IEEE Conference Sponsorship Overview

RAS Conference Organizer Workshop

21-25 May 2018

Brisbane Convention & Exhibition Centre

IEEE MCE

IEEE

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Agenda

- Benefits of IEEE Conference Sponsorship
- Types of Conference Sponsorship
  - Sole Sponsorship
  - Co-Sponsorship
  - Technical Co-Sponsorship
- For Profit Businesses
- Communication and Coordination
- Meetings, Conferences & Events (MCE)
  - How we can support your conference

powered by
IEEE MEETINGS, CONFERENCES & EVENTS

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How Sponsors Can Help You

Conference Benefits

- Increase conference attendance
- Community building
  - Combine closely related scientific topics to **broaden the scope** and develop more inter-disciplinary tracks
- Obtain resources, learn from others, see how other organizations execute events and conferences
- Networking with peers, sharing knowledge
- Spread the risk and total organizing efforts

How Sponsors Can Help You

Organizational Unit (OU) Benefits

- Potential generate operating surplus
- Recurring IP revenue
- Enhance the awareness, credibility and esteem of OU
- Create member engagement opportunities
- Provide collaboration and networking opportunities

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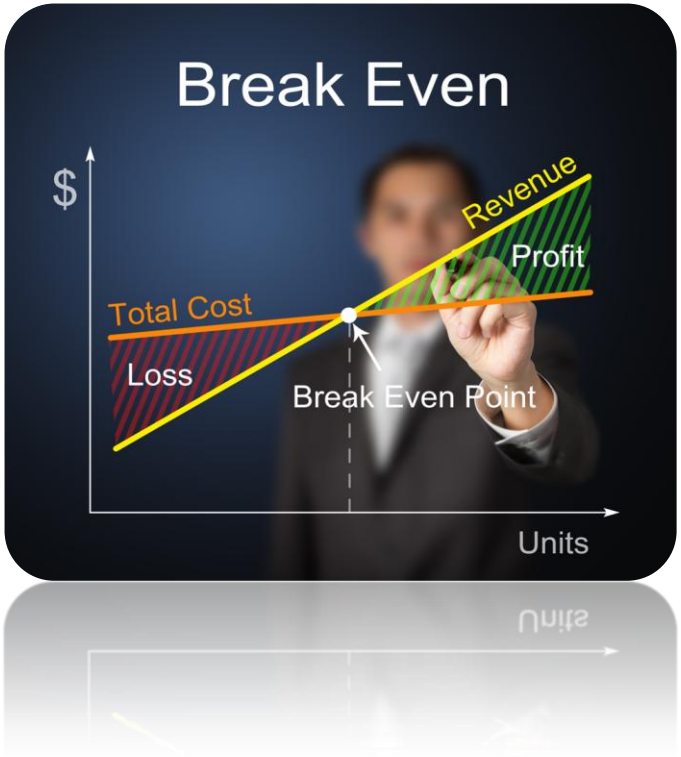
When to Engage Potential Sponsors

- Engage your potential sponsors in the early stages of conference planning
  - 12-18 months in advance
- Engage sponsors after you have already determined:
  - Conference scope
  - Event scale (global, regional, local)
  - Volunteers availability to participate and execute the conference
  - Budget draft is constructed

When to Engage Potential Sponsors

Complete a draft budget to determine if there is a need for co-sponsors and/or conference supporters



IEEE Conference Sponsorship

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Think Different

How Can Organizations Participate in a IEEE Conference?

Non Profit Organizations

You can **manage** the **financial** and **technical** responsibilities in running a conference

You can help **manage** the **technical** responsibilities in running a conference

Profit or Loss

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IEEE Conference Sponsorship Types

Financial Investment

- **Sole Sponsorship**
  - Your OU has **100%** ownership for both the financial and technical responsibilities related to your conference
- **Co-Sponsorship**
  - Your OU has **shared** ownership (%)

No Financial Investment

- **Technical Co-sponsorship**
  - Your OU will have **direct** and **substantial** involvement in executing a high quality technical program and oversight of IEEE brand usage

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Sole Sponsorship

Indicates your OU has Complete Ownership of the Conference

Key Responsibilities

- Validating the conference **scope is aligned** with IEEE, setting parameters to execute a high quality technical program
- Executing a successful conference that produces a **positive surplus (20% goal)**
  - Your OU will receive 100% of surplus or be responsible for a deficit
- Ensuring appropriate representation of the **IEEE brand** on all communications, websites and marketing materials

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Additional Responsibilities

- Venue selection
- Negotiating services
- Exhibit management
- Publication of programs and proceedings
- Marketing and public relations

- Social Media
- Coordinating resource management and full administration of conference
- Obtaining approval of the conference from IEEE

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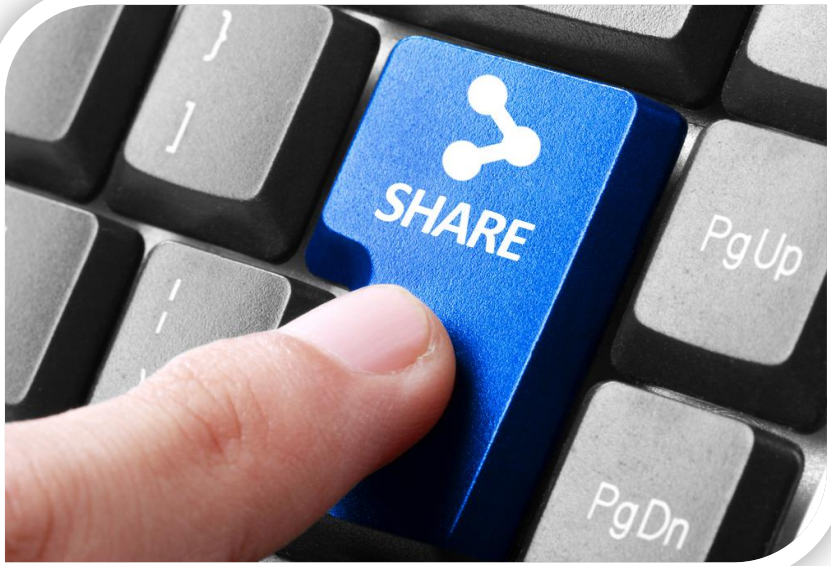
Co-Sponsorship

Indicates your OU has Shared Ownership of the Conference

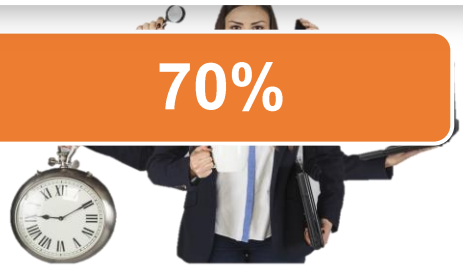
Share Responsibilities

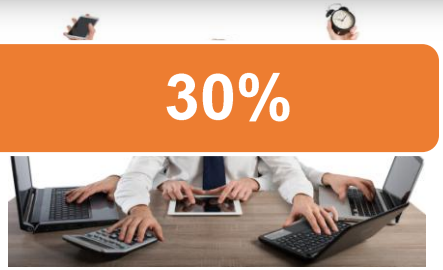
EXAMPLE



70%

30%





Co-Sponsorship Financial Arrangement

EXAMPLE

The IEEE OU has 70% share, the Co-sponsor has 30% share and conference surplus is $10,000

IEEE OU = $7,000 / Co-sponsor = $3,000

Co-Sponsorship Financial Arrangement

EXAMPLE

Financial management is typically managed by the majority owner

IEEE OU = $7,000 / Co-sponsor = $3,000

Technical Co-Sponsorship

Indicates your OU has no financial investment the conference

- **Direct and substantial involvement in the Technical Program**
  - Track Chair
  - Technical Program Chair
  - Assign reviewers

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Technical Co-Sponsorship

Indicates your OU has no financial investment the conference

- The financial sponsor/s are allowed to use the IEEE brand to promote the conference – **Protect the IEEE Brand**
- Conference's proceedings are eligible for publication in IEEE Xplore®
  - IEEE can decline to publish the conference proceedings that do not meet IEEE's quality standards

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Technical Co-Sponsorship (TCS)

Contact OU Leadership for direction on TCS Administrative Fees

If you have questions, please reach out to MCE

ieee-mce@ieee.org

Reasons to Provide Technical Co-Sponsorship

The right fit and good timing

- To become involved with new, cutting edge science or technologies where IEEE is not a major player
  - To increase the IEEE brand exposure to a new audience
- Effective way for an OU to determine if a non-IEEE organization should be considered for financial sponsorship in the future
  - Testing ground, developmental conference
- Provides an activity for your OU members to participate in the technical program
- You need to have resources (volunteers) to technically co-sponsor a conference

For Profit Companies

For Profit Businesses Participation IEEE Conferences

Can not share in the profit or deficit of a conference

- Donate goods and/or services
- Grants - assist organizers with any aspect of a conference
  - Example: provide a lunch/dinner
- Provide conference attendees trinkets or small gifts
- A university may donate facilities to host a conference
- Supply a Key Note speaker
- Promote your conference to the “Supporter’s” constituency

For Profit Business Participation IEEE Conferences

Sole Sponsorship & Co-Sponsorship

Contribute
funds in exchange for brand exposure

Naming Convention

Contributor
Patron
Supporter
Sponsor

For marketing purposes, websites, collateral, flyer etc.

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Meetings, Conferences & Events (MCE)

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MCE can assist you

with any aspect of a

conference or event.

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Meetings, Conferences & Events

MCE Full Spectrum of Services – Financially Sponsored Conferences

Event Ideation & Production

Event Mgmt.

Exhibit Sales & Mgmt.

Registration & Mobile Application Services

Event Promotion & Audience Development

Contracting Services, Technical Program

Full Service Provider for the IEEE Community

Service offerings are customizable, can improve outcomes and support your strategic goals.

Learn more about MCE complimentary and fee-based services
http://www.ieeemce.org/

IEEE MEETINGS, CONFERENCES & EVENTS

IEEE Conference Sponsorship

- For a financially sponsored IEEE conference, who can share the financial surplus or deficit of a conference?
  - **IEEE OUs**
  - **Potentially External Non-profit organizations**
- Who manages the financial and technical responsibilities?
  - **IEEE OU(s)**
  - **Potentially Shared responsibilities with an External Non-profit organization**
- Can IEEE Conference's receive donations from "For Profit" organization/s?
  - **YES, in fact Policy 10 encourages involvement from Industry**
- Meetings, Conferences & Events can support you?
  - **Yes, for any of your conference needs !**

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IEEE Conference Application

Planning process begins 12 to 18 months in advance of conference

Conference Application Overview

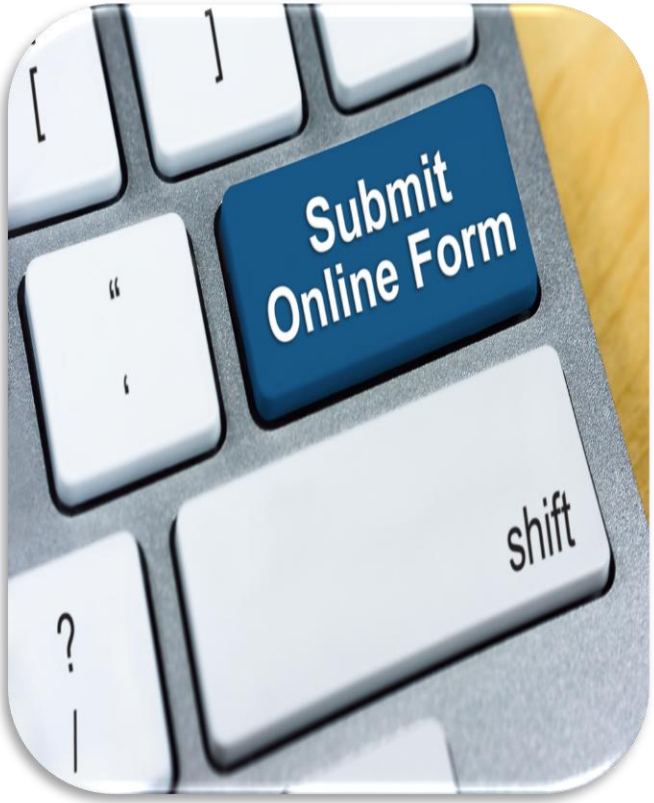
Getting Started

What is it?

- An online form Conference Organizers complete to express their intentions of registering their conference with IEEE
- The information collected will be commemorated in an agreement between all conference sponsors

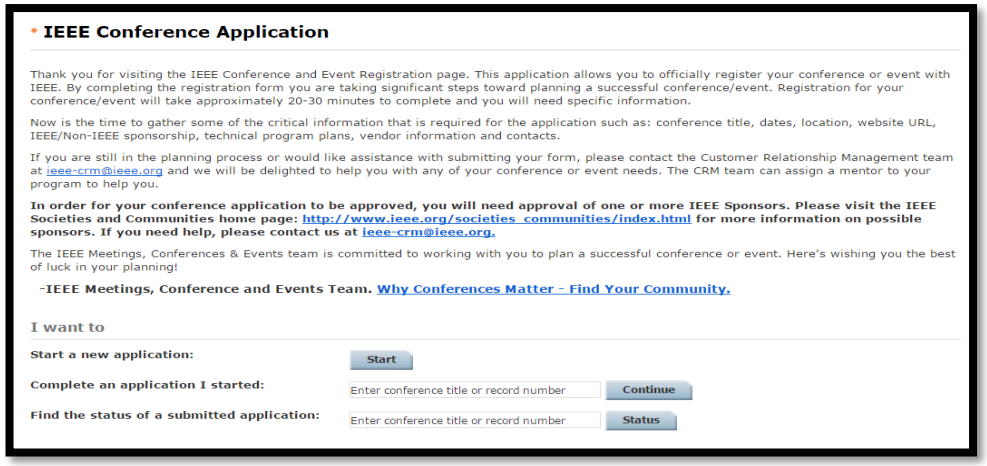
Why is it important?

- The Application serves as the official intention of partnership with IEEE
- Approval of the Application kicks off planning other areas of your conference which includes the finance, publication, contracts, logistics, etc.



Preparing to Submit Your Conference Application to IEEE

- Submit application 18-24 months prior to the conference date
  - The sooner MCE knows about a conference, the more support MCE can provide
- Sponsorship Agreements: gain agreement on details prior to submitting your applications from an IEEE sponsor or non-IEEE sponsor/s
- Work towards having in place before you begin the application
  - General Conference Information, Conference Title & Acronym, Projected Conference Dates (they can always be updated), Location (unconfirmed is okay), Estimated High Level Budget



Access the Application
Find Status of Application

Sponsorship from IEEE

Start Early

- Not all IEEE Organizational Units (Societies, Councils, Regions, Sections) review and approve sponsorships for conferences the same way
  - Start early when trying to secure sponsorship
- We have drawn attention to that by adding the sponsorship approval question when starting an application

It is best to reach out to your sponsor before starting the application so that you clearly understand their review process

Conference Application Steps

Information

- Submitter Information
- About the Event
- About the Location
- Conference Sponsors
- Technical Program
- Conference Contacts
- Final comments & Submission
- Review the IEEE Conference Application Checklist
  - https://www.ieee.org/conferences_events/conferences/organizers/icx_required_information_checklist.pdf

Information About the Event

Keywords Helps Promote a Conference

DID YOU KNOW?
These fields are used by potential attendees to find conferences on the IEEE Conference Search that they want to attend?

Keywords:*

IEEE × Conferences × POCO × 2015 × Electrical & Electronics ×
Enter keyword letters for suggestions

Please add one keyword at a time by selecting "Enter" or clicking on the displayed suggestion from the list.

(446 characters left)

Scope:*

The IEEE Panel of Conference Organizers (POCO) is the annual event for leading conference organizers around the

Enter a short description of the scope of the conference. The scope may be an existing field of interest, a subset of that field, or a new technology.

Field of interest:*

Aerospace
Bioengineering
Communication, Networking and Broadcast Techn
Components, Circuits, Devices and Systems
Computing and Processing
Engineered Materials, Dielectrics and Plasmas
Fields, Waves and Electromagnetics
Geoscience

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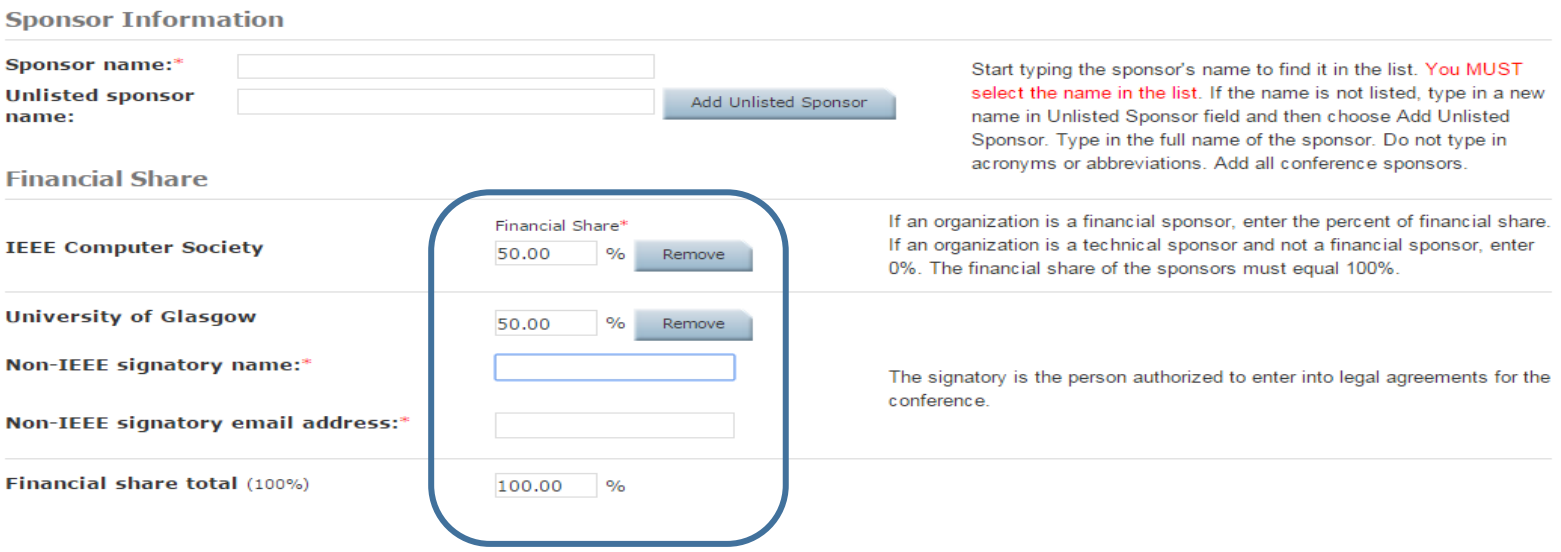
Engineering Profession
General Topics for Engineers

Press Ctrl + to select and move more than one item to the right column. Press Ctrl - to remove items.

Conference Sponsors

Co-Sponsored Conferences

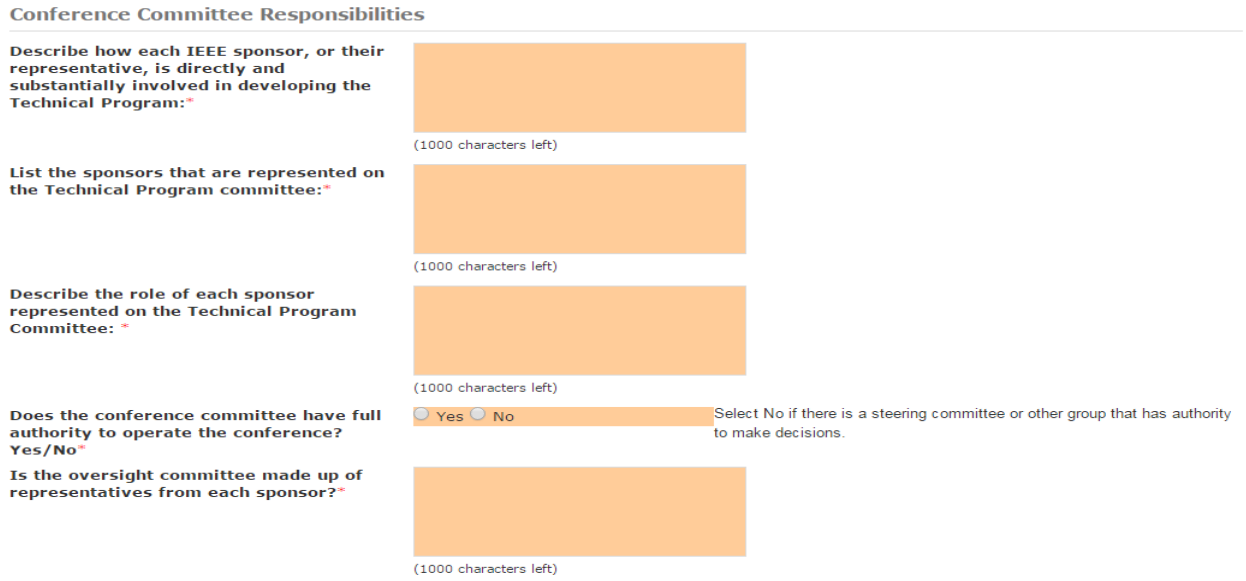


Sole Conferences Enter = 100%

Conference Finance Information

Enter Conference Budget Information

Conference Committee Information



Conference Publication Intention

The technical program information you provide here will be included on the Memorandum of Understanding (MOU).

Will this conference produce a conference publication? Yes/No*
(•) Yes ( ) No

Will IEEE own the copyright?*
(•) Yes ( ) No

Will you request publication of your conference proceedings in IEEE Xplore?*
(•) Yes ( ) No

I need information about tools for managing peer review.

Technical Program Review Structure

What is the structure of the technical program committee?*
(1000 characters left)

What materials are being reviewed?* Abstracts

What type of review is being performed?* Blind

What is the estimated number of submitted papers?*

What is your targeted acceptance rate for submitted papers?* %

How many named reviewers will be associated with this conference?*

How many reviewers will review each paper?*

What criteria will be used by your reviewers to evaluate submissions?*
(1000 characters left)

Are you using student reviewers? * ( ) Yes ( ) No

How will you ensure that all accepted papers will be presented? *
(1000 characters left)

Congratulations – the Application has been Submitted

IEEE MCE

- Reviews the information provided in the application
- The information you provided will be used to develop a Memorandum of Understanding (MOU) which will be sent out to all conference sponsors
- We begin our preparation for potential publication in IEEE Xplore

IEEE Sponsors

- Review the details on the application you submitted and can approves via an electronic signatory process
  - Sponsor could request additional information
- For IEEE OUs, the MOU is sent through an approval process – VP Conferences, Conference Committee, Technical Committee for review

Memorandum of Understanding (MOU)

Memorandum of Understanding (MOU)

After you Submit the IEEE Conference Application

- IEEE requests confirmation of your conference sponsorship
  - IEEE will send each sponsor a link to an online MOU form to the sponsor signatory who was entered in the IEEE Conference Application
  - This person is authorized to enter into contract agreements for your conference
- Each party reviews and chooses either "Approve or Decline"
  - If you choose Decline, enter a reason for declining the MOU
- If the sponsor declines the MOU, IEEE will contact the person who submitted the application and all sponsoring representatives
- Meetings, Conferences & Events (MCE) will work with those mentioned to update the information in your IEEE Conference Application

Your Conference is Approved !

What Happens

- Officially Registered with IEEE
- Eligible for the conference mentor program
  - MCE Support
- Conference appears online in the IEEE Conference Search
- Eligible to join the Conference Publication Program
- MCE has a team of experts available to assist with other aspects of your conference needs
  - meeting logistics, registration, finance, etc.

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