

## REASONS TO SPONSOR THE LIFE MEMBER CONFERENCE

### IEEE Life Member Profile

IEEE Life Members represent over 38,000 of IEEE's 440,000 global members. There are over 31,500 Life Members in North America, with other members in over 160 countries.

Life Member interests represent a spectrum of technical, professional, and personal activities. Among those interests are leadership & management, signal processing, electromechanics, computer systems and software, bioengineering, photonics, robotics, autonomous systems, finance, family, community service, leisure activities, and sports.

IEEE Life Members represent the most senior executives, designers, volunteers, technology influencers, pioneers, and valuable partners within the IEEE and the industry. A large percentage of Life Members continue to lead and influence corporate technical development teams. Many other Life Members are retired and remain active as volunteers for the profession and in the community.

Life Members believe strongly in giving back and paying forward. We serve as mentors to younger engineers and technical professionals. We also provide guidance to countless professionals and policy makers about technological changes and technology's impact on society.

## REASONS TO SPONSOR THE CONFERENCE

There are several reasons that a corporate sponsor or an IEEE OU would want to be a sponsor of the Life Member Conference. Some of those reasons for Conference commitment include:

1. **Exposure to influential decision-makers:** Meeting senior IEEE leaders provides a unique opportunity for sponsors to connect with high-level executives who have the power to make strategic business decisions. This exposure can open doors to potential partnerships, collaborations, or sales opportunities.
2. **Networking opportunities:** The Conference Program provides for direct interaction between sponsors and attendees. Sponsors can network with senior leaders, industry experts, and other sponsors, thereby fostering valuable connections that can lead to future business opportunities, partnerships, or relationships.
3. **Thought leadership positioning:** Sponsoring a meeting with senior leaders allows corporate entities to position themselves as thought leaders in their respective fields.

Companies and conference attendees can share insights, expertise, and innovative ideas during panel discussions, breakout sessions, workshops, or mixers. As a sponsor, companies can highlight projects, products, and future strategies. The conference participants can share perspectives and carry any messages back to their constituents and personal networks.

4. **Access to industry trends and insights:** Senior leaders often have a deep understanding of market trends, emerging technologies, and industry challenges. Sponsors can gain valuable insights through conversations with the attendees, and by participating in different elements of the program.
5. **Product or service showcase:** Sponsoring an event provides an excellent platform for sponsors to showcase their products or services to a highly targeted audience. Sponsor displays can be used to conduct product demonstrations, highlight selected products or services, or to distribute marketing materials.
6. **Targeted audience:** The IEEE Life Member Conference will attract a specific audience of experienced, senior level professionals who have made significant contributions to the field of engineering. Sponsors can benefit from targeting this niche group of influential individuals who are likely to have decision-making authority within their organizations.
7. **Market intelligence and feedback:** Sponsors can use the event as an opportunity to gather feedback from senior leaders about their products, services, or industry trends. This pre- and post-conference feedback can help sponsors refine their offerings, to gain a deeper understanding of market needs, customer preferences, address customer pain points, determine additional materials that can be provided to conference attendees, and gain insights into the future directions of the industry.
8. **Positive public relations:** Sponsoring events with senior leaders can garner positive media coverage and enhance a sponsor's public relations efforts. The conference is promoting the event to a global audience and using various media channels to highlight the program, the attendees, and the sponsors. This exposure to highlight corporate involvement will reinforce their brand message to a broad audience.
9. **Lead generation:** Engaging with senior leaders at an event can generate valuable leads for sponsors. In the case of conference attendees, the demographic is relatively homogeneous. Sponsors can collect contact information, conduct surveys, or provide talent requirements to attendees to facilitate the exchange of ideas and interests.
10. **Brand visibility and recognition:** Not all attendees will be aware of the products and systems that an entity provides. Being associated with the IEEE Life Member Conference will enhance a sponsor's brand visibility and recognition. Sponsorship also assures the attendee that there is both trust and respect between the conference organizers and the sponsors. The conference offers an ideal bidirectional information exchange opportunity.

11. **Recruitment opportunities:** Sponsoring a conference with IEEE Life Members can serve as a platform for recruitment. Organizations can discuss their company culture, job opportunities, and career development prospects to experienced professionals who may be seeking new opportunities or looking to transition to different roles. Conference attendees can also share sponsor talent acquisition needs to their vast network of IEEE engineering professionals.

These reasons demonstrate the potential benefits that sponsors can reap from supporting the IEEE Life Member Conference, including access to a targeted audience, networking opportunities, brand exposure, thought leadership recognition, market intelligence, recruitment possibilities, collaborations, positive association, and professional development.