

# IEEE-HKN **PATHWAYS** **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



# IEEE-HKN Pathways to Industry PACKAGES and RATES

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

### 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 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](mailto:n.ostin@ieee.org)**