



## Benefits of Co-Sponsoring a Conference with IEEE

### IEEE credibility and reputation

- IEEE is the world's largest technical professional organization dedicated to advancing technology for the benefit of humanity.
- The IEEE brand brings instant credibility and recognition to a conference.
- 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.
- There are more than 420,000 IEEE members in over 160 countries.
- IEEE publishes a third of the world’s technical literature in electrical engineering, computer science, and electronics and is a leading developer of international standards that underpin many of today's telecommunications, information technology, and power-generation products and services.

### Trusted content in IEEE *Xplore*

- Researchers rely on IEEE for trusted information.
  - Seven million downloads each month is strong evidence that the IEEE *Xplore*® digital library provides authors with the “findability” they seek.
- IEEE sponsored conferences are eligible to apply for participation in the Conference Publication Program which manages proceedings submissions to IEEE *Xplore*
- Consistent quality and high demand make IEEE publications trusted sources for researchers in corporations, academia, and government.

### Optimized author visibility

- IEEE journals and conference proceedings receive nearly three times the patent citations of competing publishers, which gives IEEE authors a distinct mark of credibility with trusted content
- IEEE maintains active partnerships with abstracting and indexing providers such as Elsevier, Thomson Reuters, ProQuest, IET, and NLM to maximize the discovery of author works.
- As a member of CrossRef, IEEE *Xplore* articles include outbound reference links to other publisher content registered in the CrossRef system.
- IEEE *Xplore* is indexed by Google™, allowing Google search results to include links to IEEE *Xplore*
- Authors find that publishing with IEEE ensures professional development and exposure of their work

### **Conference promotion support**

- IEEE is one of the most recognized brands globally and will bring credibility to any event.
- IEEE sponsored conferences are eligible to utilize the IEEE brand and logo on call for papers, flyers, websites and other promotional efforts.
- Listing in the IEEE Conference Search allows your conference to be discovered by authors and attendees seeking events
- Email marketing services to reach the IEEE target audience with call for papers and other announcements

### **Business Operations Support**

IEEE Staff will assist IEEE financially sponsored conferences:

- Conference Mentor Program
- Contract review and approval
- IEEE banking options
- IEEE member validation for conference registration
- All phases of conference financial management – budgeting, banking, reporting, closing, auditing, tax issues
  - MCE will provide an financial analyst for each conference, performing duties in an Assistant Treasurer role

### **Conference publication support**

- IEEE makes tools available to assist conference committees manage proceedings workflow and make it easy to publish and deliver your content
  - CrossCheck – Enables conferences to identify potential cases of plagiarism during the review process. CrossCheck compares conference proceedings against a database of published technical papers and web pages, and provides a summary report that highlights instances of plagiarism or previously published work
  - IEEE Electronic Copyright Form (eCF) – Web based tool that simplifies the transfer of author ownership rights of the intellectual property to IEEE
  - IEEE PDF eXpress & PDF eXpress PLUS Online tools that assist IEEE conference organizers in obtaining IEEE *Xplore*<sup>®</sup> compatible PDFs from authors
  - Packing List Generator - Program to itemize and sequence of all PDF files for the conference proceedings and create a required packing list for content submission

### **Event management support**

- IEEE has a full suite of optional event management services available, including full event management, a la carte event management, registration and audience development services
- IEEE has preferred status with leading hotel chains and event technology providers, allowing your conference to leverage IEEE buying power