

2017 IEEE Students & Young Professionals Congress
"Innovation, Leadership, Entrepreneurship"

Incorporating: 2017 YEP/IEEE Innovation Challenge



SPONSORSHIP PROSPECTUS



WELCOME

The IEEE is the world's largest technical professional society. IEEE's core purpose is to foster technological innovation and excellence for the benefit of humanity. IEEE Students and Young Professionals, an active and engaged portion of our membership, are interested in elevating their professional image, expanding their global network, connecting with peers locally, and giving back to their community.

Twenty years after the Dayton Peace Agreement and the end of the war, Bosnia and Herzegovina still faces economic, social, and political challenges. The youth of Bosnia and Herzegovina are aware of the range of problems they are facing. One of their major concerns is the indifferent attitude towards the needs of young people. At the same time, a significant number of them remain optimistic and have positive expectations regarding the progress of the country in the next few years.

Organized by the IEEE Bosnia and Herzegovina (BiH) Young Professionals Section, the 2017 BiH IEEE Student and Young Professional Congress (IEEE SYPC BiH 2017) will be held International Burch University, Sarajevo from 1-4 December. The congress will focus on inspiring the youth in Bosnia and Herzegovina to be more proactive in improving the economic status and brain drain in BiH by focusing on innovation, entrepreneurship and leadership. The congress will be a platform for ongoing collaboration, allowing students and young professionals to think creatively, develop new ideas, and work with the IEEE global community to realize their dreams.

In 2016, the first annual congress brought together over 100 students from 8 universities all over BiH and young professional engineers from numerous companies. The congress was attended by global innovation experts and entrepreneurs which included Sergio Fernandez de Cordova (Entrepreneurship Advisor to the Obama Administration), Ken Kujundjic (Vice-President for a leading IT governance organisation ISACA) and senior executives from the IEEE to name a few. The congress also featured an innovation challenge which resulted in the successful launch of three start-up companies by participants with our partner organisation the Youth Employment Project (<http://www.yep.ba/>). The congress inspired participants and thousands of others who followed the event and post event activities through the media.

The 2017 congress promises to set new benchmarks in attendance, prominent speakers & workshop facilitators, number of innovation projects presented and start-ups launched. The event is more than a classic congress and acts as a vehicle to empower and inspire the next generation of engineering and technology leaders who will play a pivotal role in helping Bosnia and Herzegovina flourish.

"The IEEE Student & Young Professionals Congress in Bosnia & Herzegovina, supported by IEEE and the Youth Employment Project (Swiss Embassy in BiH), is a gathering of young minds who wish to make a positive change in their homeland through education and professional networking. This congress has been recognised as a program that can help reduce youth unemployment and improve the economic status of the country. It has gathered support from the global IEEE leadership including the past and current presidents, board of directors, IEEE Entrepreneurship and Technical Activities I believe that together we can achieve everything we set our minds to. The young people of this country have the full support of me, my network and our diaspora."

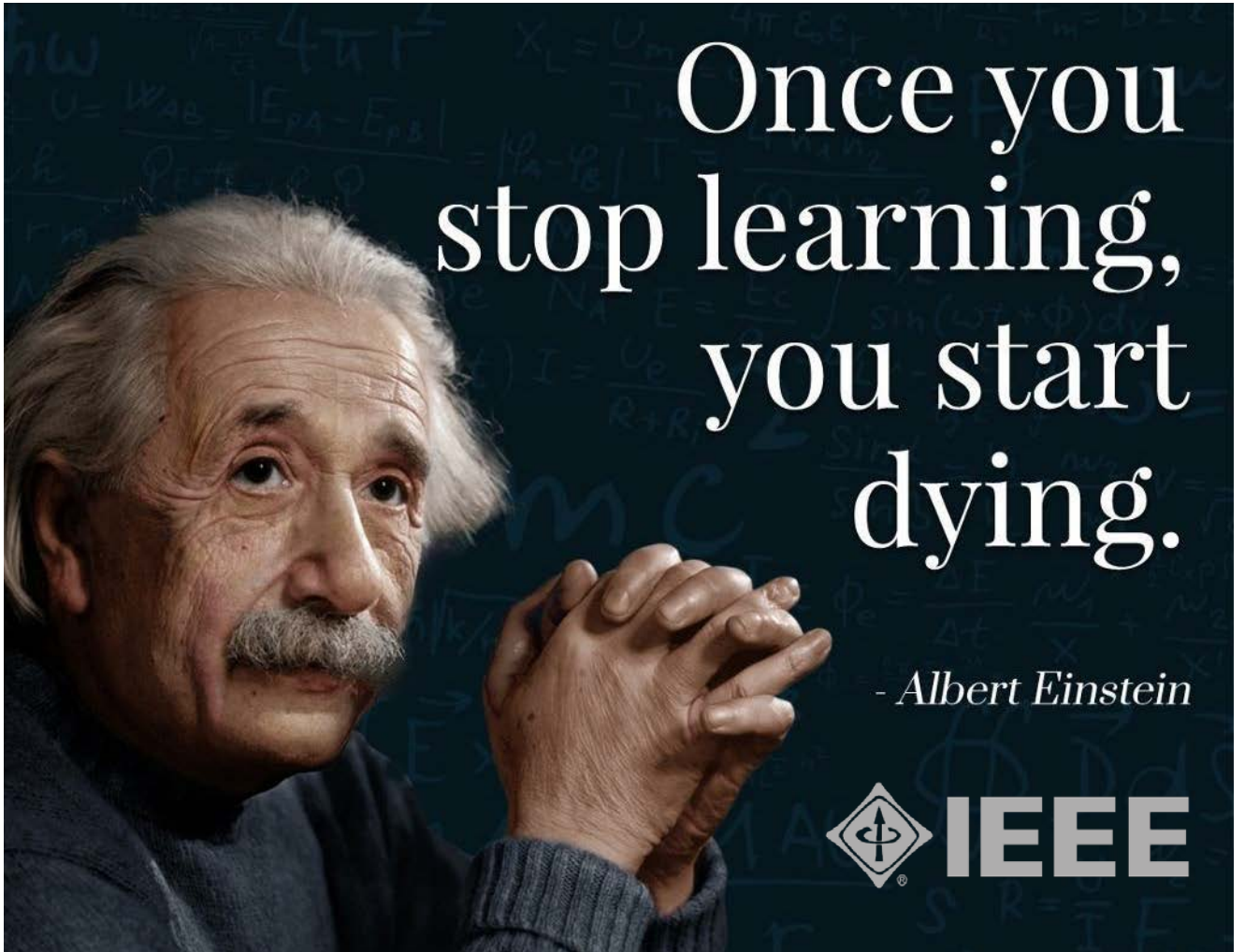


Edhem (Eddie) Custovic
Congress Founder & Steering
Committee Chair
Australian-Bosnian Academic,
Engineer, Entrepreneur,
Philanthropist

"Throughout the year, we worked on expanding the outreach through communication and "ideas incubator" development and improving the quality of provided support. It is imperative to note that the most demanding task is to establish a support scheme and foster a pipeline through which innovations/ideas will be channeled towards the markets. Although all those tasks are demanding and extremely difficult to achieve, there is no other way but to develop "a new model that makes the existing model obsolete", what represents the key role of IEEE and YEP cooperation. Global interest of the IEEE for our support to Bosnian young entrepreneurs proves that our results are noted worldwide and in turn motivates us to work harder and smarter in supporting young entrepreneurs in B&H."





Ranko Markus
Swiss-funded Youth Employment
Project Team Leader



Once you
stop learning,
you start
dying.

- Albert Einstein



“FAILURE IS AN OPTION
HERE. IF THINGS ARE
NOT FAILING, YOU ARE
NOT INNOVATING
ENOUGH.”

Elon Musk

ABOUT IEEE

“The world’s largest professional association dedicated to advancing technological innovation and excellence for the benefit of humanity.”

IEEE and its members inspire a global community to innovate for a better tomorrow through its highly cited publications, conferences, technology standards, and professional and educational activities. IEEE is the trusted “voice” for engineering, computing, and technology information around the globe.

- ✓ *IEEE produces over 30% of the world's literature in the electrical and electronics engineering and computer science fields, publishing well over 100 peer-reviewed journals*
- ✓ *IEEE offers educational opportunities such as IEEE e Learning Library, the Education Partners Program, Standards in Education and Continuing Education Units (CEUs)*
- ✓ *IEEE is responsible for more than 1,600 annual conferences and meetings worldwide. IEEE is also highly involved in the technical program development of numerous events including trade events, training workshops, job fairs, and other programs*
- ✓ *IEEE is one of the leading standards-making organizations in the world. IEEE has over 900 active standards, with over 500 standards under development*



IEEE in Bosnia and Herzegovina

Fifteen years ago Bosnia and Herzegovina formally became part a member of largest professional organization, IEEE (Institute of Electrical and Electronics Engineers), with core purpose to foster technological innovation and excellence for the benefit of society and humanity in general. B&H section is home to five student branches in five different cities (Banja Luka, East Sarajevo, Mostar, Tuzla, Sarajevo), with approximately 300 members, constituted by students and young professionals.

ABOUT CONGRESS

Organized by the IEEE Bosnia and Herzegovina (BiH) Young Professionals Section and the Youth Employment Project (Supported by the Swiss Embassy of BiH), the 2016 BiH IEEE Student and Young Professional Congress (IEEE SYPC BiH 2016) was held in Sarajevo from 1-4 December. IEEE SYPC BiH 2016 focused on providing youth in Bosnia and Herzegovina an insight into the various opportunities that exist within IEEE. The congress was a platform for ongoing collaboration, allowing students and young professionals to think creatively, develop new ideas, and work with the IEEE global community to realize their dreams. IEEE SYPC BiH 2016 gathered over 80 students and young professionals from 6 cities in Bosnia and Herzegovina, who had an amazing 4 days of knowledge sharing, networking and innovation!

The 2017 congress The 2017 BiH IEEE Student and Young Professional Congress (IEEE SYPC BiH 2017) will be held International Burch University, Sarajevo from 1-4 December. It will bring together almost 200 students & young professionals from Bosnia & Herzegovina and neighboring countries. The congress will focus on inspiring the youth in Bosnia and Herzegovina to be more proactive in improving the economic status and brain drain in BiH by focusing on innovation, entrepreneurship and leadership. The congress will be a platform for ongoing collaboration, allowing students and young professionals to think creatively, develop new ideas, and work with the IEEE global community to realize their dreams. The congress features the IEEE/YEP Innovation Challenge, the first of its kind in Bosnia & Herzegovina. An entire ecosystem has been developed to support entrepreneurs in BiH. Complementing the Innovation Challenge will be the Innovation Expo, bringing together not only congress participants but also, high school students, teachers, parents, industry experts and media.

Through a variety of technical and non technical workshops, industry lectures from global experts, professional networking and social events, students and young professionals will create new contacts, erase ethnic boundaries and develop collaborative relationships with industry in Bosnia and Herzegovina and around the world.

The 2017 congress promises to set new benchmarks in attendance, prominent speakers & workshop facilitators, number of innovation projects presented and start-ups launched. The event is more than a classic congress and acts as a vehicle to empower and inspire the next generation of engineering and technology leaders who will play a pivotal role in helping Bosnia and Herzegovina flourish.



VENUE & HOST CITY



Sarajevo is the capital and largest city of Bosnia and Herzegovina, with a population of 275,524. The Sarajevo metropolitan area, including Sarajevo, East Sarajevo and surrounding municipalities, is home to 466,000 inhabitants. Nestled within the greater Sarajevo valley of Bosnia, it is surrounded by the Dinaric Alps and situated along the Miljacka River in the heart of Southeastern Europe and the Balkans. Sarajevo is the leading political, social and cultural centre of Bosnia and Herzegovina, a prominent centre of culture in the Balkans, with its region-wide influence in entertainment, media, fashion, and the arts. Sarajevo was, and still is, a very culturally mixed city proudly known as the European Jerusalem – within a very short walking distance you come across Orthodox and Catholic churches, synagogues and mosques.

International Burch University

International Burch University (IBU) was established in 2008 in Sarajevo, capital of Bosnia and Herzegovina, with the goal of presenting a unique opportunity to rethink the very idea of a modern university and formulate a blueprint for the future.

Upon the Sarajevo Canton Ministry of Education decision, teaching process was started according to Bologna System of Education (3+2+3) entirely in English language within three faculties.

IBU is member of the private Bosna Sema Educational Institutions family, well known on the ground of Bosnia and Herzegovina for the success its students shows participating various educational competitions on federal, country and international level. Bosna Sema Educational Institutions offers the education in seven schools from primary school, through college up to university in cities of Tuzla, Bihac, Zenica and Sarajevo..



Why sponsor or donate?

“When you sponsor or donate, you are directly supporting the youth of Bosnia & Herzegovina. You are investing into the education of future innovators who will have the potential to add real value to society through technological products & services that shape our future economy.”

Your sponsorship and support will have the impact:

Bosnia & Herzegovina as a country

When striving towards the ultimate goal of becoming a developed nation, it is of strategic importance for Bosnia and Herzegovina to envision to become a nation that embodies entrepreneurial and innovation culture. In this context, IEEE SYP BiH 2017 will be an ideal platform to promote this concept. This is the first time Bosnia & Herzegovina will host an IEEE technology oriented congress that focuses on reforming education to emphasize the importance of innovation and entrepreneurship. At the moment, technological advancement in BiH is slow, and while there are pockets of success, it has had a meagre impact to the country's economy. The leverage we gain from the congress will bring about a new perspective for the Bosnia & Herzegovina's youth in the form of outside knowledge and best practices. The congress and student innovation development will definitely draw the attention of international investors which will play a major role in stimulating the economy.

Bosnia & Herzegovina IEEE Section

Organizing a event like this in Bosnia & Herzegovina is a very challenging task which requires continuous commitment and dedication. IEEE Bosnia & Herzegovina Section has a proven track record and the capability to showcase our potential to the remainder of the country, region, Europe and the whole world the potential students and young professionals have. As a budding section with a lifespan of more than 15 years, we have already shown our calibre in the past, winning regional IEEE individual and society awards.



**2017 Outstanding Section Membership
Retention Performance**

Bosnia and Herzegovina Section

Why sponsor or donate?

Benefits to sponsors

Be exposed to an International audience with a huge potential

With students, young professionals from all over BiH and many distinguished guests from Europe and the remainder of the world, IEEE SYP BiH 2017 will allow our sponsors to reach an international audience and promote their brand. With a wide variety of participants representing number of technical fields, the synergies that could be gained through this kind of promotion will be enormous. Supporting this event will allow sponsors to create an iconic image of their brand in the mind set of congress participants, international guests and the various media involved.

Long Term Relationship with IEEE Bosnia & Herzegovina Section

IEEE BiH Section wishes to maintain a long term bond with our generous sponsors who will be supporting the congress. Partnerships for future IEEE BiH activities and events will be possible through this which will help the sponsors to reap more benefits and enhance the relationship with local and international IEEE members.

Close Association with Industry Experts

IEEE SYP BiH 2017 will be a place where industry experts at both local and international arenas get together to disseminate knowledge on cutting-edge technologies in their respective fields. This will be an excellent opportunity for our sponsors to associate with the experts and gain insight into the available pathways to grow and expand their operations. Sponsors may sometimes get the chance to obtain expert opinion.

Get Introduced to the Vibrant Community of Young IEEE Members and future employees

We believe, the high calibre, enthusiastic young volunteers from all over the country to be the most valuable asset in IEEE BiH Section. The sponsors will be able to witness and identify the talents of these individuals, attain their services and at the same time promote their brand.



SPONSORSHIP OPPORTUNITIES



Sponsorship Benefits	Partner	Bronze	Silver	Gold
	10 Max	5 Max	2 Max	1 Max
Website and digital media				
Logo on Facebook Page	Yes	Yes	Yes	Yes
Hyperlinked company logo on the SYP BiH 2017 "Our Sponsors" webpage	Yes	Yes	Yes	Yes
Logo on attendee electronic information brochure		Yes	Yes	Yes
Logo in mass emails		Yes	Yes	Yes
Logo displayed in congress kit related items		Yes	Yes	Yes
Logo displayed in all promotional materials.		Yes	Yes	Yes
Promotional materials distributed with the congress kit	Yes	Yes	Yes	Yes
Logo on IEEE SYP BiH 2017 website home page			Medium	Large
Banners				
Logo on IEEE SYP BiH 2017 banner	Yes	Yes	Yes	Yes
Company banner stand at IEEE SYP BiH 20167		Yes	Yes	Yes
Flags displayed at venue entrance				Yes
Contributions to program				
Verbal acknowledgement at opening and closing ceremonies	Yes	Yes	Yes	Yes
Prioritized opportunity to offer panelists for panel discussions			Yes	Yes
Opportunity to set up a stall at congress venue		Yes	Yes	Yes
Short Speech/Video clip at opening ceremony				Yes
Conduct a competition to promote the brand among participants				Yes
Social and networking events				
Invitation to Formal Dinner		1	2	2
Partnership for future events of IEEE BiH Section			1	2
Free congress registrations	1	2	3	5
Other				
Logo on all IEEE SYP BiH 2017 memorabilia	Yes	Yes	Yes	Yes
Donation of gift to attendees pack		Yes	Yes	Yes
Access to database of résumé of all participating Congress delegates.			Yes	Yes
Fee (BAM)	500	1000	2000	5000

SPONSORSHIP LEVEL DETAILS

Gold (Maximum ONE)

Investment 5,000 BAM

Benefits

Website and Digital Media

- Hyperlinked company logo on the IEEE SYP BiH 2017 "Our Sponsors" webpage
- Large-sized logo on IEEE SYP BiH 2017 website home page
- Logo displayed in all promotional materials.
- Logo on Facebook Page
- Logo on attendee electronic information brochure
- Logo displayed in congress kit related items.
- Logo in mass emails
- Promotional materials distributed with the congress kit

Banners

- Flags displayed at venue entrance
- Company banner stand at IEEE SYP BiH 2017
- Logo on IEEE SYP BiH 2017 banner

Contributions to Programme

- Opportunity to set up a stall at congress venue
- Short Speech/Video clip at opening ceremony
- Conduct a competition to promote the brand among participants
- Verbal acknowledgement at opening and closing ceremonies
- Prioritized opportunity to offer panelists for panel discussions

Social and Networking Events

- Free congress registration for 5 delegates
- Invitation to Formal Dinner for 2 representatives (in addition to two registrants)
- Partnership for 2 future events of IEEE BiH Section

Other

- Logo on all IEEE SYP BiH 2017 memorabilia
- Donation of gift to attendees pack
- Access to database of résumé of all participating Congress delegates.
- You will receive a signed letter from the IEEE President acknowledging your contributions

Silver (Maximum TWO)

Investment 2,000 BAM

Benefits

Website and Digital Media

- Hyperlinked company logo on the IEEE SYP BiH 2017 "Our Sponsors" webpage
- Medium-sized logo on IEEE SYP BiH 2017 website home page
- Logo displayed in all promotional materials.
- Logo on Facebook Page
- Logo on attendee electronic information brochure
- Logo displayed in congress kit related items.
- Logo in mass emails
- Promotional materials distributed with the congress kit

Banners

- Company banner stand at IEEE SYP BiH 2017
- Logo on IEEE SYP BiH 2017 banner

Contributions to Programme

- Opportunity to set up a stall at congress venue
- Verbal acknowledgement at opening and closing ceremonies
- Prioritised opportunity to offer panelists for panel discussions

Social and Networking Events

- Free congress registration for 3 delegate
- Invitation to Formal Dinner for 2 representatives (in addition to the registrant)
- Partnership for 1 future event of IEEE BiH Section

Other

- Logo on all IEEE SYP BiH 2017 memorabilia
- Donation of gift to attendees pack
- Access to database of résumé of all participating Congress delegates.
- You will receive a signed letter from the IEEE President acknowledging your contributions

SPONSORSHIP LEVEL DETAILS

Bronze (Maximum FIVE)

Investment 1,000 BAM

Benefits

Website and Digital Media

- Hyperlinked company logo on the IEEE SYP BiH 2017 "Our Sponsors" webpage
- Logo displayed in all promotional materials.
- Logo on Facebook Page
- Logo on attendee electronic information brochure
- Logo displayed in congress kit related items.
- Logo in mass emails
- Promotional materials distributed with the congress kit

Banners

- Company banner stand at IEEE SYP BiH 2017
- Logo on IEEE SYP BiH 2017 banner

Contributions to Programme

- Opportunity to set up a stall at congress venue
- Verbal acknowledgement at opening and closing ceremonies

Social and Networking Events

- Free congress registration for 2 delegates
- Invitation to Formal Dinner for 1 representative

Other

- Logo on all IEEE SYP BiH 2017 memorabilia
- Donation of gift to attendees pack
- You will receive a signed letter from the IEEE President acknowledging your contributions

Partner (Maximum TEN)

Investment 500 BAM

Benefits

Website and Digital Media

- Hyperlinked company logo on the IEEE SYP BiH 2017 "Our Sponsors" webpage
- Logo on Facebook Page
- Promotional materials distributed with the congress kit

Banners

- Logo on IEEE SYP BiH 2017 banner

Contributions to Programme

- Verbal acknowledgement at opening and closing ceremonies

Social and Networking Events

- Free congress registration for 1 delegates
- Invitation to Formal Dinner for 1 representative

Other

- Logo on all IEEE SYP BiH 2017 memorabilia
- You will receive a signed letter from the IEEE President acknowledging your contributions

Individual (Unlimited) or Start-up company

Investment Less than 500 BAM --- Start-up company are required to pay full congress registration

Benefits

Website and Digital Media

- Your name will be acknowledged on the congress webpage

Other

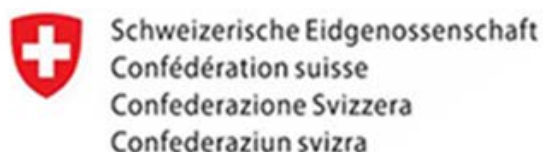
- Your name will be printed on a large canvas to be displayed at the congress
- Start-up companies are able to exhibit during the innovation expo

SPONSORS & PARTNERS

Supporting the IEEE Student and Young Professional Congress in BiH will mean that you are partnering with numerous local & international industry, academic and government organisations.



The IEEE acknowledges our Co-organiser



SUPPORT US

Bank Details

Name: Ziraat Bank Bosnia

Bank Address: Zmaja od Bosne 47c, 71000 Sarajevo, Bosnia and Herzegovina

Swift # (International): TZBBBA22

Name on Bank Account: Udruzenje studenata i inzinjera elektrotehnike IEEE BS

Bank Account (or IBAN) number: BA391860001610928106

Wire instructions or description to be included with wire: Company/individual name with SYP Congress

Along with formal recognition at the congress, all donations and sponsors will receive:

- ✓ Official IEEE thank you letter signed by IEEE President Elect Karen Bartleson
- ✓ Official receipt recognising contribution amount for tax deduction purposes

Notes

IEEE is a nonprofit corporation, incorporated in the state of New York on 16 March 1896.

IEEE qualifies as a tax-exempt organization as described under US Internal Revenue Code Section 501(c)(3), which is eligible to receive charitable contributions that are deductible for US income tax purposes.

Info and Contact Details:

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