IEEEXtreme
10.0
Media and Press Kit

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Kit Contents:

- Introduction to IEEEXtreme

- IEEEXtreme 10.0 Promotional Flyer

- IEEEXtreme Media and Web Assets

- Sample Press Release for Local Advertising

- IEEEXtreme Facts and Figures

Introduction

IEEEXtreme is a global challenge in which teams of IEEE Student members, supported by an IEEE Student Branch, advised and proctored by an IEEE member, compete in a 24-hour time span against each other to solve a set of programming problems.

IEEEXtreme 10.0 will be held 22 October 2016 00:00:00 UTC and teams' registration opens 16 August, 2016.

Included in this press kit is a promotional flyer that can be printed and displayed at local colleges and universities, a list of useful media and web assets, sample language for local advertising, and IEEEXtreme facts and figures.

Any questions concerning IEEEXtreme can be emailed: IEEEXtreme@ieee.org

Frequently asked questions and answers page: http://goo.gl/a24B9a

IEEEXTREME
PROGRAMMING COMPETITION 10.0
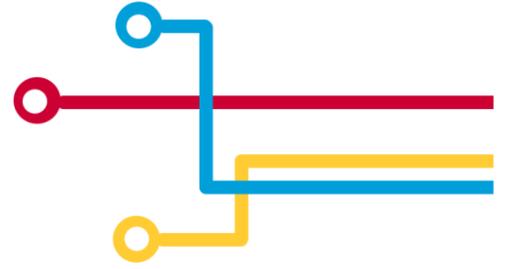
22 October 2016

Starting at 00:00:00 UTC

IEEEXtreme is a 24-hour online coding competition, within which a worldwide community of college and university students enjoy an engaging set of unique programming challenges.

WHO CAN COMPETE?

- Teams of up to three collegiate students who are current IEEE student members

- A local college or university may form multiple teams

WHERE IS THE COMPETITION HELD?

- IEEEXtreme is a virtual event, but teams often organize around their local IEEE Student Branch

WHAT COULD I WIN?

- Fame: Unlimited bragging rights and an item for your resume

- Fortune: The Grand Prize is a trip to the IEEE conference of your choice, anywhere in the world

Not an IEEE member?

If you are not a student member, you can join both IEEE and IEEE Computer Society for US$35 or US$40, depending on location. Current IEEE student members can add IEEE Computer Society Student Membership for just US$8.

www.computer.org/students

IEEE
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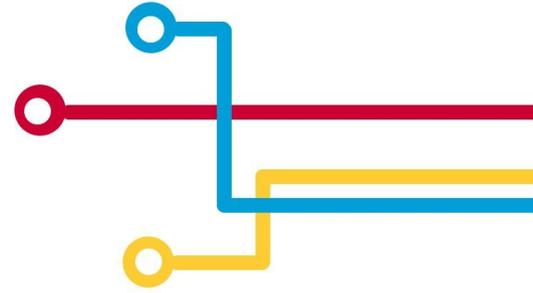
IEEE

IEEEXtreme Media and Web Resources

Media Resources

- IEEEXtreme Prezi

http://prezi.com/kstsylczt4cx/?utm_campaign=share&utm_medium=copy&rc=exoshare

- *The Institute* Magazine—"IEEEXtreme Winners: Where Are They Now?"

http://theinstitute.ieee.org/people/students/ieeextreme-winners-where-are-they-now

- Students Explain IEEEXtreme

https://www.youtube.com/watch?v=1OJf3OV-3BQ

Web Resources

- Official Website

http://www.ieee.org/xtreme

- Collabratec

https://goo.gl/fZo4HE

Facebook—Photos of Past Events Available

https://www.facebook.com/IEEEXtreme

- Twitter

https://twitter.com/ieeextreme

- Wikipedia

https://en.wikipedia.org/wiki/IEEEXtreme
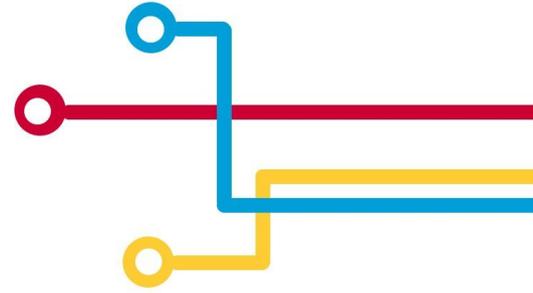
Sample Press Release for Local Advertising

 Local Students to compete in IEEEXtreme Worldwide Programming Competition

Local undergraduate and graduate computer programming students are gearing up to compete for the rights to call themselves the "world's best programmers"—and a free trip to one of hundreds of IEEE's global technical conferences—during the upcoming programming competition, IEEEXtreme 10.0.

The tenth annual worldwide college programming competition involves teams of IEEE student members working collaboratively to solve a series of challenging programming problems. IEEE, the world's leading technical professional association for the advancement of technology, conducts the computer programming competition.   Local colleges and IEEE student branches will host the competition on their local campuses.

The 24-hour competition will begin simultaneously around the world on 22 October, 2016 at 00:00:00 UTC. The registration deadline is 15 October, 2016. More information about IEEEXtreme 10.0, including an online registration form, is available at: http://www.ieee.org/xtreme.

 About IEEE

Through its more than 400,000 members in 190 countries, IEEE is a leading authority on a wide variety of areas ranging from aerospace systems, computers and telecommunications to biomedical engineering, electric power and consumer electronics. Dedicated to the advancement of technology, IEEE publishes 30 percent of the world's literature in the electrical and electronics engineering and computer science fields, and has developed over 900 active industry standards. The organization annually sponsors more than 850 conferences worldwide. Additional information about IEEE can be found at http://www.ieee.org .
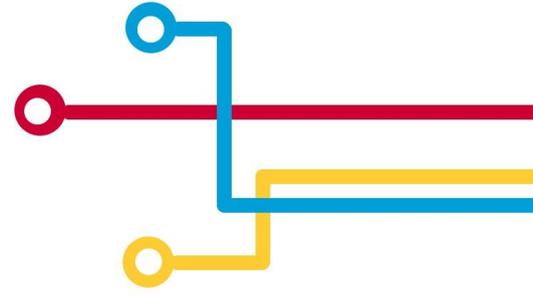
IEEEXtreme Facts and Figures

- Last year, IEEEXtreme 10.0 saw over 6,400 active participants in the global coding challenge; India, Sri Lanka, USA, Tunisia, and Canada were most active.

IEEEXtreme 9.0 Participating Countries

Country	Total Competitors
India	1185
Sri Lanka	786
USA	534
Tunisia	210
Canada	186

IEEEXtreme 9.0 Compared to Recent Elite Hackathons

of Registrants for University Level Programming Competitions

Competition	Registrants
IEEEXtreme 9.0	6400
Penn. University's "PennApps"	1400
University of Maryland's…	1100
MIT's "HackMIT"	900
Columbia University "DevFest"	700
UMASS-Amherst's "HackUMass"	600
Michigan University's "Mhacks"	600