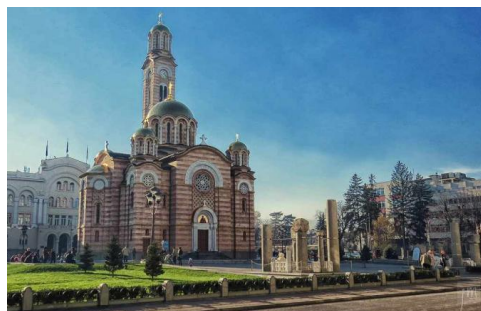


**2018 IEEE Students and Young Professionals Congress**  
**"Made Domestically, Used Globally"**

as a part of the **First BH Engineering Week**



**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.

Organized by the IEEE Bosnia and Herzegovina (BiH) Young Professionals Section, the **2018 IEEE Student and Young Professional Congress BiH** (IEEE SYPC BiH 2018) will be held at the university **Sarajevo School of Science and Technology**, in Sarajevo, **from 30<sup>th</sup> November till 2<sup>nd</sup> 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 topic of this year's Congress is **"Made in BiH"**, where domestic companies and experts, that have made it internationally, will be brought together to share their stories, struggles and inspiration. Students and young professionals from the whole country will have the opportunity to learn from those who have walked the path of success in their homeland and gain new insight into what it takes to make it there. The Congress will therefore represent 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, but will also serve as a platform for connecting our successful companies and individuals.

This year, IEEE SYP Congress BiH is a part of the larger initiative, called **First BH Engineering Week**. It has partnered up with other organizations around the country and will provide more activities in more communities around the country. Aside from the Congress, two workshops with the **IEEE Standards Association** will be organized (**21<sup>st</sup> November** in **Sarajevo** and **23<sup>rd</sup> November** in **Banja Luka**), aimed at planning the standardization of the BiH industry. The final aspect of the First BH Engineering Week is **III Business Strategic Forum (28<sup>th</sup> - 30<sup>th</sup> November, Tuzla)**, which will gather representatives from different companies and allow them to showcase their work, discuss collaboration and will host the **Founding Assembly of the Alliance of Engineering Organisations in BiH**.

In 2016, the first annual congress brought together over 100 students from 8 universities all over BiH and young professional engineers from numerous companies, while in 2017 congress has gathered over 400 participants from BiH and the whole world. The congresses were attended by global innovation experts and entrepreneurs, from Sergio Fernandez de Cordova (Entrepreneurship Advisor to the Obama Administration) and Ken Kujundjic (Vice-President for a leading IT governance organisation ISACA), to ground breaking scientists such as Martin Trtilek (Founder and CEO of Photon System Instruments) and Marina Ruggieri (Vice President of the IEEE Technical Activities, receiver of many scientific awards). The events were also attended by a large number of senior executives from the IEEE and recognized by the IEEE as a model to be implemented in other countries for their own Student and Young Professional communities. Last two congresses also featured an innovation challenge which resulted in the successful launch of several start-up companies by participants with our partner organisation the Youth Employment Project (<http://www.yep.ba/>).

The 2018 congress represents a shift of focus towards strengthening the connections between existing successful companies, the academia and the students. 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.

## LETTERS FROM OUR ORGANIZERS

*"It is my pleasure to welcome students and young scientists from our country and all over the world to the 3<sup>rd</sup> annual IEEE Student & Young Professional Congress to be held at the University Sarajevo School of Science and Technology (SSST), Sarajevo, BiH, 30 November - 02 December 2018. The Congress will be organised as a part of the First BH Engineering Week, where some of the most influential industry leaders and technology experts from Bosnia and Herzegovina, but also from worldwide, will be present here in Bosnia and Herzegovina. As before, the aim of the Congress is to inspire the youth in Bosnia and Herzegovina to be more proactive in improving the economic status and brain drain in BiH by focusing on novelty, entrepreneurship and leadership. We hope that you can join us and immerse yourself in 3 days of personal development, professional networking and innovative thinking."*

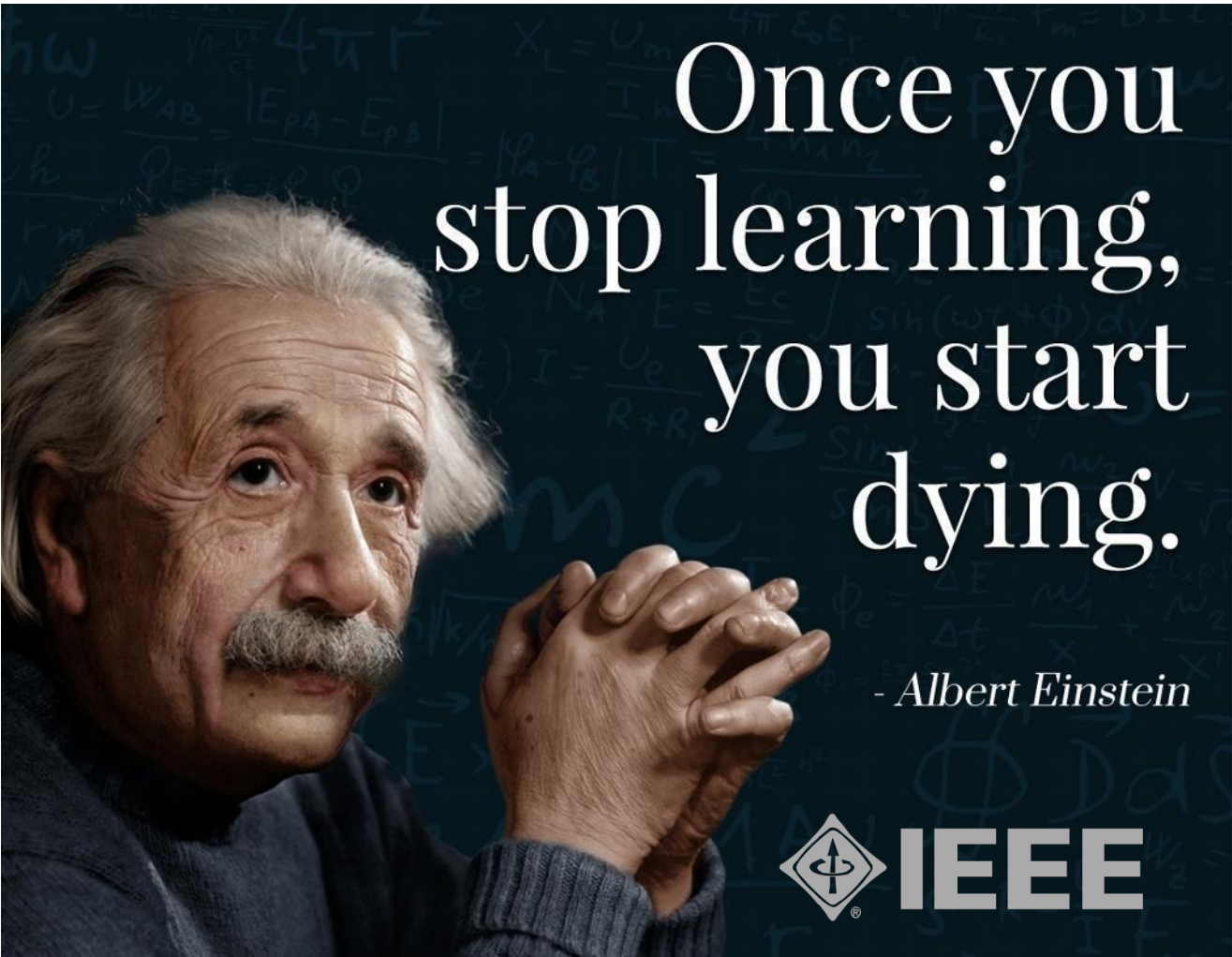


*Ajla Kulagic  
Congress Local Organising  
Committee Chair  
SSST Professor*

*"The IEEE Student and Young Professional Congress and the First BH Engineering Week it is a part of, represent an enormous step towards strengthening the engineering community in Bosnia and Herzegovina. This will also launch the notion that technical industry, something our country has always been famous for, is one of the main pillars of economic and societal growth. The Congress is a special gift for the students and young professional because it gives them the opportunity to advance their technical and professional skills. They also have a unique opportunity to connect to our industry, as this year's focus is on successful domestic companies that do international business. This is the next step in appreciating our talent more and shifting focus towards domestic companies."*



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



Once you  
stop learning,  
you start  
dying.

- *Albert Einstein*



**IEEE**



“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 nine 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

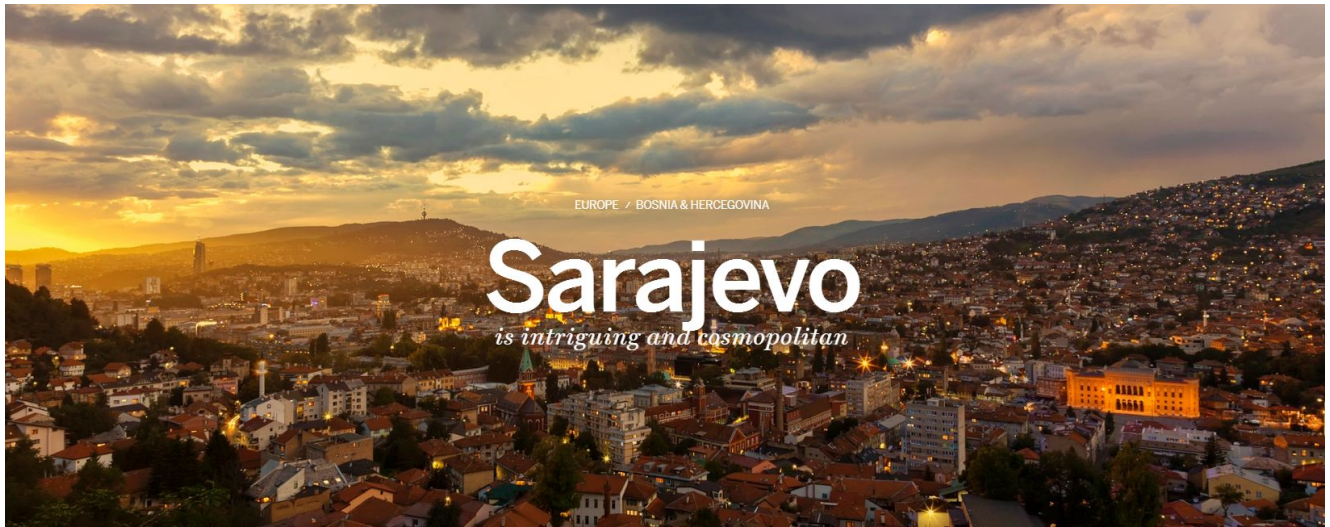
Organized by the IEEE Bosnia and Herzegovina (BiH) Young Professionals Section and the Youth Employment Project (Supported by the Swiss Embassy of BiH), the 2016 BiH IEEE Student and Young Professional Congress (IEEE SYPC BiH 2016) was held in Sarajevo 1<sup>st</sup> - 4<sup>th</sup> December, followed by the IEEE SYPC BiH 2017 a year after. IEEE SYPC BiH 2016 and 2017 focused on providing youth in Bosnia and Herzegovina an insight into the various opportunities that exist within IEEE. The congresses were 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 BiH, while IEEE SYPC BiH 2017 has gathered over 350 students and young professionals from BiH and abroad, who had amazing 4 days of knowledge sharing, networking and innovation!

The **2018 IEEE Student and Young Professional Congress BiH** (IEEE SYPC BiH 2018) will be held at the University **Sarajevo School of Science and Technology**, in Sarajevo, **from 30<sup>th</sup> November till 2<sup>nd</sup> December**. It will bring together almost 200 students & young professionals from Bosnia & Herzegovina and neighbouring 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 Innovation Challenge, the first of its kind in Bosnia & Herzegovina. An entire ecosystem has been developed to support entrepreneurs in BiH.

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 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.

## Sarajevo School of Science and Technology

The Sarajevo School of Science and Technology (SSST) was opened in October 2004, in Sarajevo, as the first private University in BiH. Dedicated to providing high quality, internationally competitive education and up-to-date programs, SSST is currently positioned as one of the region's leading universities, with unparalleled investments in infrastructure, research and scholarship opportunities. Its collaboration with the University of Buckingham (UK) makes SSST the only private University in BiH offering its graduates a dual degree for select academic programs.



SSST offers four-year academic programs for undergraduate studies in Computer Science, Information Systems, Economics, Political Science and International Relations, and Foreign Languages. SSST further offers full academic programs in Medical Sciences (Medicine, Dentistry, Pharmacy and Health Studies), as well as a three-year Bologna certified program within the Sarajevo Film Academy, all entirely taught in English.



## 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 on:**

### **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 2018 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 2018 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 mindset 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 2018 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
<b>Website and digital media</b>				
Logo on Facebook page	Yes	Yes	Yes	Yes
Hyperlinked company logo on the SYPC BiH 2018 "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 SYPC BiH 2018 website home page			Medium	Large
<b>Banners</b>				
Logo on IEEE SYPC BiH 2018 banner	Yes	Yes	Yes	Yes
Company banner stand at IEEE SYPC BiH 2018		Yes	Yes	Yes
Flags displayed at venue entrance				Yes
<b>Contributions to program</b>				
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
<b>Social and networking events</b>				
Invitation to formal dinner		1	2	2
Partnership for future events of IEEE BiH Section			1	2
Free congress registrations	1	2	3	5
<b>Other</b>				
Logo on all IEEE SYPC BiH 2018 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 SYPC BiH 2018 "Our Sponsors" webpage
- Large-sized logo on IEEE SYPC BiH 2018 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 SYPC BiH 2018
- Logo on IEEE SYPC BiH 2018 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 SYPC BiH 2018 memorabilia
- Donation of gift to attendees pack
- Access to database of résumé of all participating Congress delegates
- A signed letter from the IEEE President acknowledging the contribution

## Silver (Maximum TWO)

Investment 2,000 BAM

Benefits

### **Website and Digital Media**

- Hyperlinked company logo on the IEEE SYPC BiH 2018 "Our Sponsors" webpage
- Medium-sized logo on IEEE SYPC BiH 2018 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 SYPC BiH 2018
- Logo on IEEE SYPC BiH 2018 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 delegates
- 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 SYPC BiH 2018 memorabilia
- Donation of gift to attendees pack
- Access to database of résumé of all participating Congress delegates
- A signed letter from the IEEE President acknowledging the contribution

## SPONSORSHIP LEVEL DETAILS

### Bronze (Maximum FIVE)

Investment 1,000 BAM

Benefits

#### **Website and Digital Media**

- Hyperlinked company logo on the IEEE SYPC BiH 2018 "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 SYPC BiH 2018
- Logo on IEEE SYPC BiH 2018 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 SYPC BiH 2018 memorabilia
- Donation of gift to attendees pack
- A signed letter from the IEEE President acknowledging the contribution

### Partner (Maximum TEN)

Investment 500 BAM

Benefits

#### **Website and Digital Media**

- Hyperlinked company logo on the IEEE SYPC BiH 2018 "Our Sponsors" webpage
- Logo on Facebook page
- Promotional materials distributed with the congress kit

#### **Banners**

- Logo on IEEE SYPC BiH 2018 banner

#### **Contributions to Programme**

- Verbal acknowledgement at opening and closing ceremonies

#### **Social and Networking Events**

- Free congress registration for 1 delegate
- Invitation to formal dinner for 1 representative

#### **Other**

- Logo on all IEEE SYPC BiH 2018 memorabilia
- A signed letter from the IEEE President acknowledging the contribution

### Individual (Unlimited) or Start-up company

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

Benefits

#### **Website and Digital Media**

- Your name will be acknowledged on the congress webpage

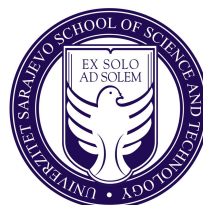
#### **Other**

- 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.

### IEEE SYPC 2018 Organizers



### Our Partners



Sarajevo. Banja Luka. Tuzla. 2018

## 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:

**Prof. Dr. Ajla Kulaglić**

Chair, Local Organising Committee

Faculty of Computer Science and Information Systems

Department of Computer Science

Sarajevo School of Science and Technology

Hrasnička cesta 3a, Ilidža 71210

Bosnia and Herzegovina

Tel: +387 (0) 33 975 018