

IEEE—Serving the Needs of Industry

## Brand Development through Global Markets

Gaining a competitive edge on innovation and developing your organization's brand is easier when you are involved with a global community like IEEE. By using IEEE's many marketing, advertising and sponsorship activities, promoting advancements globally couldn't be easier.

Developing a relationship with IEEE helps build global awareness about the quality and advancements of your organization. IEEE offers various opportunities and platforms for technical organizations to communicate and market themselves through various conferences and events worldwide.

### IEEE Spectrum Magazine



Expand your organization's exposure to the world by advertising in our award-winning technology magazine. Read about today's innovations and learn about the people behind them.

### Market to a World of Innovators

Be seen, be heard, and broadcast your message to a local or global audience.

#### International Web and Print Advertising

- Various IEEE newsletters
- Technical publications
- Event announcements

#### Promote through Global Broadcasting

- IEEE.tv internet-programming
- IEEE Spectrum Radio



# Local Branding with IEEE Sections

Research and technology developments that your organization accomplishes today can be advertised locally and promoted within the busy technical market of an IEEE Section.

Your organization will build better brand awareness and improve organizational visibility on a local level by sponsoring local IEEE section events and advertising products and services directly to your local technical community through newsletters and online.

"To make lasting contributions to a discipline, you really need to have an organization like IEEE behind you... Early on, to advance my career, I made use of IEEE conferences."

**Dr. Deborah Frincke**, IEEE Senior Member, Chief Scientist for Cybersecurity Research, Pacific Northwest National Laboratory



PHOTO: Pacific Northwest National Laboratory

## Expand Visibility with IEEE Conferences & Events

Encouraging your employees to speak at an IEEE conference or event expresses a serious commitment to your industry. IEEE provides its members with networking and interaction opportunities through these conferences, local meetings and events hosted by your local IEEE section.

## Reaching Your Specialty Markets

IEEE has 38 societies that represent a wide range of technical interests. They provide notable society publications, local and international conferences and many community networking opportunities.

A range of integrated marketing communications solutions are available to deliver your advertising message directly to the right technical audience in your area. You can create a combination of local print and online offerings that will grow with your organization as it continues to develop.

Please feel free to contact us if you have any ideas so we can explore ways to partner with you.

Ask your local IEEE section leader about any local events, sponsorship or marketing opportunities your organization could get involved in.