusive sponsorship
Conference Breakfasts and Break Stations Visibility during breakfast and to all attendees and exhibitors during breaks scheduled between sessions	\$3,000 per sponsor for up to three (3) sponsors	\$7,500 for exclusive sponsorship
Focus on Exhibits Event Visibility during this part of the event where you have full attention of participants with no competing sessions	\$3,000 per sponsor for up to three (3) sponsors	\$7,500 for exclusive sponsorship
Name Badge Have each participant serve as walking ad for your organization by branding your logo on the attendee's badge or lanyard	—	\$2,500 for exclusive sponsorship



Exhibitor's Options



The Frontiers in Education exhibits have become an immensely popular and rewarding tradition for both attendees and exhibitors. To ensure maximum exposure, the exhibits and the refreshment breaks will be located in the same space. A special "Focus on Exhibits" session is planned for the afternoon of Friday, October 20, 2023. The exhibit area will be open to conference attendees on **October 19 from 09:30–17:00** and **October 20 from 09:30–16:30**.

WHO SHOULD EXHIBIT

- » **Publishers** – display your computer science, engineering, and engineering technology textbooks, engineering education related textbooks, and associated software on technical writing and new multimedia technologies.
- » **Computer Software and Hardware Companies** – demonstrate your latest products to your most consistent users.
- » **Lab Equipment Companies** – present your latest equipment for all engineering fields. Attendees will represent most engineering disciplines.
- » **Manufacturers and Consulting services** – introduce state-of-the-art equipment, tools, and programs geared to educators.
- » **Professional Societies** – Provide guidance and offer new techniques in engineering and engineering education.

EXHIBITOR RENTAL INFORMATION

Each exhibit space measures 10ft x 7 ft (approximately 3m x 2m).

The rental rates are in US Dollars.

Rates for Thursday and Friday Exhibitions:

- » Early Application (through July 15, 2023): **\$1,750**
- » Late Application (after July 15, 2023): **\$2,000**
- » Academic Institutions & Departments: **\$750**

The rental fee includes:

- » One exhibit table and two chairs
- » Complimentary power and wireless internet access
- » One registration at the 'early bird price' for IEEE members – includes the proceedings, admission to the technical sessions, and a complete meal package.

Additional tables, chairs, risers, etc. can be arranged with the Exhibit Decorator, who will contact you prior to the conference.

FOCUS ON EXHIBITS

Attendees and participants will be encouraged to visit the exhibit area throughout the conference. In order to provide full exposure for the exhibits, a special "Focus on Exhibits" session is planned for the afternoon of Friday, October 20, 2023 during which time there will be no technical sessions scheduled. For additional exposure during the "Focus on Exhibits" session, please consider donating one of your company's products to be given away as a door prize.

EXHIBITOR SHOWCASE

This year, FIE will again offer an "Exhibitor Showcase" that provides companies a longer block of time for demonstrations or presentations. This is an excellent opportunity to invite faculty members who are using your product to explain their applications to other educators. A list of the Exhibitor Showcase sessions will be distributed to conference attendees as part of the registration packet and posted in the exhibit area.

The Exhibitors Showcases will be held on Thursday, October 19 and Friday, October 20 in a meeting space within the conference building. Up to six (6) 1½ hour sessions will be available this year. If you are interested in participating in the Exhibitor Showcase, please contact FIE2023@conferencecatalysts.com. There will be a \$250 charge for each Exhibitor Showcase to cover the cost of room set up and the audio/visual equipment (a data projector and a screen).

EXHIBITOR APPLICATION AND REGISTRATION

Exhibitors must register using the online form available through the FIE 2023 website <https://2023.fie-conference.org/>. Your online submission, along with payment for the full amount, constitutes a valid contract for the exhibit space. The fee can be paid directly online via Visa or MasterCard, or via bank transfer/invoice. All fees are payable in US dollars. Exhibitors will be able to pick up their conference materials at the registration desk during registration hours.





HOTEL RESERVATIONS

Your hotel reservation can be made directly with the hotel. Information is available on the conference website.

SET UP

The exhibits will be ready for setting up on Wednesday, October 18, 2023, between 13:00pm and 17:00pm. Exhibits must be set up by 17:00pm.

DISMANTLING

Exhibits may not be dismantled or removed before the scheduled end of Exhibition, in the afternoon of Friday, October 20, 2023. Exhibits should be dismantled immediately following the end of Exhibition, and within a two-hour period.

ASSIGNMENT OF SPACE

Approximately 20 exhibit spaces will be available, and they will be assigned on a first-come, first-served basis. However, companies committed to exhibiting prior to this mailing and Corporate Affiliates will have priority. See the information about becoming an FIE Corporate Affiliate on the website.

MISCELLANEOUS USE OF SPACE

Reassignment, subletting or sharing any part of allotted exhibit (or room) space is prohibited. Solicitations and distribution of printed advertising must be confined to the exhibit space only. Operation of objectionable material and sound devices will not be allowed. Aisles must be kept clear. The Exhibits Chair reserves the right to transfer exhibit locations in order to solve competitive conditions, avoid similarity in firm names, or to effect a more uniform distribution of space.

Exhibitors must use materials that will pass local fire inspection regulations. Drapes and curtains must be flameproof. Volatile liquids, gasses, or combustible substances may NOT be present. All electrical work must be arranged through the Exhibit Decorator in order to ensure compliance with local regulations.

All of the rules and regulations mentioned are to be construed as a part of the space rental contract. The Conference Chairs reserve the right to interpret them, as well as make final decisions on points these rules do not cover.

LIMITATION OF LIABILITY

Neither the sponsors nor the conference location (Texas A&M) and organizers (Conference Catalysts, LLC) or any of their officers, agents, employees, or other representatives shall be held liable, and they are hereby released from liability, for any damage, loss, harm, or injury to the person or property of the Exhibitor or any of its officers, agents, employees, or other representatives, resulting from theft, fire, water, accident, or any other cause. The Exhibitor shall hold organizers, sponsors, host (Texas A&M) harmless from, any and all claims, demands, suits, liability, damages, loss, attorney's fees, and expenses of whatever kind or nature, which might result from or arise out of any action or failure to act on the part of the Exhibitor or any of its officers, agents, employees, or other representatives. It is suggested that all Exhibitors provide for their own floater insurance coverage, protecting themselves against damage, loss or theft.

SECURITY

The building has security in attendance when the reception area is not open (The building is locked to the public 17:00-08:00 every day). For your own security, the Conference recommends that exhibitors keep an attendant in their exhibit(s) during the hours the exhibits are open and remove valuable equipment when the exhibits are closed.

REFUNDS/CANCELLATIONS

Exhibit space assigned and confirmed may be canceled without penalty through 30 July 2023. Exhibit space canceled after July 30, 2023 and until August 31, 2023 will be subject to a 25% cancellation fee. After August 31, 2023, no refunds will be made. The organizers reserve the right to cancel the FIE Conference and return all fees in the event of insufficient registration. The liability of FIE is limited to the registration fee, FIE will not be responsible for any losses incurred by registrants, including but not limited to airline cancellation charges or hotel deposits.

PROGRAM ACCESSIBILITY

We can accommodate persons with disabilities. Please contact us at FIE2023@conferencecatalysts.com and a representative from FIE, the logistics provider for the conference, will contact you to discuss your needs. To ensure proper accommodations, please register with your needs at least two weeks before the start of the conference.

