

The IEEE-USA Co-Sponsorship Value Proposition

The IEEE-USA, in exchange for transfer of post-conference IP ownership, and at least one (1) complimentary conference registration for an IEEE-USA 'delegate,' provides co-sponsored conferences with seed money loans, member contacts and thousands of dollars' worth of public relations, marketing and booth expenses based on the following sponsorship levels:

IEEE-USA Financial Stake	Writing & 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 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 180,000 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 the online news distribution service 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 career/workforce/employment/non-technical skills components of the conference program as requested**
- 9) **In addition, for IEEE-USA financially co-sponsored conferences:**
Outreach during the event via a staffed IEEE-USA booth. *NOTE: The cost of hosting a booth at your conference (anywhere from \$900 to \$1,500 for staff travel plus \$100 to \$200 for shipping display materials, as well as staff salary expenses) is covered by IEEE-USA. The conference's only required expense for this service is providing one (1) complimentary booth space and at least one (1) additional complimentary event registration.*

(*)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. For more information on additional or special releases or articles, please contact: **IEEE-USA Conferences Committee Chair Charles Rubenstein <c.rubenstein@ieee.org>**

