

EXHIBITOR
PROSPECTUS

2003 SOCIETY OF WOMEN ENGINEERS
NATIONAL CONFERENCE



*Supporting the
World through
Engineering*

Sheraton Birmingham Hotel
Birmingham Jefferson Convention Complex
October 9 – 11, 2003
Birmingham, Alabama





Welcome to Birmingham Alabama!

*The Birmingham Section of the Society of Women Engineers (SWE)
invites you to Support the World through Engineering at the
2003 SWE National Conference, October 9th through the 11th.*

What a time! Now more than ever, engineering is the framework of the technological future. This Conference will focus on the many aspects of engineering that serve to support the life, longevity, and functionality of the world. Our programming will highlight engineering, through Education, Environment, and Enterprise. Education provides the platform in which engineering, math, and science concepts are learned and later applied. Balancing technology with stewardship of the environment is an engineering skill that serves to support the stability of the world. And, it is the creative and business-savvy engineer that develops enterprise to promote forward growth. Altogether, these

three engineering elements complement each other in a variety of ways to continuously improve and sustain the world.

The 2003 National Conference has been designed on a shortened schedule to provide a closer link between students, professionals, and employers. Another enhancement to the schedule is a two-day Career Fair offering students the opportunity to network with 300+ potential employers, and to offer employers the opportunity to meet as many as 2000 potential employees. One major improvement to the conference is a one-price registration encompassing all scheduled meals and regular conference events.

SWE is a non-profit, educational service organization of 16,000 members dedicated to supporting and encouraging women to pursue careers in engineering and related technical and scientific fields. The volunteer efforts of SWE are fueled by a nationwide network of members and student members who influence thousands of young women to choose careers in engineering or to enhance their technical careers through professional development and advanced education. Exhibitors at the 2003 SWE Conference will

meet an impressive cross-section of our dynamic and enthusiastic membership who represents the heart of the Society. In addition, SWE Conferences draw non-member attendance from related technical societies, from technical women's groups and from the local community, who are specifically seeking employment with companies who actively promote diversity in their organizations. Be sure to visit the 2003 SWE National Conference web site often at www.swe2003.org, and the SWE web site at www.swe.org.

***Come to Birmingham
and enjoy an engineering conference – southern style!***



Conference Opportunities

The 2003 SWE National Conference provides opportunities for sponsors to enhance their visibility in the engineering community and attract diverse qualified employment candidates. Your sponsorship options include Career Fair & Technical Exhibits, Event Sponsorship Opportunities, Call for Presentations, and Program Book Sponsorship.

Career Fair and Technical Exhibits (See page 4)

- Access to 3500 or more participants including students and working professionals
- Access to undergraduate and graduate students for internships or permanent employment
- Visibility to showcase your services and products through the Technical Exhibits

Event Sponsorship Opportunities (See page 6)

- Visibility and exposure
- Acceptance as a company supporting diversity

Call for Presentations (See page 8)

- Opportunity to highlight your company in a technical forum
- Demonstrate cutting-edge technical advancements

Program Book Sponsorship (See inside back cover pocket)

- Longevity – attendees keep the Conference issue of the SWE Magazine and program book as a resource
- Highlight your sponsorship of the Conference or to promote your Career Fair & Technical Exhibit booth number
- Highlight diversity at your workplace

***SWE would like to take this
opportunity to thank all past sponsors.***

***Your generous contributions
have helped make
the annual SWE National Conference
a continued success!***



Career Fair & Technical Exhibits

ENVIRONMENT

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EDUCATION

Companies and organizations will be able to select from over 300 booth spaces in prime, commercial exhibit space. Each standard booth package provides a 10' X 10' booth with the following features:

- Standard 8' high back wall drape with 3' high side rail drapes
- Booth carpeting
- One standard 7" X 44" booth sign with booth number and company name
- One 6' draped table, two chairs, one waste basket
- Material handling (400 lb. maximum)
- One 500 watt electrical outlet
- General illumination
- Four (4) Basic Conference Registrations, which include passage to all general conference activities for the entire conference, and all program materials.
- Free storage of exhibit equipment and or materials for up to 15 days
- Additional items such as furniture and equipment will be available from our selected vendors.
- Refer to the Exhibitor Service Kit, which will be sent in August, 2003

Booth Costs

PRICE: \$3,600.00 if postmarked before March 3, 2003
\$3,800.00 if postmarked after March 3, 2003

Academic Booth Special

\$1,200.00, includes 10' X 10' booth space as described above and two (2) basic registrations. *Academic Booth special is reserved for those academic institutions recruiting students for undergraduate or graduate programs.*

U.S. Government Booth Special

\$3,300.00, includes 10' X 10' booth space as described above and two (2) basic registrations. *Government Booth special is reserved for U.S. Government Offices.*

General Information

Career Fair & Exhibits Location

Birmingham Jefferson Convention Complex
North Hall and East Hall
2101 Civic Center Boulevard
Birmingham, AL 35203

Hotel Facilities

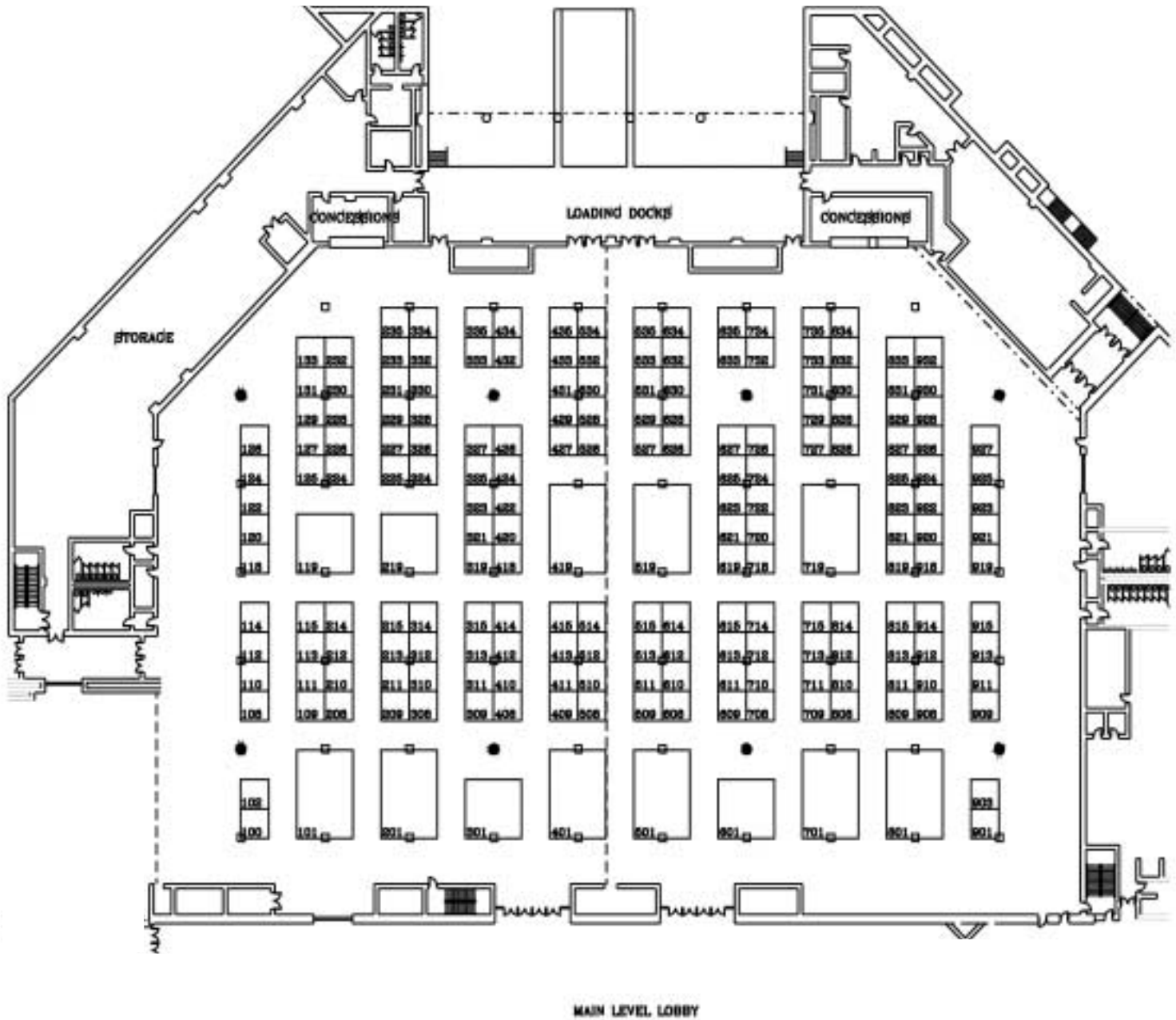
Sheraton Birmingham Hotel
2101 Civic Center Boulevard
Birmingham, AL 35205
Phone: (205) 324-5000
Fax: (205) 307-3043

SWE Conference Management Office

1963 University Drive
Lisle, IL 60532
Phone: 1-800-892-2858
or (630) 271-8210
Fax: (630) 271-8234
jelipani@showmgmtservices.com



Birmingham Jefferson
Convention Complex
Birmingham, Alabama



Set-Up	Wednesday, October 8	8:00am – 4:00pm
Set-Up	Thursday, October 9	8:00am – 11:00am
Career Fair/Exhibits Opening	Thursday, October 9	12:00pm – 6:00pm
Career Fair/Exhibits	Friday, October 10	9:30am – 4:00pm
Exhibitor Reception	Friday, October 10	4:00pm – 5:00pm
Dismantle	Friday, October 10	after 5:00pm

Call 1-800-892-2858 or (630) 271-8210



Event Sponsorship Opportunities

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Sponsors of the 2003 SWE National Conference will have visibility and exposure across a broad spectrum of engineering disciplines, students and working technical professionals.

As a sponsor at any level, you will receive:

- Special recognition in the official 2003 SWE Conference Program Book and Career Fair Guide
- Special recognition by signage in the lobby of the BJCC
- Special recognition in the SWE Pocket Guide, and an event publication, if applicable
- Company sign recognition with logo for chosen event or additional recognition on item sponsorships.
- Recognition on the sponsored event (or item) where it applies
- Complimentary tickets to your company-sponsored event (up to 4 for non-registered guests), if applicable or as requested.

All event sponsorships are on a first come-first served basis. A sponsor may also have the opportunity to exclusively sponsor an event. In-kind donations and services are also welcomed. For more information, call 1-800-892-2858 or 630-271-8210.

Ribbon Cutting & Exhibit Hall Lunch \$20,000
Thursday, October 9th 3 sponsors
Official opening of the Career Fair and Technical Exhibits, which includes a short ceremony and luncheon for all attendees and exhibitors.

Enterprise Keynote Breakfast \$20,000
Thursday, October 9th 2 sponsors
This breakfast event will feature the Enterprise Keynote Speaker.

Environment Keynote Breakfast \$20,000
Friday, October 10th 2 sponsors
This breakfast event will feature the Environment Keynote speaker.

Education Keynote Breakfast \$20,000
Saturday, October 11th 2 sponsors
This breakfast event will feature the Education Keynote speaker.

Explore Engineering Program \$20,000
Thursday, October 9th 2 sponsors
This program is designed to introduce the new generation to engineering, science and technology as middle school and high school students, parents and teachers attend interactive events.

Exhibit Hall Lunch \$20,000
Friday, October 10th 3 sponsors
Luncheon provided for all attendees and exhibitors at the Career Fair and Technical Exhibits held in the exhibit hall.

Golf Tournament \$20,000
Thursday, October 9th 1 sponsor
Attendees will enjoy 18 holes of tournament golf at one of the world renowned Robert Trent Jones Birmingham Golf Courses. Lunch and prizes will be provided at the clubhouse along with

goodie bags and beverage tickets for each player.

Networking Night \$20,000
Thursday, October 9th 6 sponsors
This event is the major networking activity of the conference set in a Mardi Gras Theme with food, beverages, games, and outstanding entertainment. Attendees will be treated to a true Southern experience!

SWE Awards Banquet \$20,000
Friday, October 10th 2 sponsors
This elegant banquet honors the recipients of the Achievement, Resnik Challenger Medal, Upward Mobility, Rodney D. Chipp, and Distinguished New Engineer Awards.

SWE Awards Reception \$20,000
Friday, October 10th 2 sponsors
This event honors the recipients of the Society's highest awards.

Student Networking Night \$20,000
Saturday, October 11th 3 sponsors
This event honors scholarship recipients and provides a networking environment for all conference attendees.

Tote Packs \$20,000
Throughout Conference 6 sponsors
All attendees at the conference will carry these eye-catching tote bags. Displaying your company logo on each tote bag will provide advertisement of your company for years to come.

Enterprise Program Track \$15,000
Throughout Conference 2 sponsors
This track will feature paper presentations, panel discussions, workshops, and seminars all centering around Enterprise.

Environment Program Track	\$15,000	
Throughout Conference	2 sponsors	
<i>This track will feature paper presentations, panel discussions, workshops, and seminars all centering around the Environment.</i>		
Education Program Track	\$15,000	
Throughout Conference	2 sponsors	
<i>This track will feature paper presentations, panel discussions, workshops, and seminars all centering around Education.</i>		
Council of Representatives Meeting	\$15,000	
Saturday, October 11th	2 sponsors	
<i>SWE representatives from all over the country meet to determine the Society's future plans & policies. A light lunch will be provided for the representatives and observers attending these proceedings.</i>		
Student Ideas Exchange Luncheon	\$15,000	
Saturday, October 11th	2 sponsors	
<i>This event combines a lunch with networking to facilitate the exchange of ideas among student sections.</i>		
Student Awards Ceremony	\$15,000	
Saturday, October 11th	2 sponsors	
<i>This event will include a professional presentation of the student awards and scholarships that will keep the audience entertained. The ceremony will be held at the historic Alabama Theatre.</i>		
Career Resource Room	\$15,000	
Throughout Conference	2 sponsors	
<i>The Career Resource Room provides computer and printing resources for students and members to create and update resumes and other career related materials.</i>		
Conference Operations Room	\$15,000	
Throughout Conference	2 sponsors	
<i>Sponsor the Conference Planning Committee and Volunteers with on-site communications, computers, and day-to-day operations requirements.</i>		
Student Travel Packages	\$15,000	
Throughout Conference	2 sponsors	
<i>Company support will be targeted to enable more students to attend the conference.</i>		
Badge holders/Lanyards	\$12,000	
Throughout Conference	2 sponsors	
<i>Receive high visibility as each attendee wears your company logo throughout the Conference.</i>		
Technical Exhibits	\$10,000	
Thursday & Friday, October 9th & 10th	2 sponsors	
<i>This event will provide a forum for poster presentations and interactive demonstrations for the attendees.</i>		
Member Region Meetings	\$10,000	
Thursday, October 9th	1 sponsor	
<i>Each of the 10 Regions and the Members at Large (MAL) form strategic plans during a 2-hour business meeting. Refreshments are provided.</i>		
Student Region Meetings	\$10,000	
Thursday, October 9th	1 sponsor	
<i>Each of the 10 Student Regions form strategic plans for the upcoming fiscal year during a 2-hour meeting. Refreshments are provided.</i>		
Academic Forum & Reception	\$10,000	
Friday, October 10th	2 sponsors	
<i>This new SWE event is designed to provide an open discussion on academic related issues among educators from all levels. SWE Board of Directors, Deans and Administrators, SWE advisors, graduate students, as well as other academic members are invited to attend.</i>		
Annual Membership Meeting	\$10,000	
Saturday, October 11th	2 sponsors	
<i>The Society's official membership meeting where new officers are inducted, Section honors are awarded, as well as the promotion for the 2004 SWE National Conference in Milwaukee.</i>		
Student Subject Matter Expert (SME) Bowl	\$10,000	
Saturday, October 11th	2 sponsors	
<i>Five-member teams of students from each of the Society's ten regions will compete in a college bowl atmosphere answering science, math, and engineering questions.</i>		
Student Team Tech Competition	\$10,000	
Saturday, October 11th	2 sponsor	
<i>This event emphasizes the key role of teamwork and involves industry in the engineering educational process. Teams of students present their final project report and compete for prizes.</i>		
Student Technical Presentation Competition	\$10,000	
Friday, October 10th	2 sponsors	
<i>This event highlights presentations of the best student technical paper chosen from each of the Society's 10 regions.</i>		
Audiovisual Equipment	\$10,000	
Throughout Conference	2 sponsors	
<i>Sponsor the audio/visual requirements for the Conference.</i>		
Tour Bus Sponsor	\$10,000	
Throughout Conference	2 sponsors	
<i>Receive company recognition on every bus used for sightseeing and technical tours.</i>		
Book Store & Coffee Shoppe	\$5,000	
Throughout Conference	2 sponsors	
<i>Sponsor a bookstore on site, featuring engineering books, CD's and tapes, along with a coffee shoppe. This will allow conference attendees to relax between sessions with a good book and cup of tea or coffee.</i>		
Career Fair Guide	\$5,000	
Thursday & Friday, October 9th & 10th	3 sponsors	
<i>Contains all exhibiting company information.</i>		
Pocket Guide	\$5,000	
Throughout Conference	2 sponsors	
<i>This guide is the smallest, but most useful, version of the Program Book.</i>		
Registration Area	\$5,000	
Throughout Conference	3 sponsors	
<i>Signage recognizing your company will be in a central location for the entire week.</i>		
Speaker Ready Room and Press Room	\$5,000	
Throughout Conference	2 sponsors	
<i>Sponsor the speaker preparation room, as well as the Conference media room.</i>		
SWE Marketplace	\$2,500	
Throughout Conference	2 sponsors	
<i>Sections from across the nation merchandise their products in a central location near registration. Signage will announce your sponsorship.</i>		
Program Book Opportunities	\$ varies	
Throughout Conference	unlimited sponsors	
<i>Gain recognition and visibility for your company through various sponsorship opportunities in the Program Book. For more details, refer to the inside back pocket for detailed Program Book Sponsorship information.</i>		

Call 1-800-892-2858 or (630) 271-8210



Call For Presentations

We invite you, our sponsors, to participate in our 2003 Conference Program by presenting materials on any number of suggested topics (see below). The sessions will be held at the Sheraton Birmingham Hotel/BJCC, October 9-11, 2003 in Birmingham, Alabama. To submit an Abstract for a Conference Presentation, follow instructions at <http://www.swe2003.org/technical.html#abstract>. Send Abstract, contact information, company name, "Exhibitor" or "Sponsor", date preference for presentation and length of presentation (45 minute increments) via email to 2003TechnicalPapers@swe.org. Be certain to include "Technical Presentation by Sponsor" in the subject line of the email.

Suggested Topics for Workshop or Seminar Presentations:

EDUCATION



Mentor Programs for Students and Faculty

Engineering Curriculum Freshman Programs

Minority & Women's Programs

Recruitment, Retention, and Assessment

Diversity and Skills for Administrators and Faculty

Skills for Teaching and Research in Academia

Information Technology

Distance Learning

Sources for Education Grants and Funding

Gender Equity in Math & Science

K-12 Engineering Outreach Programs

ENTERPRISE



The Business of Medicine and Biotechnology

Bidding Government and Private Contracts

Sales and Marketing Strategies for Today's Engineering and Construction Corporations

Engineering & Business Ethics

Intellectual Property (Publishing, Patents, Trademarks and Copyrights)

Starting and Owning Your Own Business

Working Out of Your Home

Professional Registration

ENVIRONMENT



Green Manufacturing and Technology

Homeland Protection

Air and Water Quality

Endangered Species / Habitats

Global Warming / Cooling

Urban Sprawl and Impacts

Solid or Hazardous Materials and Waste

Continued Health and Safety

Policy, Regulation & Compliance

Emerging and Alternative Energy Technology

Presenters please note that SWE does not charge the participants for these sessions and workshops. SWE will provide the following room resources:

1. Standard room setup.
2. Standard Audio/Visual setup upon request, which includes overhead projector, slide projector, screen, and microphone.
3. Company publicity in our Conference Program Book.





EDUCATION



ENTERPRISE



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