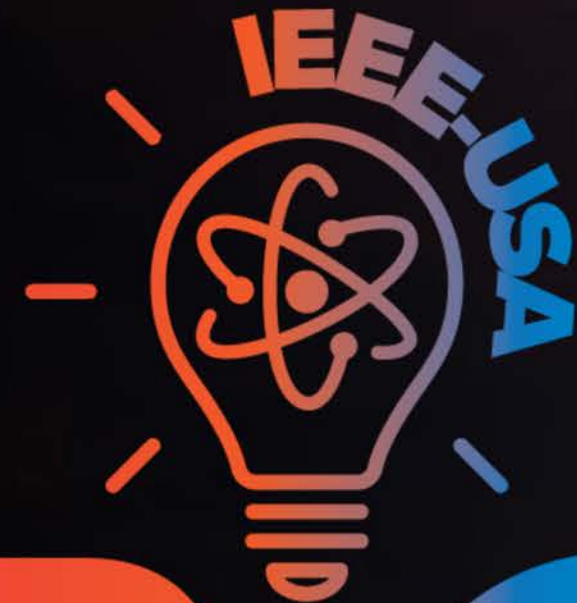


— DISNEY —  
**SPRINGS**  
23-24 Oct 2026



# BIG THINKERS

## Sponsorship Opportunities

THE premier professional development event creating tomorrow's leaders today.

*Connecting brands with next gen engineers, technologists and key decision-makers.*





# Who we are...

*building careers & shaping public policy.*

IEEE-USA serves nearly 160,000 U.S. engineering, computing, and technology professionals in the United States, representing every part of the technology economy.

As part of IEEE – the world’s largest technical professional organization with 500,000+ members globally - IEEE-USA has unmatched credibility, reach, and convening power.

OUR ROLE: To build our members’ careers and shape public policy while fostering the next generation of leaders who will drive America’s technological future.

*For sponsors, this means access to one of the most trusted and influential engineering communities in the United States.*





# About BiG Thinkers

*BiG Thinkers connects sponsors with 300+ ambitious engineers and tech leaders at a key career decision stage - when they are choosing employers, tools and platforms.*

Standout, high-energy, creativity-driven event bringing together out-of-the-box innovators, leaders and changemakers. BiG Thinkers will focus on seeding and accelerating creative growth that lasts up-and-comers their entire career.

This 2-day event convenes early-career professionals from across a wide range of industries and disciplines to experience visionary talks, unique networking events, and actionable career inspiration.

## Event Highlights

**300+**  
Attendees

Target Age  
**20-40**  
Tech & Adjacent Professionals

**Disney Springs**  
Florida

**500K+**  
Potential impressions

**23-24**  
**October** 

[bigthinkers@ieeeusa.org](mailto:bigthinkers@ieeeusa.org)

[www.thebigthinkers.com](http://www.thebigthinkers.com)





# BiG Speakers

✦ Sponsors align their brand with globally trusted innovators and world-class thinkers.



## Kari Byron

American TV Host (Mythbusters)  
Presenter  
Producer  
CoFounder EXPLR

*Presenters from brands including:*



## Eric Robison

Disney Artist  
Industrial Designer  
Walt Disney Imagineer  
President of Imagiboom





# Leading Brands

Partner with IEEE-USA to reach highly influential technical audiences with **credibility** and **trust**.





# Event Topics



## **BiG Thoughts**

Keynotes from World-Class Thinkers, Innovators and Creative Leaders

## **BiG Future**

Technology, Trends, AI, Cloud, Autonomy, Smart Living

## **BiG Inspiration**

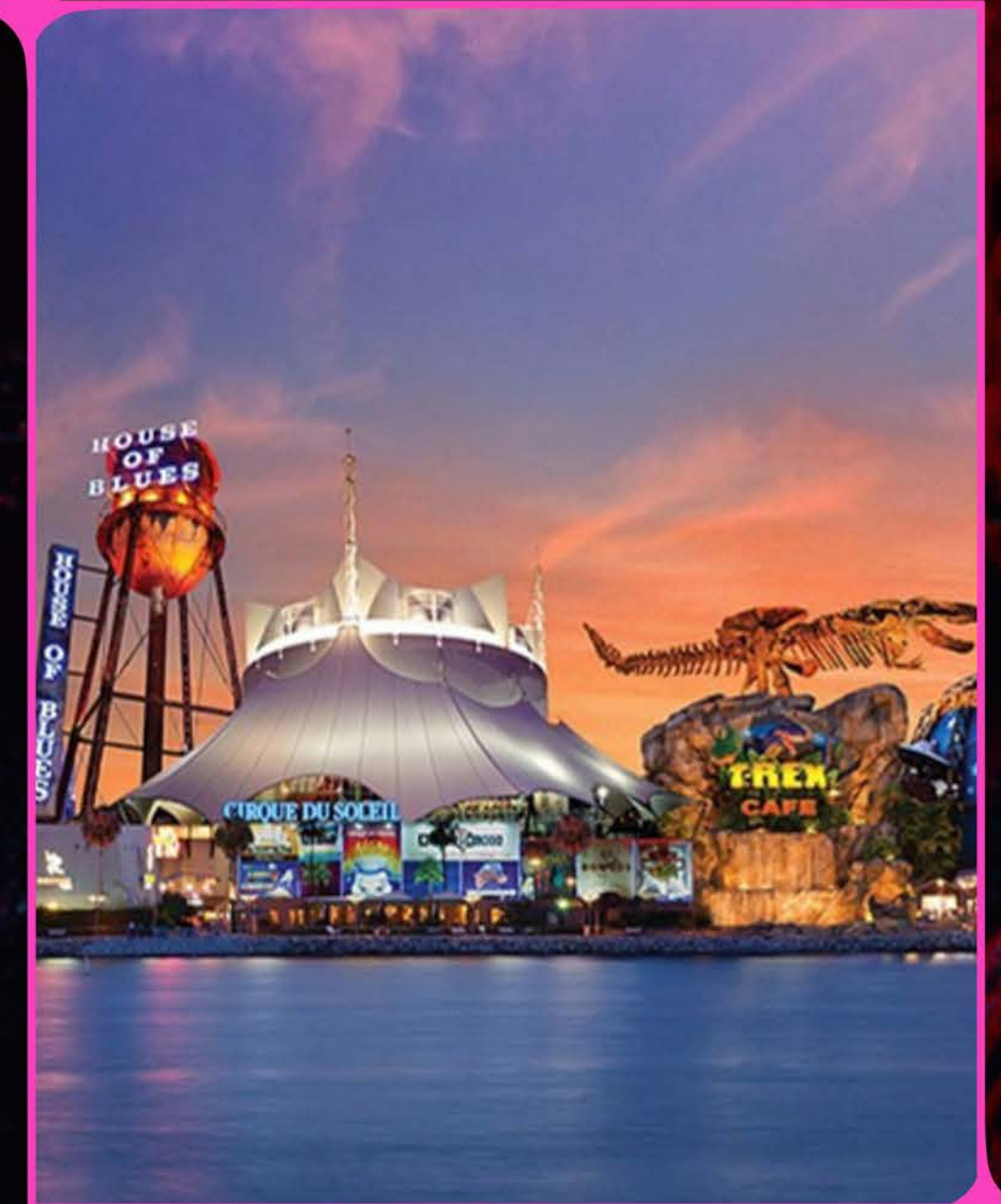
Creativity, Out-of-the-box Thinking, Bold Ideas & Visionaries

## **BiG Impact**

Career Empowerment, Leadership, Self-improvement

## **BiG Fun**

Off-site Activities, Networking Mixers, Special Events





# Who's Coming?

Empowering the next generation of engineers and leaders at a critical time in their career trajectory.



01.

## Builders and Mold Breakers

We're working with the people who build and change AI and technology, rather than just using it

02.

## Next Gen Professionals

20-40 year olds in tech, engineering and science fields. Decision makers & up-and-comers, leadership development/talent

03.

## Ambition is Key

Seeking career inspiration, creativity and advancement

04.

## IEEE and Beyond

Both IEEE members and non-members

01.

## Wide-Ranging Technological Fields

Computing & Processing, Engineering Professions, Power, Energy & Industry Applications, Components, Circuits, Devices & Systems, Robotics and Control Systems, Signal Processing, Aerospace, Photonics, and more

02.

## Affiliations Across Industry, Academia & Gov't

Boeing, Siemens, IBM, Boeing, Northrop Grumman, NASA, NSF, Air Force Research Lab, USPTO, Dep. of Energy, Univ. of ME, Georgia Inst. of Tech, Small Business Administration, Raytheon, etc

03.

## These are the Change-Makers

- **89%** of IEEE Members are involved with purchasing or specifying decisions for their organizations
- **88%** of Members are involved with hard-to-penetrate vendor decision teams, usually in management capacity





# Why Partner with Us?

Amplify your brand presence where **energy** and **talent** reside.

- 01.** Gain leads from high-intent engineers and technologists seeking growth opportunities
- 02.** Brand alignment with innovation, creativity, ambition and technological advancement
- 03.** Ongoing, multi-channel connection to an elite US talent pipeline: on-site, web, email, social
- 04.** Opportunities to demo products, customize your impact and make a lasting impression for your brand



# Turn Visibility into Impact

Brand exposure through strategic placements.



## 12-month Digital Brand Exposure

Reach 500k+ IEEE members and web visitors through trusted, high-credibility channels, extending sponsor visibility well beyond the event



## Quantifiable Social Engagement

Generate 51K+ impressions and interactions across social platforms, reinforcing brand awareness and recall with a highly relevant audience



## Elevated Brand Association

Align your brand with IEEE-USA through co-branded, premium merchandise that attendees keep and use beyond the conference



## High-Impact On-Site Brand Presence

Prominent visibility across main stage, session programming & event signage, creating repeated, experiential brand touchpoints



## Exclusive Social Event Sponsorship

Own the brand experience at flagship networking events - including the BiG Party at Stargazers Lounge in Disney Springs - where high-value connections happen in a memorable, social setting





# Engage Visitors Directly

Through creative brand activations.



- Sponsored Keynote or breakout session
- Branded BiG Party & Midnight Madness ✨ exclusive opp
- Exclusive VIP experiences powered by sponsors
- Branded “Innovation Stations”
- Sponsored Breaks ✨ high engagement





# Extend Your Reach

Digital promotions before, after and during the event.



01.

Digital newsletters reaching up to **500K inboxes**

02.

Social posts reach **51K Followers**

03.

IEEE-USA Webinar shout-outs reach up to **4K views**

04.

Targeted newsletter ads

- young professionals (**31K**)
- conference organizers (**111k**)

★ great for recruiters!





# Align Your Brand's Goals

Flexible packages ensure your brand the ROI you're looking for - before, during, and after the event.

Package	Key Benefits
<b>Platinum - \$20K</b>	Ideal for sponsors seeking maximum brand authority, visibility & on-site engagement → Excl. brand prominence, all offerings in <u>Gold tier</u> , 4 registrations, 2 booths, VIP experience, branded activity/item of choice
<b>Gold - \$10K</b>	Ideal for sponsors focused on thought leadership and high-impact visibility → All offerings for the <u>Silver tier</u> , 3 registrations, session speaker, recognition at other IEEE-USA events
<b>Silver - \$5k</b>	Ideal for partners looking to elevate brand credibility and recruit emerging leaders → All offerings for the <u>Bronze tier</u> , 2 registrations, LinkedIn directory of attendees
<b>Bronze - \$2.5K</b>	Ideal for sponsors building awareness and seeking early-career connections → 1 registration, 1 booth space, inclusion in web/social promos, take-home materials inclusion

More package details on next slide...

**Exclusive Opportunity**

**BiG Party Sponsorship, Midnight Madness**  
 Sponsors get exclusive brand prominence on all aspects of the premier social event @ Stargazers Lounge at Planet Hollywood in Disney Springs, October 24th




















**Expand your visibility through Add-Ons**

- registration badges
- named VIP Lounge
- sponsor breaks
- branded photo booth
- HQ branded merch
- sponsored sessions
- targeted ads
- floor decals



# Sponsorship Packages

Platinum	Gold	Silver	Bronze
\$20k	\$10k	\$5k	\$2.5k

Conference Registrations	4	3	2	1
Attendee take-home materials inclusion				
Digital Media Promotion (web + social)				
Number of booth spaces	2	1	1	1
LinkedIn directory of attendees				
Session Speaker <i>** (spots limited)</i>				
Recognition at other IEEE-USA Events				
Sponsored breaks				
Exclusive VIP Experience powered by X				
Branding on Innovation Station or special activity				

**Customization Available!**





# Additional Sponsored Items

Full Color Lanyard - \$750

Gourmet Coffee - \$2,000

Professional Headshot - \$5,000

BiG Party @ Planet Hollywood - \$10,000

Snack Break Sponsor - \$4,000

Ice Cream Break - \$6,000

Breakfast - \$10,000

Lunch - \$12,000



# ROI Snapshot

Metric	BiG Return	Why This Matters
Audience Access (Who You Reach)	<ul style="list-style-type: none"> <li>• 300+ high-intent professionals and emerging leaders (core 20-40)</li> <li>• Engineers, technologists, developers, IT + adjacent</li> <li>• 89% of IEEE members are involved in purchasing or specifying decisions</li> </ul>	Reach a <i>decision-shaping audience</i> evaluating employers, tools and platforms now.
Brand Reach & Impressions (Before, During & After)	<p>Estimated Total Brand Impressions: 500,000+</p> <ul style="list-style-type: none"> <li>• IEEE USA digital channels (email + web)               <ul style="list-style-type: none"> <li>◦ Global (500K), US (160K), Young Professional (31K) and Conference Organizers (111k)</li> </ul> </li> <li>• Event website &amp; registration flow</li> <li>• On-site signage &amp; session visibility (300 up and comers)</li> <li>• Social media amplification (51K Followers)</li> <li>• Post-event content + newsletters</li> </ul>	Longer brand life than a single event — visibility that translates to <i>long-lasting brand recognition</i> .
Direct Engagement Opportunities	<ul style="list-style-type: none"> <li>• Live 1:1 conversations via exhibit/innovation stations</li> <li>• Thought Leadership with sponsored sessions</li> <li>• High visibility with branded social events &amp; VIP experiences</li> <li>• Live feedback from hand-on product demos</li> </ul>	Not passive exposure — <i>active engagement</i> that drives qualified leads and builds relationships.







# Let IEEE-USA build the right partnership for your goals

Schedule a conversation to explore sponsorship options aligned to your brand, talent, or engagement goals.

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*Early partners receive enhanced  
visibility & priority placement*