

Sponsor Information

ASCE is offering a limited time only sponsor package that combines exposure and access to contest innovations for the 2020 Innovation Contest and the 2021 ASCE Global Innovation Contest – this package is only available through September 30, 2020.

15K Package Option – 2020 and 2021 virtual event exposure – commitment must be secured by September 2020 to guarantee access to all virtual content being provided throughout the 2021 program. 9 Available

2020--Online exposure, name recognition during event, logo recognition Convention marketing flyers, one-page marketing flyer or slide at sponsored event, pre and post conference attendee list, name recognition in marketing emails, logo recognition in; mobile app, conference program, on conference signage, on signage at sponsored event and/or sponsored item, and on conference sponsor page.

- Access to the submitters who make it through the first level of submissions.
- Primary access to scheduling of private interviews/chats

2021—Everything offered above at the 2020 ASCE Convention for the 2021 event plus:

- 1- sponsoring a mini-learning topic and include a corporate message (included– see details below)
- 2- hosting a specific contest challenge (included – see details below)

The E-Learning mini learning modules provide sponsors a venue to highlight their company’s connection to and passion for innovation. These short lessons will be recorded and marketed throughout the duration of the contest. These learning modules are designed to attract a broad audience that might want to learn about innovation in civil engineering, showcase how your company is committed to innovation and to help contest participants developed a better submission. Pick a topic from the list below or suggest your own.

Topics may include:

- Disruptive Innovation
- What has been innovative in civil engineering
- Is technology helping the industry move forward?
- How to you find a great idea amongst a sea of good ideas?
- Taking the idea to the next step?
- Tips for being a great entrepreneur?
- Elements of the Grand Challenge
- Making a good idea into a great submission (this will be 6 short segments)
 - Define the Problem
 - Determine Market Potential
 - Define Product Use
 - How to highlight your Innovation and its Uniqueness
 - Determining your Product’s benefits

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A mini learning module is a recorded asset that lasts 15-30 minutes and includes 3-5 minutes for sponsor supplied content. The sponsor will work with ASCE on the content selected and will be responsible for all corporate related artwork and video talent.

ASCE will record these sessions with the sponsor. Mini learning modules will be distributed through emails, on the contest website and highlighted through marketing assets such as Linked In. This exposure offers the sponsor company the opportunity to reach a broad academic and professional audience and showcase its connection to and support of innovation.

Offering a specific contest challenge for the 2021 Global Innovation Contest provides a channel for companies to have new thinking focused on a current issue that needs to be addressed. All challenges need to be approved by the Contest Chair. The problem must connect to one of the contest topics and has the following additional requirements:

- A sponsored challenge requires the sponsor to participate in the judging of all entries received for the challenge
- Sponsors must provide an offer to the submitters, such as, on-line chats to answer questions and one-on-one interviews with selected submitters.
- Sponsors have to provide details about their specific challenge no later than September 30, 2020. Sponsored challenges will follow all contest judging rules and criteria and will be announced with the launch of the 2021 Global Innovation Contest during the ASCE Convention.

If you are interested in this special sponsor opportunity, please contact Carol Vargas via email at cvargas@asce.org

Additional sponsor and exhibit information for the 2020 ASCE Convention and Innovation Contest

Specific and separate sponsor and exposure opportunities are available for the 2020 Innovation Contest and the 2020 ASCE Convention. Please contact the ASCE Sales team for more details.

Director, Advertising and Sales:
Joe Fernandez: jfernandez@asce.org

Sales Team Members

- Sean Scully: sscully@asce.org
- Drew Caracciolo: dcaraciolo@asce.org
- Barb Curtis: bcurtis@asce.org
- Trevor Williams: twilliams@asce.org