

# Engineers' Week, 2008

## Corporate Sponsors' Information Packet

### 1 Introduction

This packet is supposed to be used by corporate sponsors seeking information related to the Engineering Joint Council's (EJC's) *EWeek*, or Engineers' Week. This event starts on Tuesday, February 19<sup>th</sup>, 2008, and ends on Friday, February 22<sup>nd</sup>.

### 2 EWeek Events

EWeek is made up of events that take place throughout the week. Corporations that choose to sponsor EJC during EWeek can do so at a base price of \$500.00. This basic package includes tabling rights (see tabling) for one day (of a sponsor's choosing), and corporate logo/insignia advertising for the duration of EWeek. Corporate logo advertising will display sponsor logos on all material distributed during the week-long event.

The events that will be held during EWeek can be broken into three categories: tabling, tech-talks, and evening events. Each event that a sponsor decides to participate in (past the first day of tabling) carries with it additional cost. The three categories of events are outlined below, with logistical details and price information.

#### 2.1 Tabling

**When:** Everyday, 10am-2pm<sup>1</sup>

**Where:** Sather Tower (the Campanile)

**What to Bring:** 1-3 staff, posters, demos (see below)

**Price per day (past the first day):** \$250.00

**How:**

1. Email [cwfletcher@berkeley.edu](mailto:cwfletcher@berkeley.edu) to set dates of attendance
2. Bring materials on the day of, and enjoy!

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<sup>1</sup>Tabling might be extended to 3pm in the future. An email will be sent out to all sponsors should this happen.

Every day during EWeek, engineering student societies and corporate sponsors will have the opportunity to table alongside each other. Tabling will take place from 10am to 2pm at the Campanile Bell Tower (Sather Tower on a UC Berkeley map). Sponsors that participate in tabling should bring the posters, equipment, and staff that they would normally bring to an internship fair. Typically, this includes 1-3 people, posters that pitch the corporation, and any auxiliary equipment that would help students get an idea of what the corporation's mission is.

Corporate tabling should primarily be informative, however, can also be geared to attract students into internships or employment. Interesting demos, beyond posters, are especially useful here because tabling is done outside, and during the school day. This means that the primary audience will be students passing from class to class, as opposed to students that set time aside in their day to attend an internship fair.

In addition to meeting passing engineering students, Corporate tabling is an excellent opportunity for corporations to better get to know the leaders of various student-run engineering societies. This is because the said student societies will be tabling as well! Use this time to not only attract students passing from class to class, but to also get to know the students in leadership positions in the engineering community.

## 2.2 Tech-Talks

**When:** Everyday, 4-6pm

**Where:** Various rooms throughout campus

**What to Bring:** Powerpoint presentation, demos, staff

**Price per tech-talk:** Will be handled through a blind bid (see below)

**How:**

1. When tech-talk information is emailed to you, send your bid and time slot preferences to [cwfletcher@berkeley.edu](mailto:cwfletcher@berkeley.edu).
2. Bring materials on the day of, and enjoy!

Tech-talks are presentations given by corporate sponsors to groups of students. Tech-talks will be held from 4-6pm every day during EWeek. Specifically, 2 tech-talks will be held each day: one at 4pm, and one at 5pm. Each tech-talk lasts up to 1 hour. As such, 8 tech-talks will take place over the course of EWeek. Because more than 8 sponsors will be attending, not every sponsor will get a chance to hold a tech-talk.

To give each sponsor a chance to hold a tech-talk, EJC will be conducting a blind bid for each time slot. Within the next month, an email will be sent to your

corporation outlining tech-talk specifics. In this email, there will be instructions on how to bid for a time slot. Bidding will proceed, after this email is sent, as follows: interested parties will email [cwfletcher@berkeley.edu](mailto:cwfletcher@berkeley.edu) with:

1. Their top two choices with respect to time slots.
2. Their proposed bid, in number of dollars.

For example, a sponsor's email might include: Tuesday 4pm, Wednesday 5pm, \$x.00; indicating that that sponsor's top choices with respect to when they will hold their tech-talk are Tuesday and Wednesday, at the indicated times, and that they will bid \$x dollars to secure a time. After the bidding closes (several weeks after it begins), the 8 highest bids will be notified that they have secured a time slot. Each sponsor can place at most one (1) bid, and the amount of this bid is confidential. Which time slot they secure will be a best-fit of each winner's listed preferences and what time slots are available. If EJC is unable to grant a particular sponsor their preferred time slot, the sponsor will be notified, and be able to either a.) decline the offer, or b.) settle for another time that is open. Those that do not win a time slot are NOT required to pay their bid amount. Once a sponsor agrees to take over a time slot, they are committed to paying their bid amount.

Tech-talks are meant to give students a detailed overview of a corporate sponsor's mission, global impact, and opportunities open to interns/graduates. Feel free to pitch your corporation. Jazz our students! Technical demonstrations are more than appropriate; some sponsors prefer a traditional power point. Save time to answer questions afterwards. Since there are two reserved rooms, there won't be the problem of hustling out at the end of the hour to make way for the next sponsor's tech-talk.

Tech-talks, once reserved and confirmed, will be advertised by EJC, the College of Engineering, and the sponsor giving the presentation. EJC will advertise when different corporate sponsors are holding tech-talks on the EWeek schedule. The best time to get students to come to tech-talks, however, is at EWeek tabling. When tabling, introduce the corporation, and give dates/times for tech-talks and other events. Interested and informed students will be more likely to attend tech-talks!

## 2.3 Evening Events

**When:** Evenings, typically from 5pm onwards

**Where:** Various rooms, outside

**What to Bring:** Depends on the event

**Price per evening event:** Will be handled through a blind bid (similar format as with tech-talks - see below)

**How:**

1. When evening event information is emailed to you, send your bids and event preferences to [cwfletcher@berkeley.edu](mailto:cwfletcher@berkeley.edu).
2. Wait for further information (if you won the bid) regarding participation in the event.
3. Bring materials on the day of, and enjoy!

Unique evening events happen throughout EWeek. Each event is sponsored by a different Engineering Student Society. The specifics regarding evening events for EWeek, 2008, have not yet been finalized, as of September. In the past, evening events have included Engineers' Movie Night, Broom-ball, and a LAN party in the computer science building. The bottom line regarding evening events is that each one requires different (unique and fun!) types of sponsor participation!

As with tech-talks, sponsors can participate in evening events through winning a single-cast silent bid. Not like tech-talks, however; each evening event is different, and can accommodate one *or more* sponsors. When each event is finalized (within the next month) detailed logistical emails will be sent to all sponsors. Interested parties can place a bid for each evening event that they wish to take part in. **Unlike tech-talks, where only 1 bid is required, sponsors are allowed to place a different bid for each evening event that they wish to participate in.** This is because each evening event is a one time offering, and each will be quite different from the others. The top bids in each evening event will be able to participate, where this number fluctuates based on how many sponsors the event can accommodate.

Evening events are a rare opportunity to interface with students on a personal level for an extended period of time. If you, as a sponsor, table a beverage stand at an event, for example, you can talk one on one with students, over cool drinks, for an entire evening! Meet the *real* people underneath what you have seen at internship fairs and other events. Don't miss this opportunity!