



**IEEE Region 8 SYP  
TUNIS 2022**

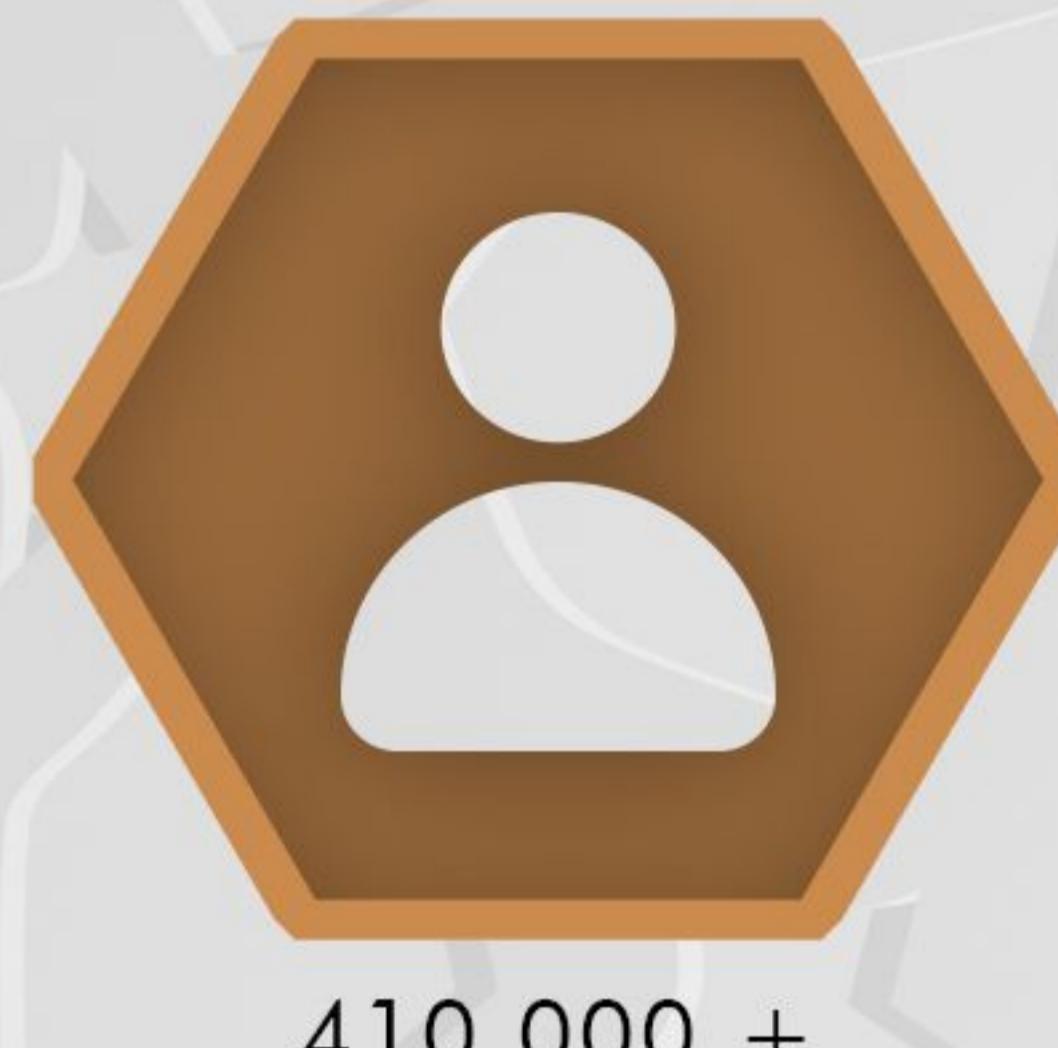
# **Sponsorship Dossier**



# Who Are We?

## IEEE: A Wide Global Network

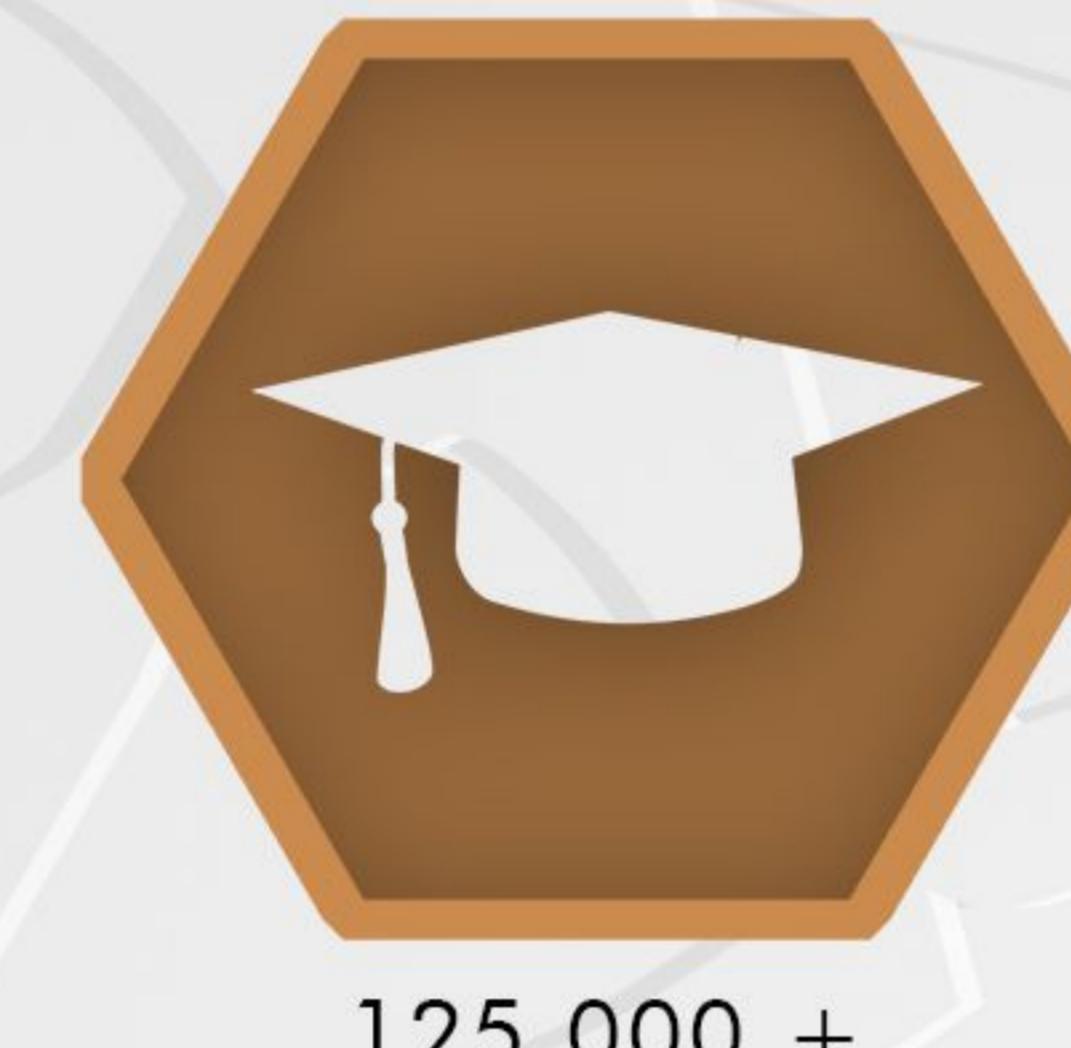
Institute of Electrical and Electronics Engineers: founded in 1884, the IEEE is the world's largest technical professional and non-profit organization dedicated to advancing technology for the benefit of humanity. IEEE and its members are a leading authority in a broad range of areas such as computer engineering, electric power, aerospace and consumer electronics, biomedical technology, and telecommunications, naming only a few.



410 000 +  
Members



160 +  
Countries



125 000 +  
Students & Engineers

## IEEE Region 8

Believing in the importance of collaboration and source sharing, IEEE is present in all the corners of the world. **IEEE Region 8**  
To manage the huge number of members, the IEEE is divided into 10 global geographical units called 'regions'. The region concerned by this congress is region 8 which comprises Africa, Europe and the Middle east.

With approximately 80.000 members, the Region 8 is by far the largest region when looking at the covered land.

It is also the second largest region when looking at the membership count.

The Region 8 consists of **59** Sections and **11** Subsections.



## IEEE Tunisia Section

The section is a part of the Region 8, IEEE Tunisia Section aims to spread IEEE Activities to all corners of the country through educational and technical activities, networking opportunities, and to develop technology and its applications for humanitarian goals. The section supports chapters, special interest groups, student activities and student awards.



Tunisia Section

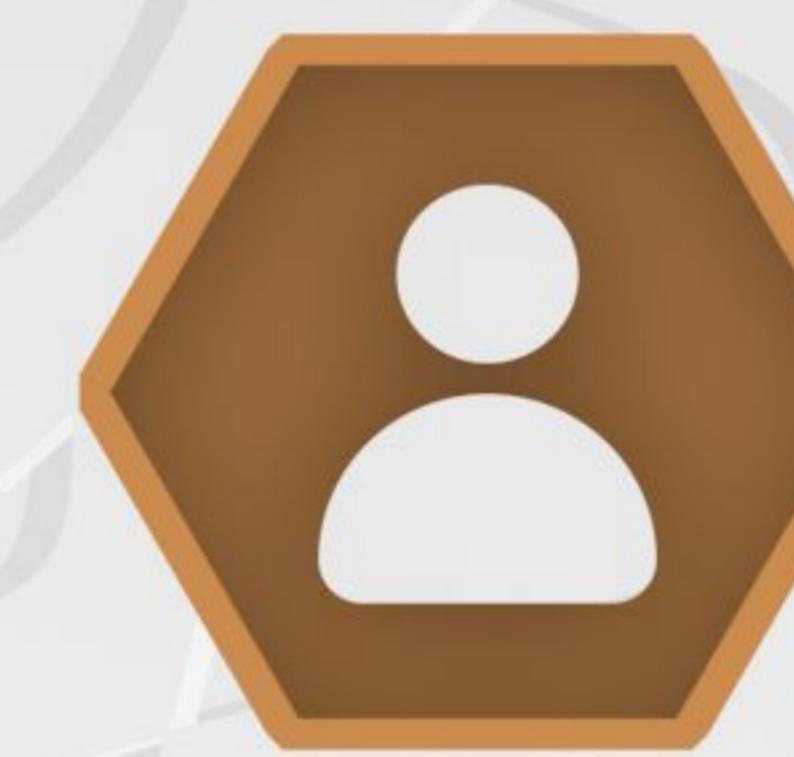
# IEEE INSAT SB:

## • An exceptional track record in terms of innovation

Our local branch is one of the largest IEEE communities in region 8:



Founded in  
2013



500 +  
Active Members



6  
Technical Chapters



1  
Affinity Group



160 +  
Events Organized

### Awards:



2016

IEEE R8 SYP Congress  
Best Designed Poster Award

IEEE R8 Exemplary  
Student Branch Award

Best Networking  
Student Branch  
at MESYP



2019

IEEE Regional  
Exemplary Student  
Branch

Main Host of Grand Tenth  
Student Branch  
Competition Award  
for organizing TSYP 2018

Award from the Palestinian  
delegation to The organizing  
committee of the MESYP  
Congress



2017

Award from University of  
Bahrain Student Branch to  
the organizing committee  
of the MESYP Congress



2020

The 2020 CMD  
Web Contest Award  
The IEEE Region 8  
Student Branch Chapter  
of the Year Award



2021

The Industry Engagement  
Committee Social Media  
Competition Award  
The IEEE Region Student  
Award Winners  
The IEEE Global  
and Region 8 Student  
Branch Website Contest Winners

# INSAT:

## • A benchmark engineering school

The National Institute of Applied Sciences and Technology created in 1992, is a public institution falling under the University of Carthage. INSAT offers post-baccalaureate education over five years plus an integrated preparatory cycle. In addition to a master's degree, INSAT also has doctoral education in four specialties.



Engineering Physics  
and Instrumentation

Computer Engineering  
and Mathematics

4  
Departments

Biological and Chemical Engineering

Social Sciences, Languages  
and General Education

# IEEE Region 8 SYP

## 💡 Presentation and past editions

### 1- An international congress

The Student and Young Professional Congress (SYP Congress) is an event that takes place every two years in Region 8. It gathers both student and young professional members from all Sections in the Region and it provides an opportunity to network and get to know over four hundred people from all over the world. During the Congress, a wide variety of workshops and lectures are organized, dealing with interesting topics in diverse technical fields and also related to soft skills.



### 2- History

- 1998 Istanbul, Turkey
- 2000 Eindhoven, Netherlands
- 2002 Cairo, Egypt
- 2004 Passau, Germany
- 2006 Paris, France
- 2008 London, United Kingdom
- 2010 Leuven, Belgium
- 2012 Madrid, Spain
- 2014 Krakow, Poland
- 2016 Regensburg, Germany
- 2018 Porto, Portugal
- 2020 Virtual SYP



## 💡 R8 SYP 2022

### 1- The Theme

Thanks to its historical heritage, Tunisia has naturally become a multicultural and a multilingual country. The country has always been open to migratory movements which are considered as a great opportunity for intercultural discovery and mutual tolerance. Tunisian culture is a product of more than three thousand years of history and an important multi-ethnic influx. Therefore, we want to take advantage of this edition of the SYP congress to show this off to the world and promote our identity.

## 2- The Program

Slot Time	Tue 2/8	Wed 3/8	Thu 4/8	Fri 5/8	Sat 6/8	Sun 7/8
7AM						Breakfast & Preparations
8AM						Transport
9AM						Keynote
10AM						Plenary Session
11AM						Closing Ceremony
12PM			Arrivals & Check-in	1 Workshop Session	1 Workshop Session	
1PM				Lunch		
2PM		Congress Check-in				
3PM		Arrivals & Check-in	Transport	Transport	Transport	
4PM			Transport	Tours & Group Photo	Career Fair	
5PM				(Oudhna Archeological Site)		
6PM					Poster Session	
7PM			Transport	Preparations for Dinner		
8PM					Transport	
9PM						Dinner
10PM						
11PM						Beach Party
						Tunisian Dinner
						Multicultural Evening
						GALA Dinner

Legend:

- Blue square: Activities at the university
- Red square: Activities at the City of Culture
- Brown square: Activities at the hotel

# IEEE Region 8 SYP

## 2- The Program

### Opening Ceremony:

The R8 SYP Congress will be inaugurated with the Opening Ceremony in order to welcome everyone. Several VIPs will attend, both from politics, technology fields and industry.

### Plenary Sessions:

At this SYP Congress, we will have various plenary sessions. Some of these sessions are reserved for presentations given by our sponsors, providing the unique opportunity for them to reach over 400 active and interested students and young professionals at once.

### Workshops and Talks:

To enrich the program, the plenary sessions will be followed by workshops, talks (either related to technical topics or soft-skills) and excursions, which complete the technical program in order to provide a memorable congress.



### Coffee Breaks:

Everyone needs a break every once in awhile, and our coffee breaks will be the perfect moment to exchange experiences and speak in a more relaxed way, making it easier for people to get to know each other. This is especially interesting for sponsors who want to get in touch with students and young professionals; for that reason, we also give the opportunity for a specific coffee break to be sponsored.

### Cultural Events:

The SYP Congress is not only a technical congress, but also a big chance for intercultural exchange.

For this reason, several social activities such as a Multicultural Dinner

### Gala Dinner:

A fancy gala dinner will be held in the SYP Congress where awards will be given. Many VIPs and sponsors will be invited to the gala dinner.



## 3- The Media Plan

We seek to create a well rounded communication that will target young students and professionals on an international scale using different media tools.

### Offline:

We will have a strong presence in different media outlets both locally and internationally.

### Online:

Our audience doesn't really know us. So we need to build our media plan around 3 steps: Getting it to know us - Like us - Trust us  
We will be using our Social media presence on : Facebook, LinkedIn, Instagram and our Web. We also hope to work with e-magazines and online publications to spread the word about the event.

### Media Partnerships:

We are working to partner with established media outlets to cover the event extensively.

### Audiovisual:

Short videos about the event - Teasers - Aftermovie - Live streaming

## OUR SOCIAL MEDIA PRESENCE



11k +  
**Facebook**

Video Reach: 5k +  
Image Reach: 8k +  
Most Popular Post: 11k +  
Interaction: 2k +



1.5k +  
**Instagram**



700 +  
**LinkedIn**



**Facebook Page**



**Instagram Page**



**Website**

## Past Media Coverage



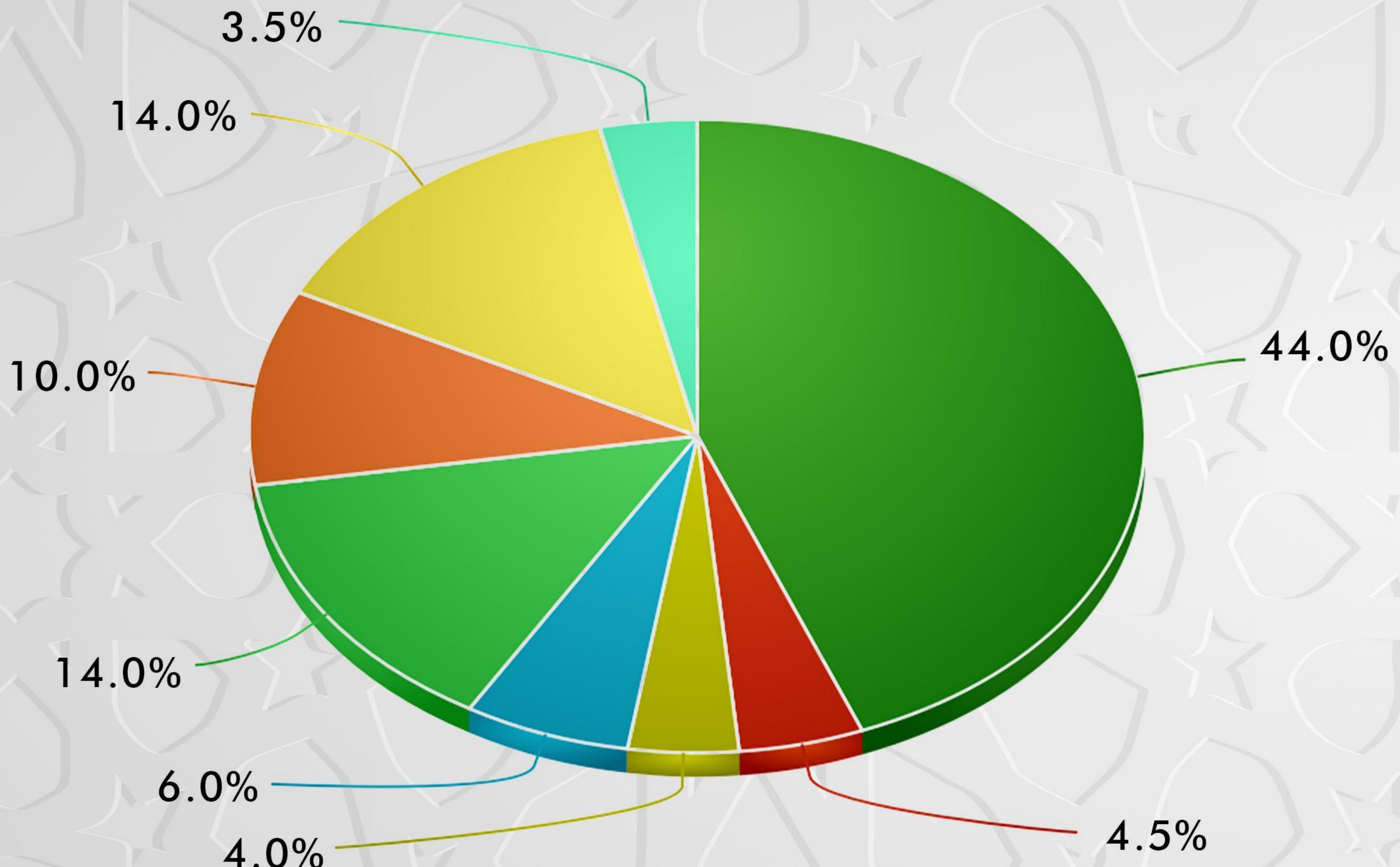
**TV5**



# IEEE Region 8 SYP

## 4- Approximative Budget

### Expected Expenses



# Why be our partner?

## ⌚ Our Cause

The primary cause of the SYP Congress is the exchange of experience and knowledge between young professionals and students from different parts of the world. The social activities during the congress are a great networking opportunity to start international collaborations. Another goal is to provide the opportunity for students and the industry to get in touch with each other, so decisions or plans for a career later on can be made and guidance and advice for students can be given.



## ⌚ Scope of the event: A networking opportunity

- By sponsoring this event, you will increase awareness for your company with a large number of diverse people.
- By giving talks and hosting workshops, you can not only show which great products and projects your company is working on, but directly promote your company as an attractive employer.
- As a lot of the participants occupy leading positions in IEEE student organizations and professionally, you get direct access to enthusiastic students with leadership qualifications and extracurricular experience.
- Furthermore, you can send your employees to the congress to meet young professionals and establish links to your local IEEE Student Branch and/or Young Professionals Affinity Group which can provide you with opportunities to get in touch with students after the congress.

- Accommodation
- Ceremonies
- Transport
- Meals
- Technical Activities
- Other Logistic Needs
- Social Activities
- Other Expenses

# Why be our partner?

# Sponsorship Packages



# Target Audience



**Undergraduate Students    Master Students**



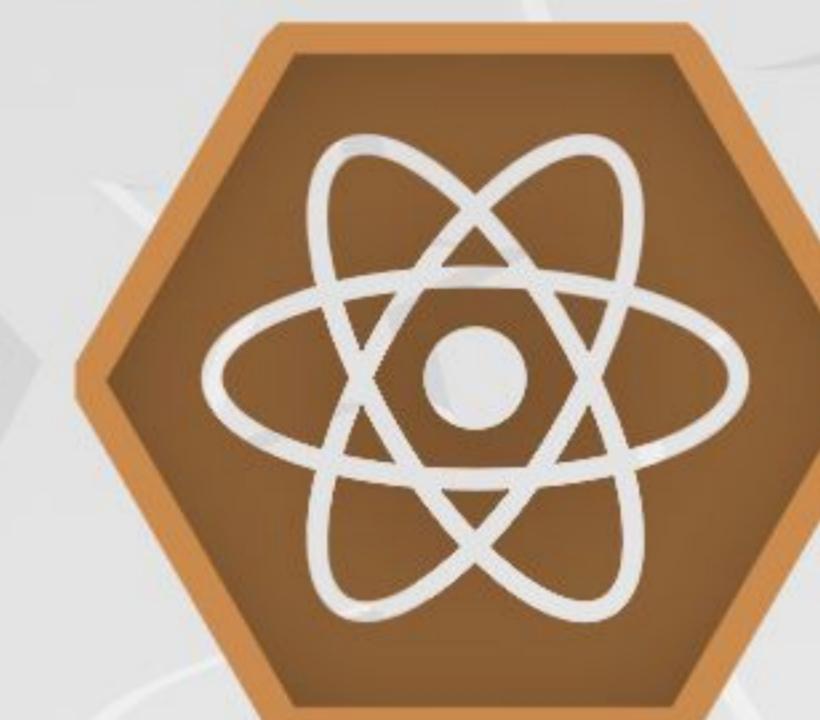
Master Students



PhD Students



## **Young Professionals**



## Representatives



IEEE Offic

Right to use SYP logo, photo and video materials for marketing purposes	X	X	X	X
Presence in welcome packs	Flyer	Flyer + Gadget	Unlimited Content	Unlimited Content
Physical presence in the congress*	1	1	1	2
Logo in sponsors page - Congress Website	Small	Medium	Large	Largest
Logo in sponsors page - Congress Mobile App	Small	Medium	Large	Largest
Company description on website/app	50 word max	100 word max	200 word max	300 word max
Roll up with other sponsors at Welcome Reception	X	X	X	X
Logo on Press Wall	X	X	X	X
Logo on badges	X	X	X	X
Logo in photo album	X	X	X	X
Logo on Congress Bag		Small	Medium	Large
Partnership announcement (duration prior to congress date) on all congress social media		X	X	X
Verbal acknowledgement in ceremonies		X	X	X
Recognition post on social media (after the congress)		X	X	X
Parade of logos during breaks		X	X	X
Rollup during chosen events (coffee breaks, workshops, plenary sessions...)		1 chosen event	3 chosen events	any number
Access to Participants CV /email**			X	X
Logo on congress T-shirt			X	X
Logo on Front of Website's Homepage			X	X
Promotional stand during chosen events (coffee breaks, workshops, plenary session)			2 chosen events	any number
Accomodation for delegates on our expense for the whole congress			1 dele-gate	2 dele-gates
Word at opening ceremony			1 min	2 min
Presence in Gala Dinner			1 Pres-ence	2 Pres-ences
Possibility to submit a video to be played during every break and put on website/app			15 s	30 s
Possiblity to host a workshop session***			X	X
Possibility to host a keynote/ plenary session***				X
Gala Dinner Support, with Big Banners and Speech				3 min
Sponsor logo on congress merch				X

\*: Congress fees won't be covered

\*\*. Upon their approval

\*\*\*: Optional for the sponsor



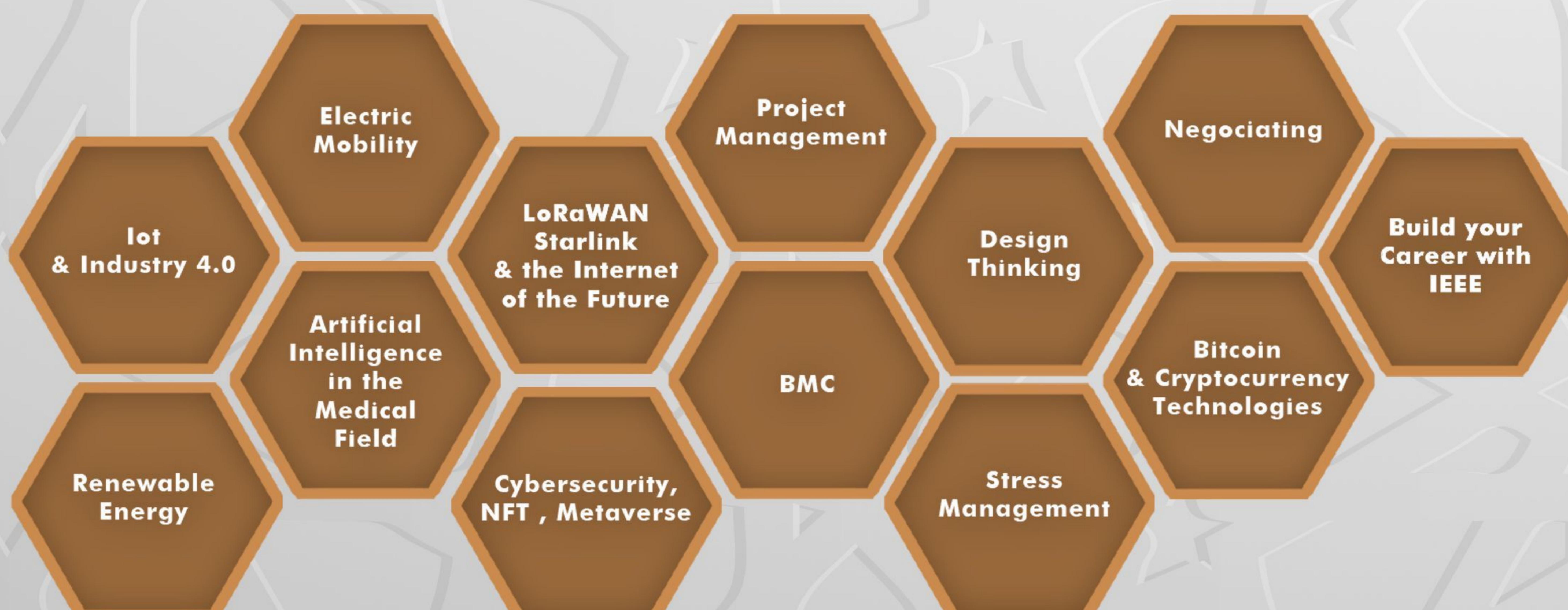
# A Spotlight on Tunisia

Tunisia is hosting this event for the first time in its history. This event will showcase the best and finest of what Tunisia has to offer. Our participants will get to experience Not only tunisian cuisine, culture and see great architectural marvels but also see what tunisian student , companies and industry professionals are working on in the fields of technology and science. They also have the chance to see the many venues and locations combining tradition and modernity. Tunisia is famous for its hospitality and its strides to break through in the technological field especially with its recent accomplishment as the first country in the maghreb to manufacture and launch its own satellite making Tunisia fertile ground for collaborations in the field of technology.





# Fields of Interest



# Career Fair

## Context:

As a part of our program and an axis we work on during this international congress, we are planning to host a Job Fair for our participants on the third day of the congress and will be around 3 hours. We plan to host it in a big conference room and we plan to provide our exhibitors with the stalls.

In case you are only interested in joining the Job fair as an exhibitor, a Partnership Proposal with detailed prices of different stalls packs should be provided.



## Benefits:

As an Exhibitor during this job fair, you can interact directly with Students and Young Professionals while having a background knowledge about them (through CVs).

You will also mend Professional Relationships with people from different continents therefore you can extend your network and gain new contacts all over the world.

You will also get the opportunity to introduce your company and its services in a minituous way, so not only recruiting potential profiles but also gaining potential clients/ service demanders .

We will also provide you the opportunity to make the interview on sight with those who apply in order to be time efficient.



## Audience:



Students looking for internships



Young Professionals looking for full time work opportunities

## Career Fair Packs:

	NonProfit Small Business	Basic	Premium	Exclusive
Booth	2*3	2*3	2*3	4*3
Electrical Connection + WIFI	X	X	X	X
Lunch for 2 persons	X	X	X	X
Media presence	One post on our event link and logo on the website		One post on our event link, logo on the website and media off coverage	
Access to our participants database	20%	50%	80%	100%
Booth placement	Depending on availability		Strategic	Strategic
1 night before the job fair (Double Room)			X	X
Stand at the opening of our Congress			3h	4h
CV reception 1 day prior			X	X
Access to interview booth			X	X
Video projection at the opening ceremony			X	
Stand in the university where workshops will be hosted			X	
Access to participants CV's			X	
	500\$ (no VAT)	700\$ (no VAT)	900\$ (no VAT)	1100\$ (no VAT)

**Personalized** (To be discussed in a meeting between the company, SYP Chair or Vice Chair and Head of Young Professionals)

Booth 2*3 during the job fair
Electrical Connection+WiFi
50% access to our database
1 night before the job fair (Double Room)
3 hours Stand in the university
<b>Doesn't include</b> strategic booth placement
<b>Doesn't include</b> access to interview booth
<b>Doesn't include</b> access to participants CV's

Starting from **800\$ (no VAT)**

# They trusted us in our previous editions



## kaspersky



جامعة دبي  
UNIVERSITY of DUBAI



**RIEDEL**  
The Communications People



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