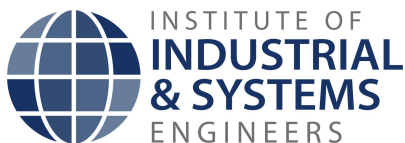# 2025 Institute of Industrial & Systems Engineers
North Central Conference
Sponsorship Package

Hosted by the University of Wisconsin-Madison
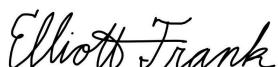Institute of Industrial and Systems Engineers

Dear Potential Partner,

The University of Wisconsin - Madison chapter of the Institute of Industrial and Systems Engineers (IISE) invites you to partner with us as a sponsor of the 2025 North Central IISE Conference. Host duties for this annual conference rotate among 17 of the top engineering schools in the region, and we are excited to welcome our peer organizations to Madison on February 7–8, 2025, for this year's conference.

This conference will provide approximately 150 students insight into the Industrial and Systems Engineering profession through site visits, interactive activities, workshops, and more. The 2-day event allows undergraduate and graduate students to engage with peers, leaders, and professionals in academia and industry. Through your sponsorship, your company will gain access to an exceptional platform to connect with future leaders in STEM.

We invite your company to partner with our IISE Chapter at the level that makes most sense for your organization. You can find more details on academic year partnership and conference involvement on the following pages. For more information about IISE and our mission, please refer to our website at www.iiseuwmadison.com.

Thank you for your consideration, we hope to hear from you soon.

Elliott Frank, Conference Co-Director

Derek Hoffman, Conference Co-Director

Matthew Kelly, UW IISE President

Hailey Mendola, UW IISE Vice President

Who We Are:

We are the University of Wisconsin - Madison Chapter of the Institute of Industrial and Systems Engineers (IISE). The National IISE organization is a society committed to the professional and personal development of the next generation of Industrial and Systems Engineers. On campus, we are a student-run organization that provides academic, professional, social, and philanthropic opportunities for Industrial and Systems Engineering (ISyE) students at the University of Wisconsin - Madison. We also aim to connect with companies and employers outside of our organization in order to build larger networks and connect with others globally.

What the Conference is:

This year the UW-Madison chapter of IISE will be hosting the annual North Central Regional Conference on February 7th and 8th, 2025, which aims to provide approximately 150 students from a number of Midwestern universities (detailed below) insight into the Industrial and Systems Engineering profession through site visits, interactive activities, workshops, and more. It is also an opportunity for students to network with industry professionals, peers from other colleges, and future employers. Likewise, it is an opportunity for companies like yours to connect with some of the best and brightest up-and-coming students and advertise your company's mission and programs that will interest future engineers.

Our Theme This Year:

Our theme is "Future of our F**IE**ld". We will focus on the many diverse perspectives and career opportunities available to all **I**ndustrial and Systems **E**ngineers. Industrial and System Engineering is one of the fastest-growing engineering fields. Jobs can be found in practically every industry. The goal of the 2025 conference is to highlight and inform students about these possibilities. We plan to have events and speakers discussing fields such as (but not limited to) Optimization, Consulting, Manufacturing, Data Analytics, and Healthcare. Our theme also draws inspiration from the strong agricultural presence in Wisconsin with the play on words with "Field". However, agriculture doesn't define the opportunities that exist within this area, as numerous revolutionary and diverse companies exist within the state. We plan to incorporate the true Wisconsin experience into the weekend to give attendees a fun and authentic experience all while expanding their learning.

Institute of Industrial and Systems Engineers Regional Conference

We expect approximately 150 students from 17 top engineering schools in the North Central Region to attend this conference. The schools in our region include:

- Bradley University
- Dunwoody College of Technology
- Iowa State University
- Milwaukee School of Engineering
- North Dakota State University
- Northern Illinois University
- Northwestern University
- South Dakota School of Mines
- Southern Illinois University
- University of Illinois at Chicago
- University of Illinois at Urbana-Champaign
- University of Iowa
- University of Minnesota – Duluth
- University of Minnesota – Twin Cities
- University of Wisconsin – Madison
- University of Wisconsin – Milwaukee
- University of Wisconsin – Platteville

This engineering conference allows undergraduate and graduate students to engage with peers, leaders, and professionals in academia and industry. Through your sponsorship, your company will gain access to an exceptional platform to connect with future leaders in STEM.

Sponsorship Package Benefits

	Sponsorship Tier				
	Bronze	Silver	Gold	Platinum	Diamond
Prominent Logo Shown Throughout Conference					✓
Plant Visit*				✓	✓
Company Branded Swag Distribution				✓	✓
Social Media Shoutouts				1 posts	2 posts
Access to Student Resumes			✓	✓	✓
Company Highlight in Welcome Packet			✓	✓	✓
Showing Your Company Marketing Video			✓	✓	✓
Invitation to Student Networking Session		✓	✓	✓	✓
T-shirt logo		Small	Medium	Large	Prominent
Headlining Corporate Info Session	✓ (1x/year)	✓ (1x/year)	✓ (1x/year)	✓ (2x/year)	✓ (2x/year)
Logo on IISE Website	✓	✓	✓	✓	✓
Price:	**$500+**	**$1,000+**	**$2,000+**	**$4,000+**	**$8,000+**

Descriptions of benefits on the next page

within 10 miles of UW-Madison campus

Prominent Logo Shown Throughout Conference *(Diamond only)*
Diamond sponsor's logo will be prominently displayed during all conference activities.

Plant Visit *(Diamond or Platinum)*
Sponsors can arrange a personalized tour of their state-of-the-art manufacturing plants, logistics centers, or facilities upon request, providing a unique firsthand experience of their operations. This is only available to companies that have a tourable location within 10 miles of the University of Wisconsin - Madison campus.

Company Branded Swag Distribution *(Platinum or Diamond)*
Sponsors have the opportunity to provide customized swag or giveaways for conference attendees, offering branded merchandise, tech gadgets, or promotional materials tailored to their preferences. The IISE Conference will distribute your swag to the attendees, regardless of company interaction in the conference itself.

Social Media Shoutout *(Platinum or Diamond)*
Sponsors will receive a shoutout on the conference's social media platforms leading up to and during the conference.

Access to Student Resumes *(Gold, Platinum, or Diamond)*
Following the conference, sponsors will receive a curated book of resumes from ISyE students across the Midwest, facilitating targeted recruiting efforts and talent acquisition.

Company Highlight in Welcome Packet *(Gold, Platinum, or Diamond)*
Sponsors will have the opportunity to include a company blurb in the conference welcome packet, ensuring early visibility and engagement with attendees.

Showing your Company Marketing Video *(Gold, Platinum, or Diamond)*
Sponsors will have the opportunity to provide a short promotional video to be played in between conference events, attracting visibility and interest among attendees to the line of work of your company.

Invitation to Student Networking Session *(Silver, Gold, Platinum, or Diamond)*
Sponsors can engage in networking sessions with conference attendees in a relaxed environment at the conference. Additionally, your logo will be displayed during the networking session.

T-shirt logo *(Silver, Gold, Platinum, or Diamond)*
Sponsors will have their logo prominently displayed on the official IISE Conference T-shirt, distributed to guests during conference check-in, ensuring widespread visibility among attendees.

Headlining Corporate Info Session *(Bronze, Silver, Gold, Platinum, or Diamond)*
Sponsors have the opportunity to host an informational session on campus, with IISE managing publicity and room reservations. This may be during the conference or during the academic year, depending on availability.

Logo on IISE Website *(Bronze, Silver, Gold, Platinum, or Diamond)*
Sponsors will be recognized on the IISE Regional Conference/IISE UW-Madison website.

We are a tax-deductible organization.
Custom packages and donations are available on request.

For further information, please contact Elliott Frank
at emfrank3@wisc.edu or (603) 913-5041.