



EAEIE'2025
 18-20 June 2025
 Cluj Napoca , Romania

The 34th Annual Conference of the
 European Association for Education in Electrical and Information Engineering

SPONSORSHIP & EXHIBITION PROSPECTUS

<https://eaeie2025.utcluj.ro/>



Organized by:

EAEIE
 European Association for Education in
 Electrical and Information Engineering



TECHNICAL UNIVERSITY
 OF CLUJ-NAPOCA
 ROMANIA

Member of
EU+ EUROPEAN UNIVERSITY
 OF TECHNOLOGY

IEEE Education Society
 Romania

I. About the Annual Conference of the European Association For Education In Electrical And Information Engineering – EAEEIE’2025

1. Main topic of the 34th Annual EAEEIE Conference is:

"Next-Level Learning: How Emerging Technologies are Reshaping Education?"

The EAEEIE Annual Conference is organized each year by the European Association for Education in Electrical and Information Engineering (EAEEIE). In recent years, the conference proceedings have been published via IEEE Xplore® and indexed in major academic databases. For the 34th Annual EAEEIE Conference in 2025, we will apply for IEEE Xplore indexing once again. The event is technically co-sponsored by the IEEE Romania Section Education Chapter .

2. What is EAEEIE?

EAEEIE is the European Association for Education in Electrical and Information Engineering is a European non-profit organization comprising members from nearly seventy universities across Europe, most of which focus on education in Electrical and Information Engineering (EIE). Its mission is to enhance EIE education by promoting the understanding of European education practices, fostering industry collaboration, supporting lifelong learning, facilitating credit transfers in international exchanges, and contributing to scientific and educational research. EAEEIE also works to establish standards for EIE education.

3. Conference goals

EAEEIE’2025 Conference primary goal is to connect academic staff, researchers, and professionals in EIE from across Europe and beyond, offering a platform to exchange ideas, share information, and advances in EIE education. Younger colleagues and students are particularly encouraged to participate, as the conference provides an excellent opportunity to learn about European research, teaching methods and institutional projects. Participants attending this conference will gain insights into the latest technological advancements and how these tools are transforming educational practices. This knowledge can help educators, researchers, and institutions stay ahead of trends and adopt innovative methods to enhance learning outcomes.

Whether it's sharing challenges or collaborating on new approaches, the conference serves as a think tank for evolving educational practices. By fostering connections between higher education institutions and companies at the forefront of emerging technologies in engineering, the event creates a dynamic platform for innovation. These partnerships bridge the gap between academic research and industry application, ensuring that curricula stay aligned with real-world technological advancements.

4. Past EAEEIE conferences

The EAEEIE conferences were organized since 1990 as follows:

1990 Vigo, Spain	2001 Nancy, France	2012 Cagliari, Italy
1991 Rimini, Italy	2002 York, UK	2013 Chania, Greece
1992 Stafford, UK	2003 Gdańsk, Poland	2014 Çeşme, Turkey
1993 Praga, Czech Republic	2004 Sofia, Bulgaria	2015 Ballerup, Denmark
1994 Reims, France	2005 Lappeenranta, Finland	2017 Grenoble, France
1995 Bologna, Italy	2006 Craiova, Romania	2018 Reykjavík, Iceland
1996 Oulu, Finland	2007 Praha, Czech Republic	2019 Ruse , Bulgaria
1997 Edinburgh, UK	2008 Tallinn, Estonia	2021 Praga, Czech Republic
1998 Lisboa, Portugal	2009 Valencia, Spain	2022 Coimbra, Portugal
1999 Capri, Italy	2010 Palanga, Lituania	2023 Eindhoven, Holland
2000 Ulm, Germania	2011 Maribor, Slovenia	2024 Paris, France

5. Conference topics

Conference topics include, but are not limited to:

I. Special Topics EAEEIE 2025
1. Artificial Intelligence, Immersive technologies used in Engineering Education. Cybersecurity
2. IoT, Gamification, Virtual Labs & PBL, CBL in engineering education
3. E-learning, mobile learning & computer-based learning, MOOC (Massive Open Online Course). Social media in engineering education
4. Education & Research activities in cooperation with the industry
5. Young researchers in Electrical and Informational Engineering (special session dedicated to Bachelor, Master, PhD students)
II. General Topics in Education in EIE
1. Curricula for Global Technical Challenges, European Curriculum design. Quality management & Accreditation in technology-rich environments
2. Entrepreneurship and Employability skills development
3. Impact of technologies (use of AI) on students' assessment. Plagiarism. Ethics
4. Development of Soft Skills in Engineering Education

6. Who are the participants at the EAEEIE '2025?

- Professors and Academic researchers
- Faculty and Instructors
- PhD Students, Master, Bachelor Students Engineers
- Designers
- Software developers
- Course developers
- Academic decision markers
- Association board members, executives
- Technology developers and providers
- Institutional leaders & academic decision-makers
- Quality assurance experts
- Consultants
- Policy markers
- Government officials
- Leaders of quality assurance agencies & accreditation bodies
- Members of the boards of governors of higher education institutions
- Electrical and Information Engineering experts

II. Becoming an EAEEIE'2025 SPONSOR

1. The Benefits of an EAEEIE'2025 Sponsor

The main benefits gained by sponsors:

- Significant marketing advantages
- Direct access to an audience from private and public sectors including key decision makers and influencers, academics and researchers in Electrical & Information Engineering
- Use of this event as a platform to grow your company/brand
- Showcasing of your services and/or products
- Enhancing your company profile to an international audience
- Increased business potential and development of new contacts
- Enhancing visibility and image – differentiating your company from competitors
- Development of closer and better relationships with academic staff and researchers in the field of EIE, customers, both existing and potential

2. Sponsorship Package Opportunities

Type	Gold (1 place available) 10.000 €	Silver (3 places available) 5.000 €	Bronze (10 places available) 1.000 €
Oral Acknowledgement as a sponsor	X	X	-
Branding on conference website	X	X	X
Roll-up with branding in the plenary room	X	-	-
Exhibition Table	Upon request	Upon request	Upon request
Complementary Registration	5 x Registrations including Welcome reception & Gala dinner	2 x Registrations including Welcome reception & Gala dinner	1 x Registrations including Welcome reception & Gala dinner
A link to the company's website from the conference website	X	X	X
Insert in the Delegate Pack	X	X	-
Converge in Promotional Campaign	X	X	X

Gold Sponsor Benefits 10.000 € (1 place available)
<ul style="list-style-type: none"> • Oral acknowledgement as a sponsor at the conference • 5 full complimentary registration to include: attendance at sessions, coffee breaks and lunch catering, Welcome Reception and Gala dinner • Including a Roll-up (85x200) with branding in the plenary room • Coverage in Promotional Campaign • Insert into the delegate pack (to be provided by sponsor) • Branding on the conference website with a link to your company website from the official conference website
Silver Sponsor Benefits 5.000 € (3 places available)
<ul style="list-style-type: none"> • Oral acknowledgement as a sponsor at the conference • 2 full complimentary registrations to include attendance at sessions, coffee breaks and lunch catering, Welcome Reception and Gala dinner • Branding on the conference website with a link to your company website from the official conference website • Exhibition Table at a Premium location in TUCN HUB • Coverage in Promotional Campaign • Insert into the delegate pack (to be provided by sponsor)
Bronze Sponsor benefits 1000 € (10 places available)
<ul style="list-style-type: none"> • 1x full complimentary registration to include attendance at sessions, coffee breaks and lunch catering, Welcome Reception and Gala dinner • Branding on the conference website • Exhibition Table (with power) in TUCN HUB • included in the main delegate registration • Coverage in Promotional Campaign

3. ADDITIONAL SPONSORSHIP OPPORTUNITIES

Individual Co-sponsoring Opportunities Available	Cost
1. Welcome Reception (Sunday June 15) The opening welcome reception of EAEEIE 2024 Annual Conference is an important networking event bringing together the leaders of the field, delegates and sponsors. Benefits: <ul style="list-style-type: none"> • 3 participants from the company to Welcome Reception • Pre-branding conference promotional materials • Website and On-site branding • Inclusion in Conference online program 	3.000 €
2. Conference Coffee break (per day) <ul style="list-style-type: none"> • Pre-branding conference promotional materials • Website and On-site branding • Inclusion in Conference online program 	2.000 €
3. Conference Gala Dinner (Monday June 16) <ul style="list-style-type: none"> • 5 participants from the company to Gala Dinner • Pre-branding conference promotional materials • Website and On-site branding • Inclusion in Conference program online 	5.000 €

The branding planned to be used during sponsored events are to be discussed with the organizers, so please contact: Laura.Grindei@ethm.utcluj.ro

For further information please visit the conference website: <https://eaeeie2025.utcluj.ro/>.