McMaster University | Engineering
Centre for Career
Growth & Experience



CELEBRATING

# Women in Engineering

## Networking and Empowerment Night

February 3, 2027 | The Loft | McMaster University

# Event Information

Join us in supporting the Women in Engineering Networking and Empowerment Night, an event that brings together students, professionals, and industry leaders to connect, learn, and inspire.

The evening will include a keynote address, panel discussion and open networking. Your attendance will directly contribute to creating opportunities for networking and mentorship while showcasing your organization as a champion of equity and talent within the engineering community.

| **Participation Reach Opportunity** | |
|---|---|
| **In Person** | **2025/2026 Event Numbers**<br>• 250+ Registrants<br>• 154 Attendees |
| **Social media channels** | • Faculty LinkedIn: 23,880<br>• Centre LinkedIn: 237<br>• Mac Eng Instagram: 22,000<br>• Women in Eng IG: 4,500<br>• Centre Email List: 10,000<br>• McMaster Website Article: 800 page views |

# Event Participation Options

| | Recruitment Level<br>$350* | Title Level<br>$2000** |
|---|---|---|
| Attendance of company representatives. | ✓ | ✓ |
| Dedicated 6ft table with ability to distribute company promotional material and use of own branded tablecloth. | ✓ | ✓ |
| Access to resume book of student attendees. | ✓ | ✓ |
| Mentions across social media channels, including LinkedIn and Instagram. | ✓ | ✓ |
| Highlight of companies attending in promotional emails and registrant emails. | ✓ | ✓ |
| Logo placement on event promotional material and signage. | ✓ | ✓ |
| Company name placement on event promotional material and signage. | | ✓ |
| Five minute remarks opportunity of 1 company representative. | | ✓ |
| Attendance of 1 company representative to speak on the panel. | | ✓ |

**Recruitment Level Participation includes event ticket of $350+tax.*
***Title Level Participation includes event ticket of $350+ tax and $1650 sponsoship*