TECHNICAL AND PROFESSIONAL CONFERENCES
IEEE-USA's Co-Sponsorship Value Proposition

IEEE-USA is seeking opportunities to partner with other IEEE organizational units as co-sponsors or technical co-sponsors of technical and professional conferences whose proposed programming includes career development and/or public policy content aligned with IEEE-USA's mission and areas of expertise. IEEE-USA is also prepared to serve as a publishing partner for U.S. IEEE regions and sections seeking to establish new revenue-generating conferences whose papers can be published in IEEE Xplore.

IEEE-USA can provide co-sponsored conferences with a variety of benefits such as seed money loans, member and speaker contacts and thousands of dollars' worth of public relations, marketing and booth expenses that can help a small or regional conference achieve effective national reach and visibility.

The level of promotional and marketing support provided depends on the nature of the relationship and IEEE-USA's financial stake in the conference. As a sponsor/co-sponsor, IEEE-USA will approve expanded distribution of authorized conference e-notices to all U.S. IEEE members. IEEE-USA will also provide the following additional PR/Marketing support.

IEEE-USA Financial Stake	Publicity & Distribution*
Technical (TCS) or minimal co-sponsor *(0 to 9 percent FCS risk/reward)*	*Write and issue one news release, incl. a PR Newswire (PRN) state distribution*
Minor financial co-sponsor *(10 to 24 percent FCS risk/reward)*	*Write and issue up to two news releases, incl. two PRN state distributions*
Financial co-sponsor *(25 to 50 percent FCS risk/reward)*	*Write and issue up to three news releases, incl. three PRN state distributions*
Major financial co-sponsor *(51 percent or more FCS risk/reward)*	*Write and issue up to four news releases, incl. four PRN state distributions*

IEEE-USA also offers its IEEE conference partners the ability to:

1) Reach nearly the entire U.S. membership through the online IEEE-USA Conference Calendar, the quarterly IEEE-USA Conference Brief newsletter and the IEEE-USA InSight Email Update with a note and link to the conference's website. These emails are delivered into the inboxes of more than 160,000 U.S. IEEE members.

2) Receive event visibility on the IEEE-USA Facebook and Twitter pages.

3) Write and distribute news releases for section and society leaders and newsletter editors suitable for redistribution to their membership. Each news release takes IEEE-USA staff about two hours to write, edit, seek approval and issue.

4) Reach media in a particular state or around the country by distributing an IEEE-USA news release through online news distribution services like PR Newswire (PRN).

5) Reach the general public by distributing an IEEE-USA news release that automatically posts to a range of 150 to 350 business, news and technology Websites around the world.

6) Assist in engaging public officials and opinion-leaders as speakers/keynoters.

7) Assist in planning public policy/social implications components of the program.

8) Assist in planning/arranging conference speakers/panels, program tracks, tutorials and/or workshops featuring career/workforce/employment/non-technical skills as requested.

In addition to the negotiated sponsorship share and/or assignment of IP rights as the conference publishing partner, IEEE-USA also expects (1) complimentary booth/table space and at least one (1) additional complimentary event registration.

For more information on IEEE-USA's technical conference activities and our current conference calendar, visit https://ieeeusa.org/conferences/

To explore a possible conference collaboration with IEEE-USA, please contact IEEE-USA Conferences Committee Chair Scott Tamashiro, conferences@ieeeusa.org or IEEE-USA Managing Director Russ Harrison at r.t.harrison@ieee.org.

(*)The non-salary cost to IEEE-USA to write, edit, seek approval and issue a news release is $200; the cost for each PR Newswire state distribution release is $325. Pre-event and/or post-event articles that take IEEE-USA staff 5-6 hours to write, edit, seek approval and publish can be provided for IEEE OU publications and/or IEEE-USA online publications in support of your conference.

Version: 2020Aug27