IDETC-CIE

International Design Engineering Technical Conferences & Computers and Information in Engineering Conference

August 23-26, 2026 | Houston, TX USA

SPONSOR PROSPECTUS

Contact: exhibits@asme.org
https://event.asme.org/IDETC-CIE

IDETC 2026

ASME
SETTING THE STANDARD

IDETC-CIE

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THE CONFERENCE: IDETC-CIE focuses on cutting-edge technologies that shape the future of product design, development, manufacturing, and the integration of information systems across the entire product lifecycle. The 2026 event is a must-attend for those seeking to connect with decision-makers in academia, government, and industry who are driving innovation in these critical fields.

VENUE: Hilton-Americas Houston

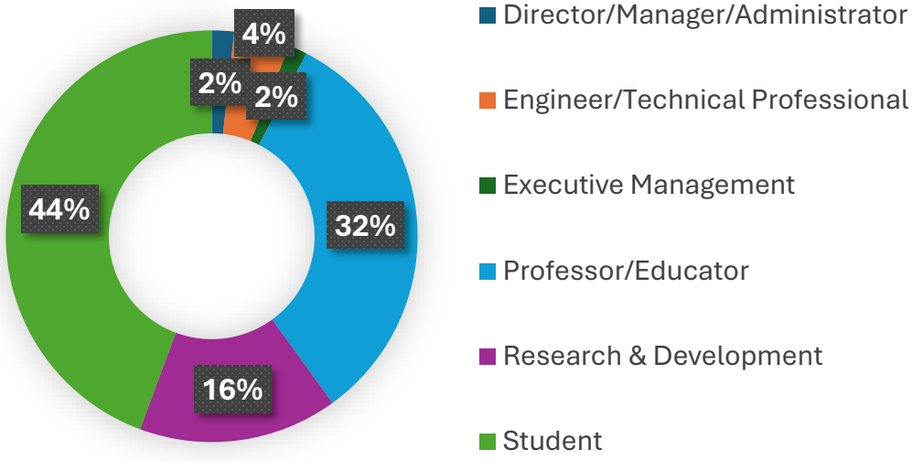
DATES: August 23-26, 2026

PROGRAM INCLUDES:

- Dedicated networking events for design-engineering researchers from across industries
- Interactive workshops and tutorials
- The ASME Computers & Information in Engineering Hackathon event for students
- 500+ technical presentations available covering key topics such as advanced vehicle technologies, design automation, robotics, and more

2025 Event in Numbers

Primary Job Function



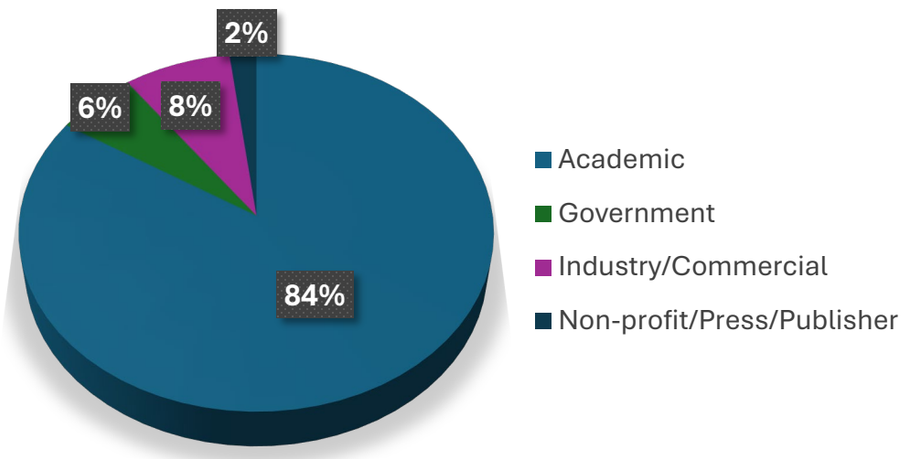
1,060

Total registrants

41

Countries represented at the event

Attendees by Category



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SPONSORSHIP PACKAGES

PACKAGE BENEFITS	Platinum $8,000	Gold $6,000	Silver $4,000	Bronze $2,000
Recognition as the attendee breakfast sponsor (one sponsor per day)	●			
Ad in the conference app homepage	●			
Sponsor highlighted on the event site homepage the month of the conference	●			
Discounted technical conference registration rate for employees	●			
Company-provided banner stand displayed at conference registration area	●			
Company-provided giveaway/promotional materials handed out at registration	●	●		
Logo included in marketing emails	●	●		
Complimentary full conference registrations	**3**	**2**	**1**	
Advertisement in the final digital program	**Full page**	**½ page**	**¼ page**	
2-minute video on sponsor page	●	●	●	●
Logo featured on the conference website, app, and on onsite event signage	●	●	●	●
Push Notifications in the Conference App	**2**	**2**	**1**	**1**
Complimentary 6 ft. table-top exhibit with two chairs	●	●	●	●
Pre-Show email to registered attendees	●	●	●	●

Conference Registration includes:

*Access to the technical conference, opening reception, offered meals, networking events, and coffee breaks

NEW! Event Sponsors receive discounted rates on ME branded media programs including:

- *Mechanical Engineering* magazine
- ASME Newsletters
- Sponsored Content
- Lead Gen
- SmartBrief Dedicated Emails

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ADDITIONAL SPONSORSHIP OPPORTUNITIES

Lanyards Sponsor - (**$2,000**) *Limit one sponsor*
Gain maximum visibility with colorful badge lanyards displaying your company name and/or logo on attendee lanyards. Lanyards to be provided by the sponsor.

Name Badge Insert Sponsor - (**$2,500**) *Limit one sponsor*
Black and white company name/logo printed on attendee badge inserts.

Session Room Sponsor - (**$2,250**)
Great logo visibility in the meeting room for the day with your logo on signage and on screen.

Caffeine Boost Break - (**$1,000**)
Opportunity to have your logo on the refreshment stands during the conference. Logo also featured on the coffee break page of the app.

Welcome Reception - (**$2,500**)
Great visibility at one of our premier receptions. Includes logo placement on the napkins and company-provided banner can be placed in the area.

Student Hackathon Sponsor - (**$4,000**)
The hackathon provides students and engineering practitioners with a unique opportunity to learn how data science and machine learning techniques can be leveraged to solve real-world engineering problems. This is a week-long virtual team event where students from across the globe are teamed up to solve real-world complex problems. The event culminates with final presentations, judging and winner announcements at the IDETC-CIE conference. Includes a speaking opportunity during a virtual general session. Exhibition space included.

Broadening Participation Poster Session Sponsor - (**$3,000**)
This is a new program, designed to highlight early career graduate students who are members of underrepresented groups within the DED. The sponsor logo will be included on the certificate and session signage. Exhibition space included. Company logo on fidget spinner giveaway for participants.

Conference Wi-Fi – (**$3,500**)
Attendees depend on reliable connectivity throughout the event—put your brand front and center with exclusive Wi-Fi sponsorship. Your company's logo will be prominently displayed on the Wi-Fi login splash screen and on the Wi-Fi information page in the conference app.

Custom Sponsorships
Let's create a sponsorship that's tailored to your goals. ASME will collaborate with you to ensure maximum visibility and return on investment.

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TABLETOP EXHIBIT

Cost: $1,500

Showcase your products, services, and innovations to over 1,000 attendees by securing a table-top booth at IDETC-CIE. This is a prime opportunity to connect with professionals actively seeking the latest in emerging technologies that address key engineering challenges across product design, development, manufacturing, and information systems integration.

Attendees include design and manufacturing engineers from academia, government, and industry—all looking for solutions that shape the full product life cycle.

Benefits include:

- One 6-foot draped tabletop with two chairs
- One booth personnel badge
- Product category and company description in the online exhibitor directory with press releases, logo, videos, brochures, and more
- Lead Retrieval
- Listing in the conference app with log
- One newsfeed post by ASME on the conference app

Exhibit Hours - See the exhibit hours, set up and breakdown listed below. Note, dates & times are subject to change

Sunday, August 23:	**Monday, August 24:**	**Tuesday, August 25:**	**Wednesday, August 26:**	**Wednesday, August 26:**
Setup: 10:00 am – 5:00 pm	Exhibit: 7:00 am – 9:00pm	Exhibit: 7:00 am – 6:00 pm	Exhibit: 7:00 am – 3:00 pm	Break down: 3:00 pm – 7:00 pm

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