
INDUSTRY RELATIONS OFFICER : GUIDEBOOK

Prepared by
The Industry Relations Sub Committee (IRSC)
IEEE Region 8

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Note: For any updates to this manual/Guidebook, please send your suggestions to R8 -IRSC Subcommittee Chair;
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1.0 Purpose of the Guide

The purpose of this guide is to provide the Industry Relation Officers with the necessary information about their job scope, functions, activities and general recommendations / hints to ease them in accomplishing their tasks in more effective manner.

2.0 Goals & objectives

| The goals of the Section Industry Relation Officer (IRO) are to:

- Bridge the gap and enhance relationships between industry, academia/ research and IEEE
- Influence the industry to support the involvement of their staff in IEEE activities to benefit for its products and services
- Increase IEEE Memberships from Industry and create a balance between Academia and industry members within various sections

3.0 Scope:

The scope of IRO duties is summarized as follows:

1. Identify industry needs by conducting surveys as appropriate
2. Promote IEEE to industry by informing them about IEEE benefits and its available products and services. *Refer to Appendix J for a list of these benefits.*
3. Highlight the benefits of joining IEEE to the industry employees
4. Create & maintain a database on companies and contacts
5. Encourage networking between IEEE members in industry and academia
6. Establish synergy among academia, research and industry
7. Convince IEEE to position its products & services better towards industry's needs
8. Promote members and volunteer's involvement with industry and community
9. Cooperate with Section, Chapter and Student Branch representatives in developing contacts and relationship with the industry and community
10. Interact with IEEE entities such as R8 IRC, Chapters and other Sections.
11. Support IEEE local and regional conference activities by encouraging conference organizers to introduce Industry tracks/sessions as well as continuing educations for industry professionals
12. Provide two reports annually to the IRSC Subcommittee.

4.0 Functions:

IRO functions can be summarized as follows:

1. Ensure that the Section establishes and maintains contacts and links with local industries, national societies and other organizations.
2. Provide guidelines and support to the Section, Chapter and Student Branch representatives and others as required
3. Distribute information regarding IEEE activities, useful when establishing industry contacts.
4. Identify local needs in order to allow IEEE to adapt its offerings of standard – and/or tailored products and services.
5. Facilitate development of tools and material to communicate with local industry and community
6. Recruit and promote volunteers from industry in Section and Chapter leadership
7. Bridge the gap between IEEE members in local industry and academia by encouraging networking among both sectors.
8. Establish synergy among academia, research and industry with the aim to develop technology innovation and to create spin offs SME and employment.
9. Promote continuing education programs and other local events with industry
10. Support local conference activities within societies or sections
11. Conduct periodic visits to major industries and provide presentations as necessary to promote IEEE activities

5.0 General Information:

5.1 Term of office:

The industrial Relations Officer is appointed for two-year term and can be re-appointed by the Section chair. Non-active IROs shall not be renewed to allow other active members to fill that position. IROs can hold that position for a maximum of 4 years consecutively.

5.2 Ad-Hoc Committees:

The Section IRO may create ad hoc committees to address specific issues or deal with special situations as deemed appropriate in collaboration with the section chair.

5.3 Financial and Administrative Support:

- Funds for the IRO are allocated within the Section Budget
- The Section and Chapters will provide administrative support

- IRSC can be consulted on any specific issues or concerns IROs have that will facilitate their activities.

Reports: Half-year meeting/activities reports outlining businesses transacted will be transmitted to R8 IRSC-Chair and to the Section Chair

5.4 Job Description Update:

- The job Description will be reviewed every three years
- Changes to this Charter must conform to IEEE Section Bylaws and be approved by the Section Executive Committee.

6.0 IRO Activities:

What follows are some suggestions of IRO activities to assist them plan their work

6.1 How to start:

1. Conduct **brainstorming** sessions between selected key individuals from industry and academia to agree on the practical tasks and activities to be implemented during the next 12 months to achieve Section IRO goals and objectives.
2. Identify innovation technology within academia and assist in registering intellectual protection/patents and industrialisation and development of products. Assist in creation of spin off from academia and establishment of a SME and jobs.
3. Select **IRO assistants** from local industry, for example some sections use two:

IRO assistance for Logistical support:

- Provide logistical and coordination support with local industry; arrange meetings with industries, follow-up on survey sheets, write minutes of meetings, maintain a list of company contacts,...etc.

IRO assistance for IEEE Booth management

- Coordinate all activities regarding setting and running IEEE booth at all IEEE Section and possible regional activities; provide IEEE promotional material and gifts with IEEE logo, set-up and run IEEE booth or promotional desk at Section dinner, special events and regional conferences/exhibitions, accept and process IEEE membership registration form,...etc.
4. Develop an **overall activity** and budget **plan** for IRO during the next 12 months and present it to IEEE Section board committee for review and approval.

6.2 Major Activities:

6.2.1 Brainstorming Sessions:

Following are some of the practical activities that an IRO can do during the first year:

1. Obtain a list of all related companies and contacts
2. Create an IEEE promotional booth by participating in public events such as:
 - a. Career Day at Local universities, major companies and others
 - b. Local exhibition and shows (i.e. book shows, computer, etc)
3. Establish a local Industry Relations Committee (IRC) or Forum (IRF) to focus more on IRO tasks and provide the needed support to fulfill its goals.
4. Establish a rewarding and incentive program for contributing companies to promote IEEE in the region:
 - a. Company logo on IEEE Section news letters
 - b. Company logo on IEEE shirts, pens with IEEE logo
 - c. Appreciation gifts and certificates to be distributed during local events and conferences
5. Trips/visits for IEEE students to major local industrial companies such as; Oil & Gas, electrical & power, Telecom Operators, Media and vice versa.
6. Also, visits to industries and universities for neighbouring and regional countries to share/exchange knowledge, introduce IEEE Section goals & benefits, and learn from each other.
7. Send an appreciation and thanking letter signed by IEEE Chairman to the top management of all companies visited by IRO.
8. Adding project seminar in academia/industry (this is a zero credit hour that is recommended to be added to electrical engineering curriculum in local universities to start with. Multiple teams from different disciplines will be formed to visit industrial companies to study and make recommendation for pre-defined projects/tasks to resolve long pending items.)
9. Promote young speakers in your local professional community to make presentations at national & international events.
10. Assist IEEE Section to establish Section Newsletter and find industry sponsors to pay for expenses while allocating small section of one page for their company logo and advertisement.
11. Conduct student contests sponsored by local industry and companies. The contest should be around an item of interest to the sponsoring companies.
12. Establish a hobby farm house or place to house young students (from elementary and above) who are interested in building electrical and electronics projects after school hours under supervision of expert IEEE members/volunteers. The material and place could be sponsored by local industry.

6.2.2 Industrial Visits:

Arrange and conduct series of presentations to local industry to promote IEEE membership, exchange ideas on how to improve IEEE local activities and services, and complete the IEEE surveys. The following hints can assist you in accomplishing this task smoothly:

1. Use IEEE industry members to establish contact for industry visits
2. Try to contact the training coordinator of the company since IEEE activities add value to the development (administratively, management and technically) of company employees skills. The training coordinator can assist in selling IEEE membership to the company management for their support.
3. Distribute a single page of question lists (members and non-members) during your presentations to industry. This question list can also be used as a guideline by IRO when establishing personal contacts (face to face or telephone) with industry. *Refer to Appendix B for more info.*
4. Follow-up with company representative to collect this questionnaire list and provide him with a reply to all of their questions and related issues.
5. Send an appreciation and thanking letter signed by IEEE Section chair to the top management of all companies visited by IRO. *Refer to appendix C for a letter sample.*
6. Send a VIP invitation to Companies' top management to attend the opening ceremony of IEEE local and regional conferences organized by your local Section after consulting with conference organizing chair. *Refer to Appendix E for a sample of this letter.*
7. Send appreciation letter to companies' top management thanking them for their sponsorship and contribution to our local and/or regional conferences after consulting with the conference organizing chair. Also, obtain his feedback about the event theme, papers arrangements after the conference. *Refer to appendix D for a sample of this letter and Appendix F for Feedback form.*
8. Send IEEE Section news letters to top companies' management.
9. Send greeting cards to key management of industrial companies & universities during local festivals and special events.
10. Analyze the industry feedback from the survey and update your plans accordingly.

6.2.3 IEEE Booth:

It is necessary to define and collect material to be able to set-up an IEEE booth or promotional desk at anytime and at any location. The booth must maintain technical material as samples of IEEE products and services, info about IEEE societies and technical sources that members can take advantage of, promotional gifts, on-line or on-spot IEEE membership registration, ...etc.

IRO needs to have a list of all IEEE local and regional conferences / events that he plans to establish an IEEE booth or promotional desk for the next 6-to-12 months.

Following are suggestions of material needed for IEEE Booth:

1. **1 to 2 Laptops** or personal computers equipped with wireless LAN capability. This is to enable on-line IEEE membership registration if internet access is available.
2. **1 Printer:** This is to print receipts when registering on-lines or purchasing IEEE items.
3. IEEE **Brochures** such as “A Guide to Customizing Your IEEE Membership”, “Benefits of being IEEE Member”, “Membership Registration Form”, “Available Technical Virtual Forums”,...etc.
4. Samples of IEEE News Letters, **Magazines** and Proceedings
5. **Flyers** highlighting upcoming local and regional IEEE meetings & conferences.
6. **Proceedings** of recent Local and regional IEEE conferences & Technical Exchange Meetings. These can be offered on CDs with minimum charge (less than \$15)
7. One page **survey/questionnaire sheets** to obtain visitors feedback and their expectations from the local IEEE Section activities and services. *Refer to Appendix B.*
8. **Banners and Posters:** This could be about 6 to 8 role-up self-stand posters easy to pack and store to be distributed inside around the booth. *Refer to Appendix H for sample of IEEE Banners.*
9. **Promotional gifts:** Some of these gifts could be sponsored by local vendors and industry with logos from vendor and IEEE. Such gifts could be; caps, pens, T-shirts, mugs, cups, calculators, key chains, alarm clocks, notebook folders, calendars ...etc. *Refer to Appendix G for a sample of invitation memo to sponsor IEEE promotional gifts, Appendix A for list of suggested Booth material and Appendix I for IEEE promotional items/Print ready advertisement.*
10. IEEE **business cards** to exchange with visitors for further help in the future.
11. **Table form** for visitors interested to join IEEE to write their name and contacts to provide via e-mail the necessary info and guidance on how to join IEEE and expected benefits to individual and industry.

6.2.4 Dinner Meetings

1. Assist Section Chapters to invite speakers from local industry to speak about topics of interest to local professional communities.
2. Identify vendors and local industry to sponsor such dinner meetings. Make some of these dinner meetings with free entrance (no charges) or minimal charges for all participants to attract as many industry professionals as possible.

3. Prepare a common table form for those non-members to write their name and contacts if they are interested to become IEEE members.
4. Follow-up with these non-members via e-mail and post office mail highlighting to them how to register and benefits gained of being an IEEE member.
5. Distribute IEEE gifts to early birds participants and display an IEEE promotional desk that contain all relevant material about IEEE and future events
6. Obtain valuable gifts from local vendors and companies to be drawn at the end of the dinner speech between all participants
7. Invite students to speak during the first 10 minutes of the dinner meeting (before the primary speech) about their project. This is to increase awareness and bridge the gap between industry and academia
8. Display IEEE poster around the conference room area.
9. Send an appreciation letter from Section Chair to those speakers and companies for their contribution
10. Take photo pictures and assist Chapter Chairs to write articles in local newspapers about the event and update the section website -
11. Present 5 minutes at selected events about IEEE benefits and new services and products that they can use.
12. Distribute feedback sheets to participants to better understand their expectations
13. Invite key figures from local industry to take an active or prestigious role in IEEE section and/or Chapters Committees.

6.2.5 Visits between Industry and Academic/Research centres

1. Arrange student visits to industry to exchange views and better understand industry requirements and expectations from fresh graduate students.
2. Arrange a presentation by young engineer in the industry to students highlighting his experience with industry and provide them with advises on what to do during college to be better prepared for industry.
3. Invite local industry to sponsor an IEEE student competition on a project that is of great interest to the industry. Winners will have a great chance to be hired by such industry as part time during college and full time after graduation.
4. Obtain proposals from local industry to accept co-op students to work on challenging projects to achieve full benefit of such programs with priority given to IEEE students.
5. Assist IEEE Student members to obtain jobs related to their field and interest after graduation.
6. Establish a committee consisting of academia and industry representatives to review curriculum of local universities and make recommendations for changes to be in-line with local industry requirements and needs.

6.3 Other Activities:

1. Partner with other local and regional professional societies to exchange info about events and strengthen collaboration between these professional entities.
2. Team-up with national computing, electrical engineering societies, Project Management and research centers .
3. Approach major book and professional stores to offer discounts for those IEEE members who possess valid membership.

Appendix A

Examples of Booth Material

	Material Description	Picture (not in this version)
1	Cups	
2	Transparent Mug	
3	Green Mug	
4	Alarm Set	
5	Notebook	
6	Caps	-
7	T-Shirts	-
8	Pens	-
9	Laptops/Printers	

Appendix B

Interview guide for Face-to-Face Meetings

1. Suggested info from Non-IEEE Members:

- ☐ Category of your employer / company
- ☐ Education, degree
- ☐ Years in the profession
- ☐ Have you ever been a member of IEEE?
- ☐ Are you familiar with IEEE?
- ☐ Which IEEE benefits and services are important for you and your employer?
Examples: Publications, technical information (printed, online)
Conferences, Standards, Contacts with colleagues (Networking),
Continuing Education, Volunteer activities, Section, Chapter activities,
Professional Education like Engin. Management, Career development,
Project Management, etc
- ☐ Does your or would your employer support your IEEE involvement,
Volunteer activities?
- ☐ Would your employer pay or reimburse membership dues?
- ☐ What is your interest in online (Web) services, IEL, IEEEExplore, etc
- ☐ How often do you visit IEEE or other websites?
- ☐ Has your employer subscribed to Digital Library, IEEE IEL, or other?
- ☐ Does your employer provide adequate information and training in your
technical field of interest, in Professional Education, Leadership Training,
Project mgmt

- ☐ Would you / your employer be interested that IEEE provide this services to your company?
- ☐ How often do you attend technical conferences or workshops?
Sponsored by IEEE?
- ☐ What can IEEE provide to better serve your needs? (more online services, other conferences, etc)
- ☐ Do you know Spectrum, The Institute, other IEEE publications, like Magazines, Proceedings, Transactions?
- ☐ Are they useful for your profession?
- ☐ How can IEEE improve publications to better serve your needs (online, printed)?
- ☐ Other technical areas or topics? Tutorials, Seminars?
- ☐ Are you interested in Volunteer work like serving in: Local committees, Sections, chapters, in international committees, Regions, Societies, Standard development, Organizing conferences?
- ☐ Would you like to become a member of IEEE or a Society?

2. Suggested info from IEEE Members:

- ☐ Category of your employer / company
- ☐ Education, degree
- ☐ Years in the profession
- ☐ What is your present position?
- ☐ Are you familiar with IEEE benefits?
- ☐ What are the main reasons, why you are a member of IEEE?
Which grade?
- ☐ Are you satisfied with your IEEE membership?
- ☐ Does IEEE provide you with all benefits & services you expect?
What is missing?
- ☐ Would you recommend IEEE membership to a colleague?
- ☐ Which IEEE benefits and services are important for you and your employer?
Examples: Publications, technical information (printed, online)
Conferences, Standards, Contacts with colleagues (Networking),
Continuing Education, Volunteer activities, Section, Chapter activities,
Professional Education like Engin. Management, Career development,
Project Management, etc
- ☐ Does your or would your employer support your IEEE involvement,
Volunteer activities?
- ☐ Does your employer pay or reimburse membership dues?
What would encourage him to do so?
- ☐ Does your employer support IEEE membership in general?
Attend conferences, workshops, volunteer activities in working time?
- ☐ What is your interest in online (Web) services, IEL, IEEEExplore, etc

- ☐ How often do you visit IEEE or other websites?
- ☐ Has your employer subscribed to Digital Library, IEEE IEL, or other?
- ☐ Does your employer provide adequate information and training in your technical field of interest, in Professional Education like Leadership Training, Project management, Career development ?
- ☐ Would you / your employer be interested that IEEE provide this services to your company?
- ☐ How often do you attend technical conferences or workshops? sponsored by IEEE ?
- ☐ What can IEEE provide to better serve your needs? (more online services, other conferences, etc)
- ☐ Do you know Spectrum, The Institute, other IEEE publications, like Magazines, Proceedings, Transactions?
- ☐ Are they useful for your profession?
- ☐ How can IEEE improve publications to better serve your needs (online, printed) ?
Other technical areas or topics? Tutorials, Seminars?
- ☐ How often do you read Spectrum or technical IEEE publications?
- ☐ Do you read printed version or online?
- ☐ Do you use IEEEExplore, IEL or download articles?
- ☐ Are you serving as a volunteer?
- ☐ Are you interested in Volunteer work like serving in:
Local committees, Sections, chapters, in international committees, Regions, Societies, Standard development, Organizing conferences, Top leadership in Executive Committees, etc

☐ Will you remain as a member during your professional life?

Appendix C

Sample of Appreciation Letter for IRO Visit to Industry



Institute of Electrical and Electronics Engineers

IEEE Section Name

P.O. Box **** # & City Zip Code

www.ieee.org/****website_name****

Date

APPRECIATION

name, ***Title***

Company Name

XXXXXXXXXXXXXXXXXXXX

City

On behalf of IEEE – ***Section Name**** board, I would like to thank you for hosting our Industrial Relation Officer and his delegates on ***Date*** to present “the Value of IEEE Membership” to your key engineers and staff. Special thanks to *****Name & title of coordinator*****, and *****Name & title of another coordinator***** for facilitating and arranging this event.

The meeting was informative and beneficial for both of us. We look forward for more cooperation between the two entities to strengthen the relationship between the industry and our IEEE professional community by facilitating frequent local technical exchange meetings and benefit from the various technical information and services offered by IEEE. Being a member of IEEE will definitely add value to the participating professionals, local community & the industry as a whole.

We look forward to jointly promoting the IEEE amongst industrialists and professional circles and to strive for higher standards.

Thank you.

Section Chair

Chairman

IEEE – ***Section Name***

IEEE is a non-profit, technical professional association and a leading authority in technical areas ranging from computer engineering, biomedical technology and telecommunications, to electric power, aerospace and consumer electronics. It promotes technical publishing, conferences and consensus-based standards. IEEE has to its credit, 30 percent of the world's published literature in electrical engineering, computers and control technology and 860 active standards with 700 under development. IEEE pioneered the concept of



Appendix D

Sample of Appreciation Letter to Sponsors



Institute of Electrical and Electronics Engineers

IEEE Section Name

P.O. Box **** # & City Zip Code

www.ieee.org/***website_name***

Date

APPRECIATION

****NAME****

****Company*****

With great honor and pleasure, I would like to express my sincere gratitude and appreciation to ****Company***** for their ***** Sponsorship of The IEEE ***Conference Name*** Conference & Exhibition that was recently held in the ***Conference Location***, ***Conference date***. This letter intends to give you some feedback about the conference.

As you may know, planning for such annual event is a year long effort on the part of many people including conference members, technical session chairs, speakers, volunteers, sponsors, exhibitors and colleagues who gave their time and effort to making the IEEE ***Conference Name*** event an overwhelming success. The feedback we received on the quality, content of keynote speeches and exhibition was very positive and all those involved feel very proud of their efforts.

At this year's conference, there were # exhibitors, including your organization, and over ## registrants (##% increase from 2003 event) who took advantage of the excellent keynote presentations by expert speakers, informative technical presentations and exciting exhibits.

We apologize for any inconvenience that may have been unintentionally caused to any member of your organization during the event and we look forward to receive your answers to the attached questionnaire along with your comments and feedback to further improve the conference services next year. The IEEE ***Next Conference Name*** Conference & Exhibition will be held in the ***Conference Location*** in ***Conference Date***; exact conference location will be announced later.

Please make sure that you check-out pictures of The IEEE ***Name*** Conference included in the attached CD capturing some memorable moments.

We look forward to continue welcoming you and gain your support in the coming years.

Conference Chair

Title

IEEE is a non-profit, technical professional association and a leading authority in technical areas ranging from computer engineering, biomedical technology and telecommunications, to electric power, aerospace and consumer electronics. It promotes technical publishing, conferences and consensus-based standards. IEEE has to its credit, 30 percent of the world's published literature in electrical engineering, computers and control technology and 860 active standards with 700 under development. IEEE pioneered the concept of



Appendix E

Sample of Invitation Letter to Attend an IEEE Conference



Institute of Electrical and Electronics Engineers

IEEE Section Name

P.O. Box *** # & City Zip Code

www.ieee.org/***website_name***

Date

INVITATION TO THE IEEE-*** CONFERENCE

****NAME****

****Company*****

Dear *****,

I have great pleasure in cordially inviting you to the 2nd IEEE-GCC Conference to be held in Bahrain on ***Date***. The conference is being held under the Patronage of *****. Other distinguished guests include ***name***, ***title***, ***name***, ***title*** and ***name***, ***Title***.

The inauguration ceremony will be at ***time*** on ***date*** and I would be delighted if you would kindly give a Key Note address at the inaugural session. The theme of the conference is “***theme***”. However, you may focus on any topic that is of interest to the engineering professionals in the local region.

The IEEE is a non-profit, technical professional association and the leading authority in technical areas ranging from computer engineering, biomedical technology and telecommunications, to electric power, aerospace and consumer electronics. It promotes technical publishing, conferences and consensus-based standards. IEEE pioneered the concept of self-development by providing the opportunity for members to interact with eminent personalities on a regular basis. It promotes the engineering process of creating, developing, integrating, sharing, and applying knowledge for the benefit of humanity.

The IEEE***name*** Conference is the top event of the IEEE in the region and your benign presence will be a motivational factor for the engineering professionals in the region.

I would appreciate your confirmation so that we can make all necessary arrangements.

Yours truly,

Name, General Chair

IEEE***name*** Conference

Tel: ***** Mob: *****

www.***website_name***.org;

www.ieee.org/***Section_website

IEEE is a non-profit, technical professional association and a leading authority in technical areas ranging from computer engineering, biomedical technology and telecommunications, to electric power, aerospace and consumer electronics. It promotes technical publishing, conferences and consensus-based standards. IEEE has to its credit, 30 percent of the world's published literature in electrical engineering, computers and control technology and 860 active standards with 700 under development. IEEE pioneered the concept of



Appendix F

Feedback Form for IEEE Conference

IEEE Conference & Exhibition Feedback sheet

Please take a moment and share your feedback regarding the IEEE **** conference.

We ask that you please provide an opinion for each of the following 25 aspects. There is an "N/A" column for sessions you did not attend or missed.

Services	Met Expectations					Optional Comments (can use extra sheet if necessary)
	Highly	Yes	Barely	No	N/A	
1. Pre-arrangements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
2. Communications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
3. Conf. program awareness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
4. Web site advertisement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
5. News paper adv	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
6. Banners adv	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
7. Exhibition Guide Book	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
8. Conf program material	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
9. Conference CD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
10. Promotional video show	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
11. Gala dinner set-up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
12. Conference location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
13. Pre-exhibits arrangement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
14. Exhibition location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
15. Exhibitor material in/out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
16. Exhibition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
17. Exhibition organizers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
18. Booth arrangement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
19. Lunch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
20. Coffee area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
21. Registration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
22. Key note speakers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
23. Vendor tracks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
24. Technical session	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
25. Overall Conference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

The following questions would help us better serve you as a sponsor/exhibitor in future conferences. Your answers and feedback are much appreciated:

1. **Would you participate in next year's Conference?** ____ Yes ____ No,

a: If no, please state the reason.....

- b: If yes, at what level of sponsorship? (Assume similar Value of sponsorship level)
_____Corporate, _____Platinum, _____Gold, _____Silver, _____Exhibitor.
- c: would you sponsor a gala dinner in the future conferences ? _____Yes _____No

2. Have you met your objective/s at this Conference, if no, please explain why?
3. Are you satisfied with support of the conference organizers before and during the conference?
Yes:.....No....., why?
4. What did you like best about the conference?
5. Please provide suggestions for improvements:

Company Name:

Contact Name:

Phone Number:

e-mail address:

Appendix G

Invitation Memo to Sponsor IEEE Promotional Gifts

The ***IEEE Section Name*** Section of the Institute of Electrical and Electronics Engineers (IEEE) cordially invites your company to sponsor giveaway gifts that have both IEEE and your company logos. These gifts will be distributed to IEEE members during 2004 technical meetings of IEEE-***Section Name***. Both entities will greatly benefit from these gifts. Also, your contribution to support local professional societies will be well recognized by IEEE board. Gifts can vary from coffee cups, pens, key chains, to T-Shirts with both entities logos printed. Please contact Abdullah Yousef to discuss the details of such offer and arrangements.

Below is a brief history of the IEEE.

The IEEE is a non-profit, technical professional association with a global presence in over 150 countries with 377,000 members. The ***IEEE Section of the IEEE was established in ***, and currently has over *** members from ***Industry & Academia major companies***, and other local universities and industries. The Section promotes exchange of knowledge and ideas through monthly meetings where presentations are given by eminent leaders from leading organizations on topics related to electrical and electronics engineering, information technology, professional and personal development, business values and personal values. These meetings are intended to facilitate mutual interaction towards professional growth, self-development and innovation.

Appendix H Sample of IEEE Banners



Appendix I

**IEEE Promotional Items
&
Print Ready Advertisements**

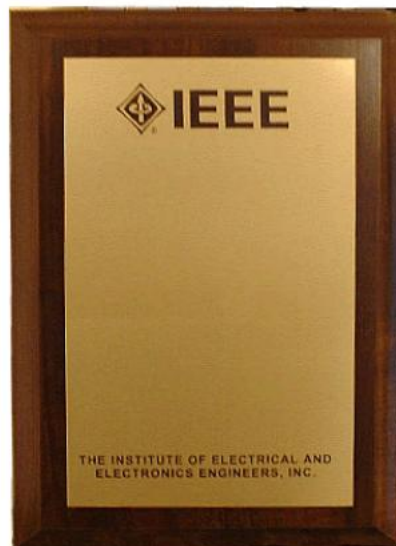
IEEE Officer Lapel Pins

Sample of a Past Section Chair pin, Member Grade. Each office and grade has its own identifying colors.



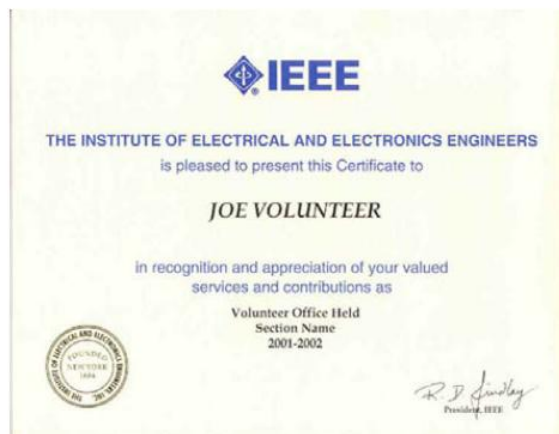
IEEE Wall Plaque

5 inch by 7 inch Plaque, wood with brass plate ready for local engraving.
IEEE Industrial Relations



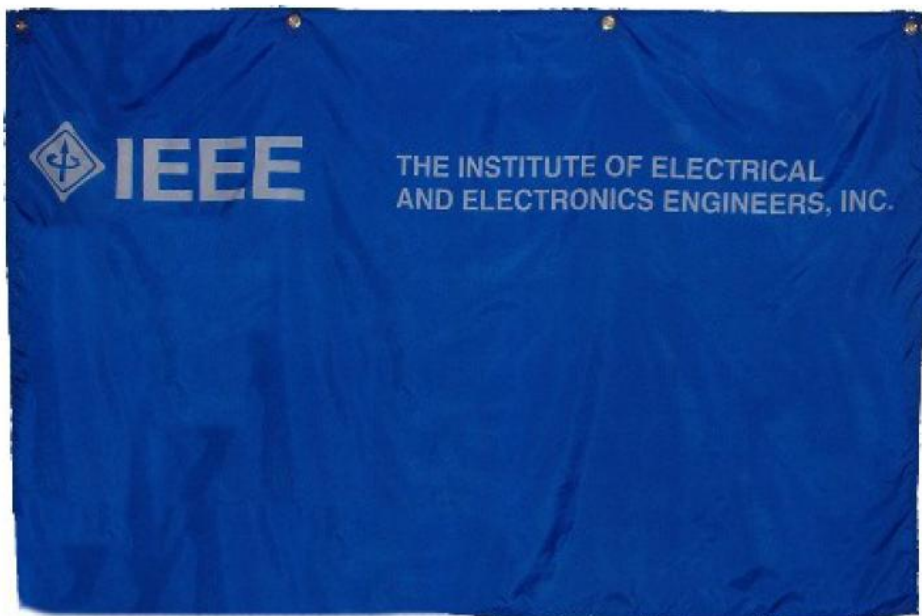
IEEE Certificate of Appreciation

Certificates This is the sample of a Customized certificate with signature of IEEE President



IEEE 3' x 5' Nylon Banner

A plain banner, as pictured. Lettering is available to customize banner. Extra letters are sewn onto the banner. This customization requires an additional 4 weeks to delivery time and extra cost.



The above material can be ordered from the IEEE Headquarters from the following link:

http://ieee.org/organizations/rab/scs/forms_petitions/interact_product.htm

IEEE Online Promotional Library

Your Source for Promoting IEEE Values and Benefits

A number of Print-Ready advertisements are available with the IEEE. Please visit: <http://ieee.org/services/promolibrary/>

Appendix J

Benefits for Industry

1. Volunteering helps members build professional skills
 - a. Management training, leadership, teamwork
2. Continuing education opportunities and professional development resources
 - a. Local seminars, short courses, distance learning options, tutorials
3. Certification programs
4. Participation in Standards development
 - a. Corporations can join the IEEE Standards Assn.
5. Access to the IEEE database
 - a. IEEE/IEE Electronic Library
 - b. New Specialized Libraries
 - i. IEEE Information Technology Library
 - ii. IEEE Biomedical Engineering Library
 - iii. IEEE Computer Society Digital Library
6. Gain a competitive advantage
7. Opportunities to increase corporate visibility
 - a. Employees present papers/keynotes at conferences
 - b. Employees contribute articles to IEEE publications
 - c. Sponsorships for awards, programs and events
8. Access to highly skilled workforce via IEEE Job Site