Hosting a successful Lobby Day Event

Read on for instructions and tips to help you receive the most from your Lobby Day in the Engineering Education and Research Center (EER). EER is home to the ECE Department, as well as the Cockrell School of Engineering student groups, engineering student services offices, and engineering career services. Approximately 3600 students pass through the building each day for classes, and many more come to the new building to study, meet, and eat while on campus.

Lobby Days take many forms, but is a highly recommended way to introduce your brand to a large number of students. Most common are coffee chats with engineers, and exhibits and demonstrations of engineering equipment and software tools. Offer refreshments and swag, bring signage and flyers, and consider playing games or offering a raffle to increase opportunity for interaction. Consider a fun theme, such as ice cream social, coffee chat, or cookie break. It’s your chance to be creative! See photos of lobby day setup here.

Parking

If you bring a vehicle to campus, we suggest parking in one of the nearby university garages. The closest garages to the EER building are the San Jacinto Garage (2401 San Jacinto Blvd, Austin, TX 78705) or the Speedway Garage (105 E. 27th St, Austin, TX 78712). See map here. Click for parking garage rates and info.

Location

Lobby Days are held in the Engineering Education and Research Center (EER), located at 2501 Speedway, Austin, TX 78712.

The EER 2nd Floor Lobby is located inside of the building’s main entrance off Speedway; it serves as the main connector lobby between the two towers of our building and is located just outside of the entrance to O’s Campus Café. This central location makes the lobby ideal for meeting students passing through the building.

Check-in

When you arrive in the EER, make your way to room 2.864 on the second floor and check in with us (ask for Jennifer Campbell). We will provide you with WiFi access and any materials you may have shipped for your event. Note that the space is available 1/2 hour before your official event start time (the time advertised to students).

Set-up

We will provide three tables (8’ x 2.5’), two chairs, and access to one electrical outlet with an extension cord and power strip. See map here.

Our Facilities Services team will complete your furniture setup an hour before the official event start time (that is advertised to students). You will be able to accept your catering delivery and begin setting up your materials at that time.
Advertising

Corporate partners are encouraged to provide advertising materials to us 10 days before the event so that we may print and distribute. Please provide a 24 x 36 inch, portrait PDF file.

On all promotional materials, be sure to include the event time, event location, company name and logo, and information about what students can expect. For example, will you have engineers on hand to chat informally with students? Are you providing food, demos, or giveaways?

Catering

Catering in the EERC is unrestricted. Here are a few of the most popular catering choices for Lobby Day events:

Breakfast Tacos
- Juan in a Million
- Taco Deli

Coffee & Pastries
- O’s Campus Café
- Shipley’s Donuts
- Texas Coffee Traders

Sandwiches
- Fricano’s Deli
- Jimmy John’s

Sweets
- Tiff’s Treats
- Sweetish Hill
- Amy’s Ice Creams

Other Fun Ideas
- Daily Juice (smoothies)
- Cornucopia (popcorn)

Be sure that you or the caterer provide plates, cups, napkins, utensils, serving pieces, etc. The ECE Department will not be able to provide these items.

Be certain that you are available to accept the delivery of items. The ECE Department will not do so. Catering should arrive no earlier than one hour before your set start time.

Once you have selected a caterer, let your ECE corporate representative know which catering vendor you selected at least 3 business days before the event.

Caterers can deliver to the EER loading dock. See the Loading section below for more information.

WiFi Access

Complimentary wireless Internet access for corporate guests is available at https://www.utguest.org/.
Other helpful tips

- Consider using student interns or ambassadors to help staff your event.
- Giveaways, in conjunction with a same-day event with a student group, can help drive participation at both events.

Loading Dock

If you or your selected catering vendor need to unload materials, 30 minute parking is permitted at the loading dock in Lot 25, near 301 E Dean Keeton St. Entrance at south side of E Dean Keeton ST., just west of the SW corner of E Dean Keeton St. & San Jacinto Blvd. Look for the blue ECJ and EER Deliveries sign on the brick wall (see the Lot 25 Google Maps Pin). The EER Loading Dock is the second dock on the right. Once you have arrived at the dock, use the Floor Zero diagram to make your way to the event space. See map here.

Shipping

Giveaways, banners, table covers, demo equipment, and other materials can be shipped in advance. Be sure to track all shipments, and make sure they are scheduled to arrive before the date of your event. Shipments that are scheduled to arrive the same day of your event may not be delivered on time.

SHIP TO:
The University of Texas at Austin
Dept. of Electrical and Computer Engineering
Attn: Jennifer Campbell, Lobby Day
2501 Speedway, Stop C0803, EER 2.864
Austin, TX 78712

If you need to ship materials after the event, be sure you have return labels and tape. UPS and FedEx both service our building, but you'll need to call to arrange for pickup, as they might not visit us each day. You can return the shipment-ready items to your corporate representative before 5 PM Monday–Friday, and then call in the return order to be picked up the following day.