



IACEE 2024

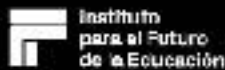
The 19th World Conference on
Continuing Engineering Education

Join Us!

 May 21-24, 2024.

 Comillas, Spain.

 www.iacee2024.org



SPONSORSHIP OPPORTUNITIES

INVITATION

International Association for Continuing Engineering Education (IACEE) is pleased to be holding the 19th World Conference on Continuing Engineering Education on May 21-24, 2024, in Comillas and Santander, Spain. Our host is the Innovation Hub Europe, a collaborative venture of the Tecnológico de Monterrey Institute for the Future of Education (IFE) and the University of Cantabria. Comillas is a beautiful town near Santander, Spain, surrounded by extraordinary landscapes and majestic architecture. Corporations, higher education institutions, and other societies focusing on engineering education are invited to support the IACEE's 19th World Conference for Continuing Engineering Education.

IACEE is a global professional society that serves the educators and administrators of the professional engineering and continuing engineering education market through networking and sharing lessons learned and best practices in this domain. Stemming from a workgroup of UNESCO and in its 35th year, the organization serves 35+ countries and rotates the World Conference around the globe. It gathers influential people willing to share their experiences and new ideas with the sponsors/exhibitors and fellow attendees.

Institute for Future of The Education

Patricia Caratozzolo
Conference Co-Chair

Genaro Zavala
Conference Co-Chair

International Association for Continuing Engineering Education

Soma Chakrabarti
President

Nelson Baker
Secretary-General

ABOUT IACEE

The IACEE is designed to expand the effectiveness and global perspectives of continuing engineering education through its members and association with individuals and organizations worldwide. It sponsors professional development activities, facilitates networking opportunities, promotes collaborative projects, and is a global advocate for continuing engineering education through programs and services fostering active member engagement. IACEE members have global representation from countries that span the subcontinents of North America, South America, Europe, Asia, and Australia.

<https://www.iacee.org>

ABOUT IFE

The Institute for the Future of Education (IFE) at the Tecnológico de Monterrey, Mexico, creates, disseminates and applies research-based educational innovation to improve higher education and lifelong learning. The Institute has four groups of initiatives: Interdisciplinary Research, Entrepreneurship and Technology Transfer, Impact and Consulting Projects, and Dissemination and Creation of Communities. Through these initiatives, IFE aims to collaborate with academics, practitioners, policy makers and leaders to co-create the future of education. In collaboration with the University of Cantabria, it has established the Innovation Hub Europe in Comillas, Spain to foster the lifelong learning and skills development in Europe and beyond.

<https://tec.mx/es/ife>

THE INNOVATION HUB EUROPE

The Innovation Hub Europe (Hub, registered as Fundación Tec para la Innovación y el Emprendimiento) is an European entity of Tecnológico de Monterrey (Mexico) and it is located in Comillas, Spain. The Hub supports the goals of Tecnológico de Monterrey's Institute for the Future of Education (IFE). Those objectives include the generation, transfer and dissemination of applicable knowledge on educational innovation in an experimental, interdisciplinary, open, and world-class way, by connecting, inspiring, and accompanying those who seek disruptive solutions for the future of higher education and lifelong learning.

<https://www.innovationhubeurope.es/en/>

ABOUT WORLD CONFERENCE 2024

Now in its 19th occurrence since the first conference in 1979, the World Conference on Continuing Engineering Education presents a unique opportunity for sponsors to network with decision-makers of engineering educators and administrators from higher education, research entities, corporations, and professional organizations. Previous conferences have been held at Stanford University, University Polytechnic Valencia, Tecnológico de Monterrey (Mexico), University of Porto, Georgia University of Technology, among many other places. It rotates around the world in northern and southern hemispheres, and is attended by practitioners of continuing engineering education from around the world. In fact, the conference was the beginning of IACEE, which was chartered in Beijing, China on May 17th, 1989. This year, the conference will celebrate 35 years of IACEE.

WHY SPONSOR THE WORLD CONFERENCE 2024?

The World Conference serves as a hub to brainstorm new ideas, new ventures, and new partnerships. The industry and academic participants not only share ideas of collaboration, they exchange their best practices and lessons learned.

Sponsorships give opportunity to have one-on-one conversations between product or service providers and their academic collaborators. Sponsors also are able to showcase their work through presentations on the topics under the conference theme. Their full papers will have an opportunity to be published in a Special Issue of a peer-reviewed open-access journal.

The marketing opportunities go beyond the conferences. The sponsors will be recognized on the conference websites and proceedings for their generosity.

IMPORTANT DATES

Sponsorship Confirmation: April 15, 2024
Sponsor to Submit Materials: May 15, 2024
Exhibition Starts: May 21, 2024
Exhibition Ends: May 24, 2024

CONTACTS

IACEE:
Robert Prakash: robertprakash@stanford.edu
IFE:
Miguel Montoya: mmontoya@tec.mx

THE CONFERENCE THEME AND THE TRACKS

The central theme of *Continuing Engineering Education for a Sustainable Future* will cover a wide range of topics to provide a comprehensive understanding of the challenges and opportunities in this field.

Topics of particular interest include: Education meeting the demands of a technology-based labor market, Reskilling and upskilling workers for a sustainable future, Future skills and Industry 5.0 in organizations, Advocacy actions related to sustainability, Diversity, equity, and inclusion perspectives in the workforce, Quality assessment tools in professional development programs, Academic-industry Partnerships and Continuing Engineering Education sustainability.

There are three tracks in which selected presentations will be made.

TRACK 1: Continuing Engineering Education Technology and Innovation Trends

TRACK 2: Continuing Engineering Education for a Sustainable Future

TRACK 3: Continuing Engineering Education for a Diverse and Inclusive Future

The program will feature plenary keynotes, plenary panels, workshops and technical sessions.

SPONSORSHIP LEVELS

To match sponsor needs, a range of sponsor packages are available below in USD prices. We also welcome your support of our World Conference on Continuing Engineering Education and are pleased to extend the opportunity to partner with IACEE through an In-Kind sponsorship to broaden your visibility throughout our community.

Diamond sponsorship package: USD \$5,000

- One company representative to serve on a plenary panel (60 minutes; in-person or virtual).
- Focus group with attendees
- *Focus group: opportunity for one representative to interact and idea-exchange with a small group of conference attendees in an informal setting (not a “sales pitch”). An invitation will be extended to all.
- *Disclaimer: Attendance numbers are not guaranteed by the conference.
- Address conference participants preceding Day 1 Keynote Speaker (5 minutes)
- Exhibitor stand:
- Face-to-Face (Double-sized booth (20'x10')
- Virtual TV monitor platform with:
- Logo and profile text
- Welcome video and brochures
- One pre-recorded promotional video, no longer than 45 seconds, to run two times per day of conference, plus one year as a highlighted link on the on-demand website post-conference
- Admission to IACEE World Conference: 1 delegate
- Recognition in the conference program
- Marketing:
- Logo on main banner and printed materials related to conference
- Logo on main banner in the virtual conference platform and in IACEE 2024 Conference Abstract Book
- Logo with website link on main conference page (iacee2024.org)
- 100-word profile text on main conference page (iacee2024.org)

Platinum sponsorship package: USD \$3,000

- Presentation at conference during concurrent sessions and included in content available post-conference
- One company representative to address participants prior to Closing Session (2 minutes)
- Exhibitor stand:
- Face-to-face (20'x10' booth)
- Virtual TV Monitor platform with
- Logo and profile text
- Welcome video and brochures
- One pre-recorded promotional video, no longer than 30 seconds, to run 1 time each day of conference plus one year as a highlighted link on the on-demand website post-conference
- Admission to IACEE World Conference: 1 delegate
- Marketing
- Logo on main banner and printed materials related to conference
- Logo on main banner in the virtual conference platform and IACEE 2024 Conference Abstract Book
- Recognition in the conference program
- Logo with website link on main page (iacee2024.org)

Gold sponsorship package: USD \$1,000

- Marketing
- Logo on printed materials related to conference and IACEE 2024 Conference Abstract Book
- Logo with website link on main page (iacee2024.org)
- 50-word profile text on main conference page (iacee2024.org)