



**IEEE-Eta Kappa Nu**

# Media Kit

Reach IEEE-Eta Kappa Nu students, **the brightest students in electrical and computer engineering** and allied fields in the world.





“  
Engage with IEEE-HKN if you  
are looking for recent, high-potential  
engineering and technical talent or HKN alums.”

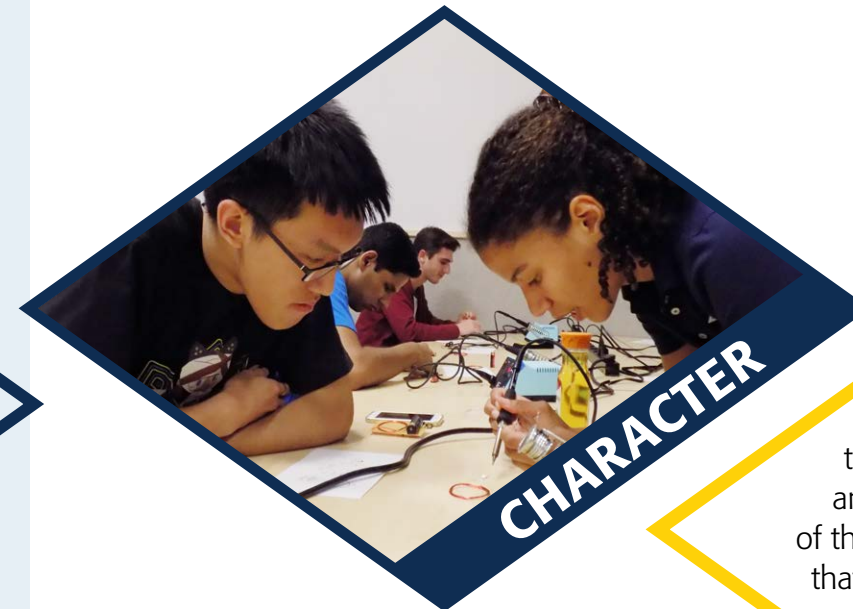
JOSEPH SLEVIN,  
Talent Acquisition Advisor,  
Southern California Edison



## IEEE-Eta Kappa Nu

### Why HKN?

IEEE-HKN is dedicated to encouraging and recognizing academic and professional excellence, impeccable character, and the positive attitude needed to lead and serve others. IEEE-HKN develops promising young **electrical and electronic engineers, computer scientists, and those in allied fields** into resilient, collaborative, global citizens and remains with them through every step of their professional journey. Your company has an opportunity to meet, recruit, and interact with this select and prestigious audience. **IEEE-HKN offers one in-person and two virtual events annually attracting close to 1,000 combined attendees, representing over 100 universities from around the world.**



“  
It has been  
a great experience  
working together with IEEE-HKN  
to organize learning opportunities for  
the student chapters through technical workshops  
and training. We are able to work closely with some  
of the most talented and motivated engineering students  
that can be found nationwide. *The organization is such  
a valuable resource for students and industry.*”

MARK EASLEY,  
Texas Instruments  
University Program

If you are looking to hire interns, entry level positions, or top-level young professionals (including graduate students), IEEE-HKN makes it easy for you.



IEEE Eta Kappa Nu



I Make  
AN  
Impact

Who Will You Reach?

98 OF THE TOP 100  
engineering schools in the USA have IEEE-HKN Chapters



More than  
**269**  
CHAPTERS  
including  
**25**  
INTERNATIONAL  
CHAPTERS

Only **JUNIOR, SENIOR, AND GRADUATE STUDENTS**  
at the top of their class can be inducted



## Who is IEEE-HKN?



**46%**  
Electrical  
Engineers



**22%**  
Computer  
Engineers



**20%**  
Computer  
Scientists



**12%**  
Other IEEE  
Technical Fields  
of Interest



## More Than Just GPA

Beyond advanced technical skills, IEEE-HKN students possess **leadership, communication, and presentation skills**. Their **character and positive attitudes** are assessed by faculty and peers and are equally as **important as their grades**.

IEEE-HKN Students performed **90,000+** hours  
**COMMUNITY SERVICE**  
in 2021-2022

**1,500+ SERVICE ACTIVITIES**  
completed by the Chapters including programming for  
**STEM AND K-12 EDUCATION**

The IEEE-HKN designation is a life-long designation—once IEEE-Eta Kappa Nu, always IEEE-Eta Kappa Nu.

About  
**3,000** **STUDENTS** are  
inducted every year  
REPRESENTS 1,000

**MORE CHAPTERS ARE STARTED EVERY YEAR**

**30,000**  
**ACTIVE ALUMNI**  
REPRESENTS 10,000

Our students join  
the ranks of some of the  
world's greatest minds.

- **MARY BARRA**  
CEO General Motors
- **VINT CERF**  
"A Father of the Internet"
- **MARTIN COOPER**  
Inventor of the mobile  
telephone
- **THELMA ESTRIN**  
Creator of the WEIZAC  
computer
- **DAVID FILO**  
Co-founder of Yahoo!
- **IRWIN JACOBS**  
Founder of Qualcomm
- **LEONARD KLEINROCK**  
"A Father of the Internet"
- **LARRY PAGE**  
Co-founder of Google
- **HENRY SAMUELI**  
Co-founder of Broadcom
- **LISA SU**  
CEO of AMD
- **STEVE WOZNIAK**  
Co-founder of Apple

The IEEE-HKN  
conference was a  
life-changing event.  
I would have never had the opportunity  
to meet such lovely people,  
nor **such fantastic companies.**

Reported by a student who attended  
the 2022 Student Leadership Conference





## Student Leadership CONFERENCE

**HOUSTON, TX**  
3-5 November 2023

The Annual **IEEE-HKN Student Leadership Conference (SLC)** is a time-honored tradition that brings together leaders and members from HKN Chapters around the world. This three-day event features tracks for leadership training, faculty advisor programming, technical presentations, professional development, labs, workshops, and a career and graduate school fair.

This is a unique opportunity for industry, technical societies, and graduate schools to interact with and present to the HKN student community of top undergraduate juniors and seniors and graduate students. We expect 300 attendees from over 80 universities from around the world. The program is designed to give sponsors the ability to present, interact, recruit, interview, and engage in technical discussions and career conversations.

Sponsorship opportunities can include an exclusive 50-minute presentation, participation on a panel, a 50-minute lab session, or sponsorship of the Friday evening welcome dinner or Saturday evening Awards Banquet. The event includes a **Recruitment Fair**. A Resume Book of all attendees’ CVs will be produced and shared with all sponsors.

Come join us at the University of Houston!

“

At the IEEE-HKN SLC, I met many students who were excited to talk to me about Lockheed Martin, and I will be sending their information and the Resume Book to our EE hiring managers.

GREG NIEMAN  
Lockheed Martin

# The Student Leadership Conference

## PACKAGES and RATES

DIAMOND 1 Available	PLATINUM 3 Available	GOLD 9 Workshop Sessions Available	SILVER 6 Available
<b>\$25,000</b> (A value of \$32,000)	<b>\$12,500</b> (A value of \$15,000)	<b>\$5,000</b> (A value of \$6,500)	<b>\$2,500</b> (A value of \$3,200)
Exclusive sponsor of <b>IEEE-HKN Awards and Recognition Ceremony</b> , with marquee recognition at the event and during the conference <ul style="list-style-type: none"><li>• Opportunity to speak at the Banquet</li><li>• A table at the Saturday Night Awards Banquet</li><li>• Logo on conference T-shirt</li><li>• Full-page ad in <i>THE BRIDGE</i></li><li>• 6 conference tickets</li></ul>	Exclusive sponsor of <b>Friday Dinner and hands-on activity or Saturday Breakfast and Keynote Address</b> <ul style="list-style-type: none"><li>• Opportunity to speak at the dinner or breakfast</li><li>• Logo on conference T-shirt</li><li>• ½ pg ad in <i>THE BRIDGE</i></li><li>• 4 conference tickets, including tickets to Saturday Night Awards Banquet</li></ul>	Exclusive to this level: <ul style="list-style-type: none"><li>• Sponsor of 50-minute workshop session</li><li>• Logo on conference T-shirt</li><li>• ½ pg ad in <i>THE BRIDGE</i></li><li>• 3 conference tickets, including tickets to Saturday Night Awards Banquet</li></ul>	Exclusive to this level: <ul style="list-style-type: none"><li>• Panelist on a 1-hour technical or professional development session</li><li>• Logo on conference T-shirt</li><li>• ¼ pg ad in <i>THE BRIDGE</i></li><li>• 2 conference tickets, including tickets to Saturday Night Awards Banquet</li></ul>

IEEE Technical Society Sponsorship Level 12 Available (3 panels with 4 participants)	Graduate School SLC Sponsorship 4 Available (1 panel with 4 participants)	Corporate Recruitment Fair Only 10 Available	Graduate School Recruitment Fair Only 10 Available
<b>\$2,500</b>	<b>\$1,500</b>	<b>\$1,000</b>	<b>\$500</b>
Exclusive to this level: <ul style="list-style-type: none"><li>• Panelist on a 1-hour technical or professional development session</li><li>• ¼ pg ad in <i>THE BRIDGE</i></li><li>• 2 conference tickets, including tickets to Saturday Night Awards Banquet</li></ul>	Exclusive to this level: <ul style="list-style-type: none"><li>• Panelist on a 1-hour Graduate School panel session</li><li>• Friday dinner, Saturday lunch, and breaks</li><li>• 1 conference ticket, including 1 ticket to Saturday Night Awards Banquet</li></ul>	Exclusive to this level: <ul style="list-style-type: none"><li>• Friday dinner, Saturday lunch, and breaks</li><li>• 1 conference ticket</li></ul>	Exclusive to this level: <ul style="list-style-type: none"><li>• Friday dinner, Saturday lunch, and breaks</li><li>• 1 conference ticket</li></ul>

### Extra Conference tickets are available for \$500

- Packages above include:
- Display table during the conference to meet attendees
  - Electronic, indexed Resume Book of all resumes submitted by attendees
  - Friday dinner, Saturday lunch and refreshment breaks
  - 5 conference-specific newsletters sent via direct email campaign
  - Social media posts on LinkedIn, Facebook, Instagram, and Twitter
  - Name on conference T-shirt
  - Conference analytics
- \*\*Recruitment Fair:** Rates include only that which is listed in the description

Contact us to customize a package that meets your goals. Single- and multi-event sponsorships, and digital advertising opportunities are available. Contact Nancy Ostin at [n.ostin@ieee.org](mailto:n.ostin@ieee.org)