CHAMPIONING Change through Education

2020 ATMAE and IAJC Joint Conference

Co-hosted by
The Association of Technology, Management and Applied Engineering (ATMAE) and The International Association of Journals and Conferences (IAJC)

SPONSOR AND EXHIBITOR PROSPECTUS
In 2020, ATMAE and the IAJC are co-hosting the annual conference. The IAJC is a global consortium for providing academic journals and conferences that are committed to advancing excellence in all aspects of technology-related education. This partnership promises to increase learning experiences, and add tremendous value to the overall conference program. We are thrilled to announce Kevin Nolan, President & CEO of GE Appliances as the 2020 Joint Conference keynote speaker!

**What is ATMAE?**

ATMAE is a professional organization that is comprised of faculty, students and professionals representing community colleges, and universities in Engineering Technology Education and Training. Our members also include business and industry professionals that are ATMAE certified, and have a vested interest in promoting and supporting the objectives of ATMAE.

Together we are dedicated to developing a competitive technologist and applied engineering workforce.

**Why Exhibit or Sponsor?**

- Access to our best and brightest students that demonstrate their talent onsite in a competitive robotics competition, “Jeopardy style” information technology challenge, and poster competition.
- Networking opportunities with faculty and their students to influence and inspire the next generation of workers.
- Showcase your company’s technical innovations and expose students to real-world opportunities, or introduce your services to faculty.
- Attend two-days of programming representing the technology, and applied engineering community in a variety of disciplines.
- Opening Reception and all refreshment breaks located within the exhibition area.
- Special opportunities available for companies, or institutions (large or small) interested in organizational membership with ATMAE!

**Attendee Demographics**

- **Academic**: 60%
- **Students**: 34%
- **Industry**: 7%

**Geographic Breakdown of Students**

- **Northeast**: 2%
- **Southeast**: 38%
- **Southwest**: 10%
- **Midwest**: 50%
- **50%**

In its 53rd year, the Association of Technology, Management, and Applied Engineering (ATMAE) will host our influential member base of over 500 industry companies, community colleges, and universities throughout the United States to participate in high-quality programming, interactive workshops, student competitions, and to provide a unique setting for both professionals and students to exchange knowledge. Our conference sponsors an annual student robotics competition where over 100 students design, build, and compete their robots in one of the most competitive programs in the U.S.
INSTITUTIONS REPRESENTED

Alabama A&M University
Alcorn State University
Appalachian State University
Arkansas State University – Beebe
Ball State University
Baton Rouge Community College
Bemidji State University
Berea College
Bowling Green State University
California Polytechnic State University
California State University Fresno
Central Connecticut State University
Central New Mexico Community College
Central Washington University
Chattanooga State Community College
Chowan University
Clemson University
College of the Redwoods
Columbia State Community College
Community College of Rhode Island
Connecticut Community Colleges
Delgado Community College
Drexel University
East Carolina University
East Central College
Eastern Illinois University
Eastern Kentucky University
Eastern Michigan University
Excelsior College
Fort Hays State University
Fresno State University
Guilford College
Hillsborough Community College
Illinois State University
Imperial Valley College
Indiana State University
Iowa State University
Ivy Tech Community College
Jackson State Community College
Jackson State University
Jacksonville State University
Kent State University
Lenoir Community College
Lord Fairfax Community College
Louisiana Delta Community College
Mayo Clinic
Maysville Community & Technical College
Michigan Technological University
Middle Tennessee State University
Millersville University
Minnesota State University Moorhead
Mississippi State University
Morehead State University
Mottlow State Community College
Murray State University
Norfolk State University
North Carolina A & T State University
Northeast State Community College
Northern Illinois University
Northwest Louisiana Technical Community College
Nova Southeastern University
Nunez Community College
Ohio Northern University
Ohio University
Old Dominion University
Owens State Community College
Ozarks Technical Community College
Pellissippi State Community College
Pierpont Community & Technical College
Penn State University - Fayette
Pittsburg State University
Purdue University
Rio Hondo College
Rio Salado College
River Parishes Community College
Roane State Community College
Rochester Institute of Technology
Rowan College of Burlington County
Sam Houston State University
San Jose State University
Sinclair Community College
South Louisiana Community College
Southeast Missouri State University
Southeastern Louisiana University
Southern Arkansas University
Southern Illinois University Carbondale
Southwest Center for Microsystems Education (SCME)
Southwest Virginia Community College
Southwestern Oklahoma State University
SOWELA Technical Community College
St. Cloud State University
SUNY/Buffalo State
Tarleton State University
Tennessee State University
Tennessee Technological University
Texas A&M University
Texas State University
The University of Texas at Tyler
University of Arkansas-Fort Smith
University of Central Missouri
University of Houston
University of Idaho
University of Louisiana-Lafayette
University of Maryland Eastern Shore
University of Nebraska-Kearney
University of New Mexico
University of North Dakota
University of Northern Iowa
University of Southern Indiana
University of Southern Maine
University of Central Missouri
University of Idaho
University of Nebraska at Kearney
University of Northern Iowa
University of Phoenix
University of Texas at Tyler
University of Wisconsin-Platteville
Utah State University
Walters State Community College
Wayne State College
Wenatchee Valley College
Western Illinois University
Western Kentucky University
Wilmington University
Wilson Community College

PAST EXHIBITORS AND SPONSORS

3DOLOGIE
Alabama A&M University
American Technical Publishers
Denso Robotics
DS Solidworks Corporation
East Carolina University
Eastern Kentucky University
Epsilon Pi Tau
Farmingdale State College
Florida Advanced Technological Education Center of Excellence
Goodheart-Willcox Publisher
Iowa State University
Kiewit Corporation
Morehead State University
Multi-Dimensional Integration
NYU Tandon School of Engineering
Ohio Northern University
Ohio State
ParadoxSolve
Procore
Purdue Polytechnic Institute
Rixan Automation
Southeast Missouri State University
University of Central Missouri - School of Technology
University of New Mexico
University of Texas at Tyler
Conference sponsorship is a great way to support ATMAE activities, and student participation while introducing your company, product or service to an influential membership community. ATMAE provides a variety of highly visible sponsorship opportunities with bonus rewards for sponsors that meet Bronze, Silver or Gold Level based on total event sponsorship contribution.

<table>
<thead>
<tr>
<th>SPONSORSHIP OPPORTUNITIES</th>
<th>BRONZE $850 or less</th>
<th>SILVER $851-$1,749</th>
<th>GOLD $1,750+</th>
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</table>
| **COMPLIMENTARY EXHIBIT BOOTH**
Exhibit booth includes 6’Table, (2) Chairs, Wastebasket, and (1) Complimentary Conference Registration (one free year of ATMAE Professional Membership included in registration). | | ✓ | ✓ |
| **COMPLIMENTARY REGISTRATION**
(1) Complimentary Conference Registration (one free year of ATMAE Professional Membership included in registration). | | | ✓ |
| **COMPLIMENTARY CAREER TABLE**
Company participation in the career round table session to discuss future career paths and opportunities with ATMAE students. | | | ✓ |
| **COMPANY RECOGNITION**
Company or Institution logo with company link on all conference related marketing email blasts, sponsor level signage, in addition to event sponsorship signage, conference website, mobile app and onsite program. | | ✓ | ✓ |
| Sponsor ribbon affixed to your company attendees’ name badges for networking. | ✓ | ✓ | ✓ |
| Company or Institution name listed in all conference related marketing email blasts, sponsor level signage, in addition to event sponsorship signage, conference website, mobile app and onsite program. | | | ✓ |
Event Sponsors receive logo recognition signage at sponsored event, in the conference marketing materials and emails, and on the ATMAE website.

OPENING RECEPTION SPONSOR:
The opening reception is an exciting opportunity for attendees to network and connect with new colleagues, and old friends. The event is also the official kickoff for ATMAE's Student Robotic Competition. The robotic devices are on display in the exhibit area for all attendees to get a close-up view of the robots and visit with the teams to learn more about each robot's construction materials, speed, capabilities, and design. An exclusive sponsor may have one member of your organization provide a few opening remarks.

Exclusive Sponsor: $2,000
Contributing Sponsor: $150

BUSINESS MEETING AND BREAKFAST:
ATMAE Leadership, and members are served hot breakfast while meeting to discuss matters of importance to the Association. Your contribution will be recognized with branded event recognition. An exclusive sponsor may have one member of your organization provide a few opening remarks.

Exclusive Sponsor: $2,000
Contributing Sponsor: $200

AWARDS LUNCHEON:
ATMAE honors members that have made outstanding achievements in academic and industry excellence, and announces the winners of the Robotics Competition, Poster Competition, Student Chapter of the Year and other conference awards at this event. An exclusive sponsor may have one member of your organization provide a few opening remarks.

Exclusive: $2,000
Contributing Sponsor: $200

REFRESHMENT BREAKS:
Beverages and snacks offered during the morning and afternoon breaks in the exhibit area.

Thursday Exclusive: $1,500
Friday Exclusive: $1,500
Contributing Sponsor: $150

CAREER ROUNDTABLES:
The career roundtables will bring together industry and students to discuss career paths. Industry companies answer questions, and provide advice to students on how to prepare for the workforce. An exclusive sponsor may have one member of your organization provide a few opening remarks.

Exclusive: $2,000
Contributing Sponsor: $200

ANNUAL RECOGNITION AWARD PLAQUES:
Your contribution assists ATMAE with providing multiple awards throughout the conference.

Per Plaque Sponsor: $100

ROBOTICS COMPETITION SPONSOR:
A two-day event, held throughout programming, the Student Robotics Competition brings ATMAE's best and brightest students together in a hands-on demonstration of their skills. Your sponsorship assists in making this competition happen.

Exclusive: $1,500
Contributing Sponsor: $150

STUDENT COMPETITION SPONSOR:
Throughout the conference, ATMAE holds student competitions, in addition to the Student Robotics Competition. Your sponsorship assists in making the competitions happen and assists with rewarding the winners.

Contributing Sponsor: $1,000

ATTENDEE GIVEAWAY ITEM:
Your logo will be imprinted on a conference giveaway (for example, lanyard, conference bag, cups or pens) that are provided to attendees at registration. You may come up with your own giveaway idea. ATMAE will order the items all you need to do is supply your logo!

Contact ATMAE to discuss items and pricing.

Corporate Partnership
Is your company interested in becoming an ATMAE partner? Learn more about ATMAE’s cost effective, and simplified membership models based on your staff size. Companies are recognized partners of ATMAE, and receive valuable benefits based on their membership level beyond the annual conference. Benefits include logo or banner ad placement on the ATMAE website and in the monthly member newsletter, sponsoring partner recognition at the annual conference and significant discounts on conference registrations and career job postings.
Contact Jim Thompson, Executive Director for more details at executive@atmae.org or (919) 635-8335
ONSITE PROGRAM ADVERTISEMENTS
Deadline to submit artwork is Monday, September 7, 2020.
You must submit a high-resolution pdf formatted file.

BACK COVER AD:
This is a full color ad that is 8.5” w by 5.5”t Bleed.
Only one available!  
Cost: $650

FULL PAGE AD:
This is a black and white internal ad that is 8.5” w by 5.5”t. 
Cost: $500

HALF PAGE AD:
This is a black and white internal ad that is 3.75” w by 5”t. 
Cost: $350

QUARTER PAGE AD:
This is a black and white internal ad that is 3.75” w by 2”t. 
(a 1/4” bigger than a business card size)  
Cost: $250

MOBILE APP ADVERTISEMENTS
Your logo and/or ad will be viewed repeatedly when 
attendees reference the conference app before, during and 
after the conference. Attendees can save their schedules, 
view the exhibitor and sponsor listings, access 
presentation descriptions and more.

BANNER AD:
Promote your program or company with a full color banner 
ad on the 2020 Conference App. Ad size requirements will be 
forwarded in August 2020.  
Cost: $250

PUSH NOTIFICATION:
Promote your program or company with a push notification on 
the 2020 Conference App. Forward push notification message to 
Cost: $250

EXHIBITOR OPPORTUNITIES

EXHIBIT BOOTH REGISTRATION INCLUDES:
• Pre and post conference mailing list.
• Company or Institution listing in all conference publications, 
  website and mobile app.
• One exhibitor personnel pass that include access to meals, 
  student competitions and programming.
• 6’ft table and two (2) chairs, wastebasket and company identi- 
  fication sign
• 8’ x 10’ Exhibit Spaces with pipe and drape for back wall 10’ 
  wide, 8’ high and draped siderails (8’ deep, 36” high).

EXHIBITOR COST:
Member:  $850
Non-Member:  $1,350

EXHIBIT HOURS:
WEDNESDAY, OCTOBER 7, 2020
Registration and Setup 8:00 am - 2:00 pm
Exhibits Open 4:00 pm - 6:00 pm
Opening Reception and Robotics Viewing 5:00 pm – 6:00 pm
Opening Session with Keynote Speaker 6:00 pm – 7:00 pm
THURSDAY, OCTOBER 8, 2020
Exhibits Open 8:30 am – 5:30 pm
Breakfast 7:00 am – 8:30 am
Networking and Refreshments 10:00 am – 10:15 am
Robotics Competition and Lunch 12:00 pm – 2:00 pm
Networking and Refreshments 3:00 pm – 3:30 pm
Poster Presentations in exhibit area 3:30 pm – 5:30 pm
Exhibits Closed 5:30 pm

Exhibitor services contractor information will be provided once the booth space is confirmed.
See the ATMAE terms, conditions and rules for exhibiting in an ATMAE-sponsored exhibit on following page.
All sponsors and exhibitors are encouraged to book your hotel room reservation before September 14, 2020 at 5:00 p.m. EST to receive the ATMAE discounted hotel rate.

The conference location is the Galt House Hotel, 140 North Fourth Street, Louisville, Kentucky. The legendary Galt House hotel is the official hotel of the Kentucky Derby, and is in the central location at the heart of the business community, museum district, cultural center and Urban Bourbon Trail. The waterfront hotel is only steps from the Louisville Slugger Field, Louisville Slugger Museum & Factory, and the Muhammad Ali Center.

Visit https://www.atmae.org/page/2020ATMAEHotelandTravel to make your reservation online, or call (800) 843-4258 and advise the call center that you are making a reservation for the ATMAE room block.

**TERMS, CONDITIONS AND RULES**

for Exhibiting in an ATMAE-Sponsored Exhibit

1. **INDEMNITY AND LIMITATION OF LIABILITY**

Neither ATMAE, nor the host Hotel/convention facility (hereinafter Exhibit Building), nor any of its officers, agents, employees or other representatives shall be held liable for, and they are hereby released from liability for, any damage, loss, harm or injury to the person or property of the Exhibitor or any of its visitors, officers agents, employees or other representatives, resulting from their theft, fire, water or accident or any other cause. The Exhibitor shall indemnify, defend and protect ATMAE and the Exhibit Building and save ATMAE and the Exhibit Building, harmless from any and claims, demands, suits, liability damages, loss, costs, attorney’s fees and expenses of any kind which might result from or arise of any action or failure to act on the part of the Exhibitor or its officers, agents, employees or other representatives. It is the responsibility of the Exhibitor to maintain proper insurance coverage for its property and liability.

2. **ASSIGNMENT OF EXHIBIT SPACE**

ATMAE shall assign the Exhibit Space to the Exhibitor for the period of the Exhibit (provided the Exhibit Building is made available to ATMAE) in priority order passed on receipt of enclosed contract and sponsor level. Such assignment is made for the period of each Exhibit only and does not imply that the same or similar space be held or offered for future exhibits. Every effort will be made to respect the Exhibitor’s space choices whenever possible, but ATMAE’s decision will be final. ATMAE reserves the right to transfer assignments when such action is deemed to be in the best interest of the total exhibition. ATMAE reserves the right to withdraw its acceptance of this Application/Contract if it determines in its sole discretion that the Exhibitor is not eligible to participate, or the Exhibitor’s product or services is not eligible to be displayed in this Exhibit.

3. **USE OF EXHIBIT SPACE**

An exhibitor shall not assign to a third party its right hereunder to the Exhibit Space or any portion thereof without the prior written consent of ATMAE, which it may withhold at its sole discretion if such consent is given, the Exhibitor shall assume full responsibility for the conduct of the assignee and all its representatives, and the Exhibitor shall not charge its assignee more than a proportionate share of the exhibit fee based upon the amount of Exhibit Space assigned.

4. **DISPLAYS AND DECORATIONS**

Merchandise, signs, decorations or display fixtures shall not be pasted, taped, nailed or tacked to walls. No Exhibit, merchandise or equipment shall be left in any aisle, but shall be confined to Exhibit Space. No signs or advertising devices shall be displayed outside Exhibit Space or projecting beyond limits of Exhibit Space as to interfere with any neighboring Exhibit.

5. **OBSERVANCE OF LAWS**

Exhibitor shall abide by and observe all laws, rules regulations and ordinances of any applicable government authority and all rules of the Exhibit Building.

6. **EXHIBITOR CONDUCT**

The prior written consent of ATMAE is required for the employment or use of any live model, demonstrator, solicitor or device for the mechanism reproduction of sound. Such employment or use shall be confined to the Exhibit Space. ATMAE, in its sole and absolute discretion, may withdraw its consent at any time, in which event Exhibitor shall terminate such activity immediately. Exhibitors are prohibited from bringing alcoholic beverages into the Exhibit Area without consent from ATMAE. Exhibitor shall refrain from any action that will distract attendees from attendance at the Exhibit during open hours. Exhibitor shall not lead attendees to any point of the Exhibit Area where alcoholic beverages are served, sold, or consumed. Exhibitor shall not employ, solicit, or distribute any solicitation material. Exhibitor shall not conduct any activity in a fashion or manner that will distract or disturb any attendee or other guest of the ATMAE Exhibit. Exhibitor agrees to abide by the preceding Terms, Conditions and Rules and by such additions Terms, Conditions and Rules made by ATMAE from time to time for the efficient and safe operation of the Exhibit, including but not limited to, those contained in this contract. In addition to ATMAE’s right to close an Exhibit and withdraw its acceptance of this Application/Contract ATMAE in its sole judgment, may refuse to consider for participation in future Exhibits an Exhibitor who violates or fails to abide by all such Terms, Conditions and Rules. There is no other agreement or warranty between the Exhibitor and ATMAE except as set forth in this document. The rights of ATMAE under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of ATMAE.
SPONSORSHIP AND EXHIBITOR FORM

If paying by credit card, visit www.atmae.org/page/AnnualConfExhibitandSponsor to complete the form and process payment online.

COMPANY/ORGANIZATION INFORMATION (please print clearly):

Company: ____________________________________________________________
Event Contact: ______________________________________________________

Address: _____________________________________________________________________________________________________
City: ____________________________________________________________ State: __________________ Zip: _______________________
Phone: __________________________________________________________ Email: ___________________________________________

SPONSORSHIP SELECTION(S):

Opening Reception  ❑ Exclusive Sponsor: $2,000  ❑ Contributing Sponsor: $150
Business Breakfast Meeting  ❑ Exclusive Sponsor: $2,000  ❑ Contributing Sponsor: $200
Robotics Competition  ❑ Exclusive Sponsor: $1,500  ❑ Contributing Sponsor: $150
Awards Luncheon  ❑ Exclusive Sponsor: $2,000  ❑ Contributing Sponsor: $200

Refreshment Breaks
❑ Thursday Exclusive: $1,500  ❑ Friday Exclusive: $1,500  ❑ Contributing Sponsor: $150

Annual Recognition Award Plaques:
_____ # of plaques x $100 each = $_____

Student Competition Sponsor:
❑ Contributing Sponsor: $1,000

Customized Sponsorship:
❑ Attendee Giveaway Item*
❑ Organization Membership*
*Contact ATMAE to discuss items and pricing – executive@atmae.org or (919) 635-8335

ADVERTISEMENT SELECTION(S):
❑ Full Page/Back Cover Ad: Only one available! $650
❑ Half Page Ad: $350
❑ Mobile App Rolling Banner Ad: $250
❑ Full Page Ad: $500
❑ Quarter Page Ad: $250
❑ Mobile App Push Notification: $250

EXHIBIT BOOTH REGISTRATION:
❑ Exhibit Booth/Member $850  ❑ Exhibit Booth/Non-member $1,350

PLEASE INITIAL:
_____ I have read the PROSPECTUS INFORMATION provided by ATMAE. I authorize ATMAE to the right to use in the name of the organization listed above.
_____ If paying by credit card, I authorize ATMAE to charge the amount listed to the card listed above. I understand that exhibits may be cancelled up until September 7, 2020 at 5 p.m. Eastern and a 50% refund will be granted. Exhibits cancelled after September 7, 2020 of the event will be charged the full exhibit fee.

CONTACT SIGNATURE: ___________________________________________ DATE: ______________________

TOTAL AMOUNT DUE $ __________________________

PAYMENT METHOD:
Mail or fax this form with payment to ATMAE, 701 Exposition Place, Suite 206, Raleigh, NC 27615 | Fax: (919) 779-5642
Questions? Please contact the ATMAE Office at (919) 635-8335; email: admin@atmae.org

COMMUNITY PARTNER

www.ATMAE.org  www.IAJC.org