



IEEE-Eta Kappa Nu

Media Kit

Reach IEEE-Eta Kappa Nu students, **the brightest students in electrical and computer engineering** and allied fields in the world.





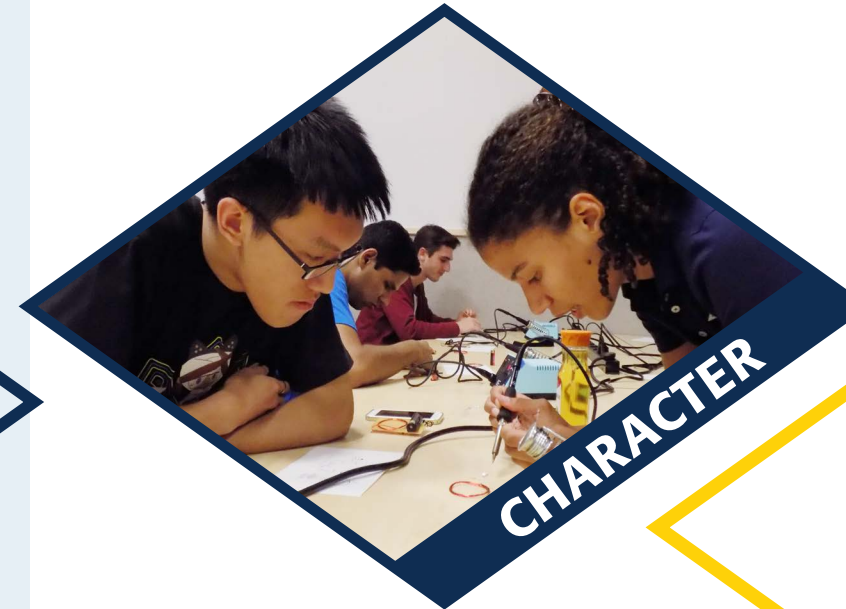
IEEE-Eta Kappa Nu

Why HKN?

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 **electrical and electronic engineers, computer scientists, and those in allied fields** into resilient, collaborative, global citizens and remains with them through every step of their professional journey. Your company has an opportunity to meet, recruit, and interact with this select and prestigious audience. **IEEE-HKN offers one in-person and two virtual events annually, attracting close to 1,000 combined attendees, representing over 100 universities from around the world.**



“
Engage with IEEE-HKN if you are looking for recent, high-potential engineering and technical talent or HKN alums.”
JOSEPH SLEVIN,
Talent Acquisition Advisor,
Southern California Edison



“
It has been
As a technology company on the cutting edge of agriculture and construction, we have been very impressed by the technical skills and leadership qualities of the students that have joined our company through IEEE-HKN.
Without fail, these students display a strong character and an eagerness to learn. These are skillsets we seek out for emerging talent coming to John Deere.
AMELIA SMITH
John Deere

“I have been to three career fairs this year and this is absolutely the best one by far.”
A recruiter at the Student Leadership Conference

I Make
AN
Impact

Who Will You Reach?

98 OF THE TOP 100
engineering schools in the USA have IEEE-HKN chapters



More than
273 CHAPTERS
including
27 INTERNATIONAL CHAPTERS

Only **JUNIOR, SENIOR, AND GRADUATE STUDENTS** at the top of their class can be inducted



Who is IEEE-HKN?



46%
Electrical Engineers



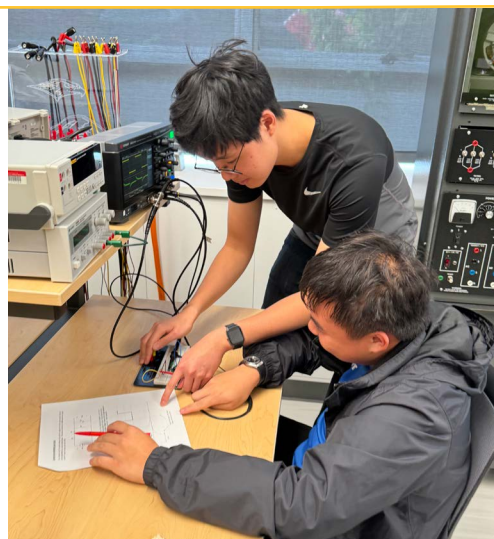
22%
Computer Engineers



20%
Computer Scientists



12%
Other IEEE Technical Fields of Interest



More Than Just GPA

Beyond advanced technical skills, IEEE-HKN students possess **leadership, communication, and presentation skills**. Their **character and positive attitudes** are assessed by faculty and peers and are equally as **important as their grades**.

IEEE-HKN students performed **100,000+** hours
COMMUNITY SERVICE
in 2022-2023

7,000+ SERVICE ACTIVITIES
completed by the chapters including programming
STEM AND K-12 EDUCATION

The IEEE-HKN designation is a life-long designation—once IEEE-Eta Kappa Nu, always IEEE-Eta Kappa Nu.

About
3,000 STUDENTS are inducted every year
REPRESENTS 1,000

MORE CHAPTERS ARE STARTED EVERY YEAR

40,000+
ACTIVE ALUMNI
REPRESENTS 10,000

Our students join the ranks of some of the world's greatest minds.

- **MARY BARRA**
CEO General Motors
- **VINT CERF**
"A Father of the Internet"
- **MARTIN COOPER**
Inventor of the mobile telephone
- **THELMA ESTRIN**
Creator of the WEIZAC computer
- **DAVID FILO**
Co-founder of Yahoo!
- **IRWIN JACOBS**
Founder of Qualcomm
- **LEONARD KLEINROCK**
"A Father of the Internet"
- **LARRY PAGE**
Co-founder of Google
- **HENRY SAMUELI**
Co-founder of Broadcom
- **LISA SU**
CEO of AMD
- **STEVE WOZNIAK**
Co-founder of Apple

“
The IEEE-HKN conference was a life-changing event. I would have never had the opportunity to meet such lovely people, nor **such fantastic companies**.”
Reported by a student who attended the 2022 Student Leadership Conference

IEEE-HKN Pathways to Industry PACKAGES and RATES

PLATINUM 3 Available	GOLD Only 5 Available: Reserve Early	SILVER 12 Available
\$5,000	\$2,500	\$1,500
<p><i>Exclusive to this level:</i></p> <ul style="list-style-type: none"> ▪ A keynote address and social media promotion ▪ Choice of HKN Connection or Career Conversation Podcast ▪ 8 registrations ▪ ½ page ad in <i>THE BRIDGE</i> 	<p><i>Exclusive to this level:</i></p> <ul style="list-style-type: none"> ▪ Sponsor of a 1-hour learning session ▪ ¼ page ad in <i>THE BRIDGE</i> ▪ 6 conference tickets 	<p><i>Exclusive to this level:</i></p> <ul style="list-style-type: none"> ▪ Panelist on one professional development technical session ▪ 4 conference tickets ▪ Listing in <i>THE BRIDGE</i>

All sponsor packages include:

- A fully customizable booth (add company profile, logo, photos, video, etc.) in the **Expo Hall/Recruitment Fair** for full conference
 - 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
- **Conference ticket holders 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 clickable logo on the conference website
- Receive 5 conference-specific posts 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

**Recruitment Fair Only
\$800**

- A fully customized booth (show company profile video, add photos, link to job postings) in the **Expo Hall and Recruitment Fair** with 2 seats
- An electronic, indexed Resume Book with resumes and CVs from all attendees who opt to share their data
- Schedule and hold meetings/interviews during the dedicated **Recruitment Fair** hours with conference attendees
- Add-on conference tickets at an additional cost
- Social Media posts prior to and during event

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



IEEE-HKN **PATHWAYS to Industry**

21-23 FEBRUARY 2024
(VIRTUAL)

The **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 puts industry recruiters in touch with accomplished undergraduate and graduate students seeking internships and first jobs, as well as early-career professionals looking to advance.

Leverage the power of our interactive, one-stop event platform to get the most out of your sponsorship. Our online experience features:

- Reception area
- An event stage for plenary sessions
- Fully customizable booths in the Expo Hall/**Recruitment Fair**
- Breakout rooms for small-group networking and one-on-one conversations, including interviews
- Attendee profiles and contact information
- In-platform networking sessions
- Embedded chat and video calls

It is mobile-friendly, and you can schedule meetings and interviews without having to leave the platform. All exhibitors and sponsors receive an indexed resume book of all attendees.

Join us as a **thought leader**, as sponsors will be able to speak at **sessions, or panels** or both. Post-conference all content is posted on the HKN YouTube channel to increase additional viewership allowing you to link and share your content.

A **Recruitment Fair**, will be held in conjunction with the event to give you the opportunity to schedule appointments directly with HKN's highly motivated and skilled members. Secure your booth for this event now.



IEEE-Eta Kappa Nu HKN TechX Experience PACKAGES and RATES

PLATINUM 3 Available	GOLD 4 Available	SILVER 4 Available
\$5,000	\$2,500	\$1,500
<p><i>Exclusive to this level:</i></p> <ul style="list-style-type: none"> A keynote address and social media promotion Choice of HKN Connection or Career Conversation Podcast 8 registrations ½ page ad in <i>THE BRIDGE</i> 	<p><i>Exclusive to this level:</i></p> <ul style="list-style-type: none"> Sponsor of a 1-hour learning session or of a 1-hour small-group networking session ¼ page ad in <i>THE BRIDGE</i> 6 conference tickets 	<p><i>Exclusive to this level:</i></p> <ul style="list-style-type: none"> Panelist on one session 4 conference tickets Listing in <i>THE BRIDGE</i>

Gold and Silver Sponsor Packages Include:

- A fully customizable booth (add company profile, logo, photos, video, etc.) in the **Expo Hall and Recruitment Fair** for full conference
 - The opportunity to host small-group sessions and one-on-one conversations with attendees
 - The ability to set your own live booth hours plus use your booth to have your experts lead interactive discussions on emerging technologies
 - An electronic, indexed Resume Book with resumes and CVs from all attendees who opt to share their data
- Clickable logo on the conference website
- 5 conference-specific newsletters sent via direct email campaign
- Exclusive social media post for your company on LinkedIn, Facebook, Instagram, and X
- Add-on conference tickets at an additional cost
- Access conference analytics
- Gain access to recorded content beyond the conference
- Conference Ticket holders 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.
 - Invite candidates to your own interview room
 - Access all learning and networking sessions

Recruitment Fair Only \$800

- A fully customized booth (show company profile video, add photos, link to job postings) in the **Expo Hall and Recruitment Fair** for full conference with 2 seats
- An electronic, indexed Resume Book with resumes and CVs from all attendees who opt to share their data
- Schedule and hold meetings/interviews during dedicated **Recruitment Fair** hours with conference attendees with live video chat integrations
- Add-on conference tickets at an additional cost
- Social Media posts prior to and during event

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IEEE-Eta Kappa Nu
HKN TechX



17-19 APRIL 2024
(VIRTUAL)

HKN TechX is IEEE-HKN's premier technical and networking event, bringing together IEEE Technical Societies and industry leaders to inspire students and young engineers by focusing on emerging technologies and their applications. This is your invitation to be a thought leader as we address the technical challenges engineers need to be prepared to meet.

Leverage the power of our interactive, one-stop event platform to get the most out of your sponsorship. Our online experience features a reception area, an event stage, custom booths in the Expo Hall for technical conversations and small-group networking; attendee profiles, interactive networking, and embedded chat and video calls. It is mobile-friendly, and you can schedule meetings and interviews without having to leave the platform. You will receive conference analytics and tickets to attend all sessions.

Sponsors can speak at sessions, be panelists or both. All sessions will be made available for on-demand viewing, which multiplies viewership and clicks. Custom packages are available.

A **Recruitment Fair**, to be held in conjunction with the conference, gives employers and graduate schools the opportunity to schedule appointments directly with students and early career professionals. All packages include our Resume Book for all attendees.

Secure your booth for this event now.

“

I have been receiving the daily events that IEEE-HKN runs. It is most impressive, and I compliment you and your team on putting together so much content and programming.”

LEONARD KLEINROCK
A Father of the Internet and
HKN Eminent Member



IEEE-HKN

Student Leadership CONFERENCE
FALL 2024
 (LOCATION TBD - IN PERSON)

The Annual **IEEE-HKN Student Leadership Conference (SLC)** is a time-honored tradition that brings together leaders and members from HKN chapters around the world. This three-day event features tracks for leadership training, faculty advisor programming, technical presentations, professional development, labs, workshops, and a career and graduate school fair.

This is a unique opportunity for industry, technical societies, and graduate schools to interact with and present to the HKN student community of top undergraduate juniors and seniors and graduate students. We expect over 300 attendees from over 80 universities from around the world. The program is designed to give sponsors the ability to present, interact, recruit, interview, and engage in technical discussions and career conversations.

Sponsorship opportunities can include an exclusive 50-minute presentation, participation on a panel, a 50-minute lab session, or sponsorship of the Friday evening welcome dinner or Saturday evening awards banquet. The event includes a **Recruitment Fair**. A Resume Book of all attendees' CVs will be produced and shared with all sponsors.

[Check out the video](#) from our last SLC.

“
 It is exciting how many people I look at and say, **'wow, your resume is absolutely almost perfect'**
 ELIZABETH RICHARDSON
 RoviSys

The Student Leadership Conference PACKAGES and RATES

DIAMOND 1 Available	PLATINUM 2 Available	GOLD 6 Workshop Sessions Available	SILVER 8 Available
\$25,000 (A value of \$32,000)	\$12,500 (A value of \$15,000)	\$5,000 (A value of \$6,500)	\$2,500 (A value of \$3,200)
Exclusive sponsor of IEEE-HKN Awards and Recognition Ceremony , with marquee recognition at the event and during the conference <ul style="list-style-type: none"> • Opportunity to speak at the Banquet • A table at the Saturday night awards banquet • Interview/small group meeting room • Logo on conference T-shirt • Full-page ad in <i>THE BRIDGE</i> • 6 conference tickets 	Exclusive sponsor of Friday dinner and hands-on activity or Saturday breakfast and keynote address <ul style="list-style-type: none"> • Opportunity to speak at the dinner or breakfast • Interview/small group meeting room • Logo on conference T-shirt • 1/2 pg ad in <i>THE BRIDGE</i> • 4 conference tickets, including tickets to Saturday night awards banquet 	<i>Exclusive to this level:</i> <ul style="list-style-type: none"> • Sponsor of 50-minute workshop session • Interview/small group meeting room • Logo on conference T-shirt • 1/4 pg ad in <i>THE BRIDGE</i> • 2 conference tickets, including tickets to Saturday night awards banquet 	<i>Exclusive to this level:</i> <ul style="list-style-type: none"> • Panelist on a 50 minute technical or professional development session • Logo on conference T-shirt • 1/6 pg ad in <i>THE BRIDGE</i> • 1 conference ticket, including tickets to Saturday night awards banquet

IEEE Technical Society Sponsorship Level 12 Available (3 panels with 4 participants)	Graduate School SLC Sponsorship 4 Available (1 panel with 4 participants)	Corporate Recruitment Fair Only 10 Available	Graduate School Recruitment Fair Only 12 Available
\$2,500	\$2,500	\$1,000	\$500
<i>Exclusive to this level:</i> <ul style="list-style-type: none"> • Panelist on a 50 minute technical or professional development session • 1/6 pg ad in <i>THE BRIDGE</i> • 1 conference ticket, including tickets to Saturday night awards banquet 	<i>Exclusive to this level:</i> <ul style="list-style-type: none"> • Panelist on a 50 minute graduate school panel session • Friday dinner, Saturday lunch, and breaks • 1 conference ticket, including 1 ticket to Saturday night awards banquet 	<i>Exclusive to this level:</i> <ul style="list-style-type: none"> • Saturday breakfast, lunch, and breaks • 1 conference ticket • Extra Saturday tickets available for \$100/ each 	<i>Exclusive to this level:</i> <ul style="list-style-type: none"> • Saturday breakfast, lunch, and breaks • 1 conference ticket • Extra Saturday tickets for \$100/ticket

Extra Full Conference tickets are available for \$250

Packages above include:

- Display table during the conference and Recruitment Fair to meet attendees
- Electronic, indexed Resume Book of all resumes submitted by attendees
- Friday dinner, Saturday lunch and refreshment breaks
- 5 conference-specific newsletters sent via direct email campaign
- Social media posts on LinkedIn, Facebook, Instagram, and X
- Name on conference T-shirt
- Conference analytics

****Recruitment Fair:** Rates include only that which is listed in the description

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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.

“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 (show company profile video, add photos, link to job postings, etc.) 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 (including conference T-shirt) 	<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.

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).

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

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IEEE Eta Kappa Nu

THE BRIDGE ADVERTORIAL PACKAGES AND RATES

Recruit Talent and Reach IEEE-HKN's Exclusive Audience of Top Electrical and Computer Engineers and Computer Scientists

THE BRIDGE

Advertorial Packages and Rates

Recruit Talent and Reach IEEE-HKN's Exclusive Audience of Top Electrical and Computer Engineers and Computer Scientists

FREQUENCY: Three times per year

READERSHIP: 30,000 of the top engineering students and practitioners

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 company or 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.

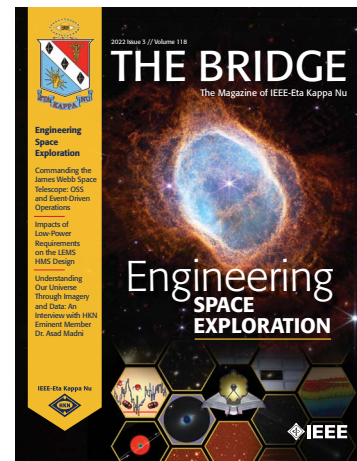
We have opportunities for advertorials and ads in the main publication and special opportunities in our Graduate Research Spotlight section.

In addition to the current circulation of *THE BRIDGE*, IEEE-HKN inducts over 3,000 new top engineering students each year, which increases the ability to impact an important and ever-growing demographic.

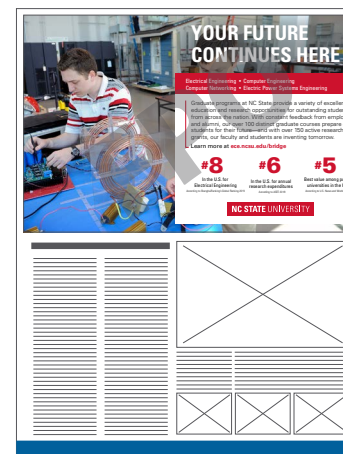
THE BRIDGE is downloadable from the HKN.org website and the IEEE app Year-round. (*THE BRIDGE* is the 2nd most downloaded publication on the IEEE app)

FULL AND HALF-PAGE ADS ALSO INCLUDE:

- A permanent link to your URL on the HKN.org *THE BRIDGE* page
- A direct link to your ad in the distribution email



1 ADVERTORIAL

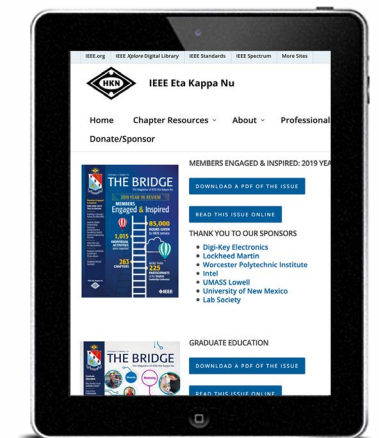


3 HALF PAGE DISPLAY AD



4 QUARTER PAGE OR BANNER DISPLAY AD

2 FULL PAGE DISPLAY AD



PERMANENT LINK TO URL ON HKN.ORG BRIDGE PAGE

ADVERTORIAL 500 TO 750 WORDS*			FULL-PAGE DISPLAY AD			1/2 PAGE DISPLAY AD			1/4 PAGE OR BANNER DISPLAY AD			1/6 PAGE DISPLAY AD		
with clickable link to URL of advertiser's choosing														
FREQUENCY / COST PER ISSUE														
1X	2X	3X	1X	2X	3X	1X	2X	3X	1X	2X	3X	1X	2X	3X
\$2622	\$2522	\$2422	\$2272	\$2172	\$2072	\$1188	\$1138	\$1088	\$605	\$580	\$555	\$400	\$380	\$360

*Copy and photos provided by advertiser

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THE BRIDGE GRADUATE RESEARCH SPOTLIGHT ADVERTISING OPPORTUNITIES and RATES

Reach and Recruit IEEE-HKN Graduate Students

SKYSCRAPER AD 4

LEADERBOARD AD 1

QUARTER PAGE AD 3

MINI AD 2

HALF-PAGE AD 5

FULL PAGE AD 6

LEADERBOARD DISPLAY AD	MINI DISPLAY AD	QUARTER PAGE DISPLAY AD	SKYSCRAPER DISPLAY AD	HALF-PAGE DISPLAY AD	FULL PAGE DISPLAY AD
COST PER ISSUE					
\$250	\$250	\$500	\$800	\$1188	\$2272
with clickable link to URL of Advertiser's choosing					

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Partnering with IEEE-HKN puts you in great company

Burns & McDonnell
OPPO
CenterPoint Energy
PERC Engineering
BAE Systems
Rovisys
Northrop Grumman
Huawei
John Deere
Textron Aviation
Tufts University
MEPPI
Westwood
Liquid Instruments
Texas Instruments
EPICS in IEEE
TESTEQUITY
Keysight
Infineon
Lockheed Martin
Qualcomm
Southern California Edison
Los Alamos National Laboratory
Schweitzer Engineering Laboratories
QORVO
NAVAIR Fleet Readiness Center East
Relaying Solutions
Bosch

Doosan Bobcat North America
IEEE Communication Society
IEEE Power Electronic Society
IEEE TA Resources & Strategic Programs
IEEE Ultrasonics, Ferroelectrics, and Frequency Control Society
IEEE Council on Superconductivity
IEEE Future Networks
IEEE Humanitarian Technologies Board
EPICS in IEEE
IEEE Instrumentation and Measurement Society
IEEE Geoscience and Remote Sensing Society
IEEE Microwave Theory and Technology Society
IEEE Education Society
IEEE Electronics Packaging Society
IEEE Computational Intelligence Society
IEEE Sensors Council
IEEE Computer Society
IEEE Systems, Man and Cybernetics Society
IEEE Entrepreneurship
IEEE-USA
University of Michigan
University of North Texas
University of South Alabama

Milwaukee School of Engineering
University of Houston
North Carolina State University
Marquette University
Florida Institute of Technology
NYU Tandon School of Engineering
University of North Carolina Charlotte
University of North Texas
Purdue University
Wentworth Institute of Technology
Missouri University of Science and Technology



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