WHERE THE STEM COMMUNITY UNITES

WWW.BEYA.ORG
For the past 38 years, America’s STEM community unites at the **BEYA STEM** Conference to connect and learn from each other, celebrate excellence in the workplace, nurture the STEM pipeline, and most importantly, to hire from the pool of highly qualified and prepared workforce. In 2023, BEYA saw a record attendance of over 12,000 attendees joining to advance STEM careers.

**WHO ATTENDS?**

Additionally, we host a robust pre-college program of over 1,100 students participating in mentoring, experiential learning, and college preparatory and career information workshops.

**HOW PREPARED IS THE ENTRY-LEVEL TALENT POOL?**

- 92% have a GPA of 3.0 or greater
- 54% have a GPA of 3.3 or greater
- 47% have a GPA of 3.5 or greater
- 28% have a GPA of 4.0

**TYPES OF INSTITUTIONS**

- 45% attend 4-Year Public College or University
- 31% attend Historically Black College or University
- 12% attend 4-Year Private College or University
- 9% attend a Hispanic Serving Institution
- 4% attend 2-Year Public College or University

**BEYA37** saw a record number of college students enrolled from 322 institutions from 43 states.

**AVERAGE HIRES PER PARTNERSHIP LEVEL**

- **Diamond-Level Partnership** 65 hires
- **Platinum-Level Partnership** 40 hires
- **Gold-Level Partnership** 20 hires
- **Silver-Level Partnership** 12 hires
- **Bronze-Level Partnership** 8 hires

**THE BEYA COMMUNITY** will unite thousands from the STEM community. Don’t miss your opportunity to hire, network, develop your employees, and showcase your brand as an employer of choice.
# Partnership Package Overview

<table>
<thead>
<tr>
<th></th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exhibit Elements</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>In-Person Exhibit Booth Size</td>
<td>20’x30’ Island</td>
<td>20’x20’ Island</td>
<td>20’x10’</td>
<td>10’x10’</td>
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<tr>
<td>Digital exhibit booth with engagement tools and document uploads</td>
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<td>Included</td>
<td>Included</td>
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<tr>
<td>JobMatch Lite position searches: begins when partnership is confirmed and ends 60 days after the conference ends.</td>
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<td>4</td>
<td>3</td>
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<tr>
<td><strong>Access</strong></td>
<td></td>
<td></td>
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<tr>
<td>All-Access Passes (Excludes in-person Stars &amp; Stripes Event attendance)</td>
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<td>15</td>
<td>10</td>
<td>5</td>
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<td>Digital Recruiter Access Passes with live video and text chats (non-transferrable once the conference begins)</td>
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<td>7</td>
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<td>In-Person Recruiter Badges Included</td>
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<td>10</td>
<td>5</td>
<td>3</td>
<td>2</td>
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<td><strong>Branding and Communications</strong></td>
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<td>Mobile app inclusion</td>
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<td>Sponsor Page</td>
<td>Sponsor Page</td>
<td>Sponsor Page</td>
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<td>eCruit Plus</td>
<td>eCruit Plus</td>
<td>eCruit</td>
<td>eCruit</td>
<td>eCruit Basic</td>
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<td>Listing in virtual conference or attendee guide</td>
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<td>Included</td>
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<td>Included</td>
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<tr>
<td>4/C Advertisement in US Black Engineer &amp; IT magazine</td>
<td>Full Page</td>
<td>Full Page</td>
<td>Full Page</td>
<td>Full Page</td>
<td>Half Page</td>
</tr>
<tr>
<td><strong>Complete Presence</strong></td>
<td></td>
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<tr>
<td>Option to assign a speaker, panelist, or moderator at an education session</td>
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<td>Included</td>
<td>Included</td>
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<td>Private Meeting Space (Cost determined by space)</td>
<td>Option to Reserve</td>
<td>Option to Reserve</td>
<td>Option to Reserve</td>
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<tr>
<td>Host an education session (In-Person only)</td>
<td>Limit One*</td>
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<tr>
<td>Senior level award presenter at the BEYA Awards Ceremony or the HBCU Engineering Deans’ Recognition Event</td>
<td>Limit One*</td>
<td></td>
<td></td>
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<tr>
<td>Option to host and present an interactive learning display or BEYA Pre-College Workshop</td>
<td>Limit One*</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Based on availability
DIAMOND partnership provides notable presence and highlights your company and brand with event visibility and excellent onsite presence. Opportunities include networking, social media interaction, employee training, and premier exhibit hall placement.

EXHIBIT ELEMENTS
- 20’x30’ In-Person Exhibit Booth
- Digital Exhibit Booth on the BEYA DTX
- Up to five (5) job position searches and candidate match through JobMatch Lite (Expires when partnership is confirmed and ends 60 days after the conference ends.)
- Exhibitor Live Video and Text Chats

BRANDING AND COMMUNICATIONS
- Premier placement of your logo linked to your organization’s career website from the BEYA conference website exhibitors page
- Mobile app recognition which includes your logo on the sponsor page
- Social media - eCruit Plus
- Listing in Conference or Attendee Guide as a Diamond partner
- Full page 4/C advertisement in US Black Engineer & IT magazine

COMPLETE PRESENCE
- First option to assign speaker, panelist, or moderator for a BEYA education session*
- 60-minute company-led in-person seminar for attendees*
- One (1) senior-level Award Presenter at the BEYA Awards Ceremony or the HBCU Engineering Deans’ Recognition Event**
- First option to host and present an interactive learning display or in-person workshop for pre-college students on Friday*

* Must confirm speaker by August 31 and is based on availability.
** Must confirm Award Presenter by December 31
**PLATINUM ($40,000)**

Platinum partnership offers access to thousands of STEM workers and an excellent platform to elevate brand awareness. Opportunities include networking, social media interaction, employee training, and prime exhibit hall placement.

**EXHIBIT ELEMENTS**
- 20’x20’ In-Person Exhibit Booth
- Digital Exhibit Booth on the BEYA DTX
- Up to four (4) job position searches and candidate match through JobMatch ( Begins when partnership is confirmed and ends 60 days after the conference ends.)
- Exhibitor Live Video and Text Chats

**ACCESS**
- 15 All-Access Passes Include:
  - Technology Recognition Event
  - Stars & Stripes Event
  - HBCU Engineering Deans’ Recognition Event
  - BEYA Awards Ceremony
  - Networking Events
  - Education Sessions
- 10 Recruiter Access Passes included (non-transferrable once the conference begins)
- 10 Recruiter Badges to access the exhibit hall included

**BRANDING AND COMMUNICATIONS**
- Prime placement of your logo linked to your organization’s career website from the BEYA conference website exhibitors page
- Mobile app recognition which includes your logo on the sponsor page
- Social media - eCruit Plus
- Listing in Conference or Attendee Guide as a Platinum partner
- Full page 4/C advertisement in US Black Engineer & IT magazine

**COMPLETE PRESENCE**
- First option to assign speaker, panelist, or moderator for a BEYA education session*

*Must confirm speaker by August 31 and is based on availability.*

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**“When you take a risk that nobody else wants, there is no question as to who is responsible when it succeeds.”**

- Reginald Van Lee, 2008 Black Engineer of the Year

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**NEW**

**MAKE IT YOUR OWN**

**PLATINUM PACKAGE**

$75,000

You can NOW achieve your individualized priorities by creating your own partnership package from a list of a la carte items!

List available on page 9
PARTNERSHIP PACKAGE OPPORTUNITIES - GOLD

GOLD ($30,000)

Gold partnership provides your choice of prime exhibit hall location and powerful opportunities for brand awareness and choice exhibit hall location.

EXHIBIT ELEMENTS
- 20’x10’ In-Person Exhibit Booth
- Digital Exhibit Booth on the BEYA DTX
- Up to three (3) job position searches and candidate match through JobMatch Lite (Begins when partnership is confirmed and ends 60 days after the conference ends.)
- Exhibitor Live Video and Text Chats

ACCESS
- 10 All-Access Passes Include:
  - Technology Recognition Event
  - Stars & Stripes Event
  - HBCU Engineering Deans’ Recognition Event
  - BEYA Awards Ceremony
  - Networking Events
  - Education Sessions
- 7 Recruiter Access Passes included (non-transferrable once the conference begins)
- 5 Recruiter Badges to access the exhibit hall included

BRANDING AND COMMUNICATIONS
- Choice placement of your logo linked to your organization’s career website from the BEYA conference website exhibitors page
- Mobile app recognition which includes your logo on the sponsor page
- Social media - eCruit
- Listing in Conference or Attendee Guide as a Gold partner
- Full page 4/C advertisement in US Black Engineer & IT magazine

COMPLETE PRESENCE
- First option to assign speaker, panelist, or moderator for a BEYA education session*

* Must confirm speaker by August 31 and is based on availability.

“Race, age, experience, geography, language, none of these should restrict you. All of these are assets. We should be willing to embrace differences.”
- John D. Harris
  2010 Black Engineer of the Year

NEW MAKE IT YOUR OWN
GOLD PACKAGE
$50,000
You can NOW achieve your individualized priorities by creating your own partnership package from a list of a la carte items!
List available on page 9
PARTNERSHIP PACKAGE OPPORTUNITIES - SILVER

SILVER ($20,000)
Silver partnership offers basic yet powerful brand awareness and quality exhibit hall presence. Explore add-on enhancements to customize your experience.

EXHIBIT ELEMENTS
• 10’x10’ In-Person Exhibit Booth
• Digital Exhibit Booth on the BEYA DTX
• Up to two (2) job position searches and candidate match through JobMatch Lite (Begins when partnership is confirmed and ends 60 days after the conference ends.)
• Exhibitor Live Video and Text Chats

ACCESS
• 5 All-Access Passes Include:
  • Technology Recognition Event
  • Stars & Stripes Event
  • HBCU Engineering Deans’ Recognition Event
  • BEYA Awards Ceremony
  • Networking Events
  • Education Sessions
• 5 Recruiter Access Passes included (non-transferrable once the conference begins)
• 3 Recruiter Badges to access the exhibit hall included

BRANDING AND COMMUNICATIONS
• Prime placement of your logo linked to your organization’s career website from the BEYA conference website exhibitors page
• Mobile app recognition which includes your logo on the sponsor page
• Social media - eCruit
• Listing in Conference or Attendee Guide as a Silver partner
• Full page 4/C advertisement in US Black Engineer & IT magazine

“I call myself an accidental engineer because it wasn’t until college, after talking to people at the career center and taking a class in COBOL programming, that I knew engineering even existed.”

- Stephanie C. Hill
2014 Black Engineer of the Year

MAKE IT YOUR OWN

NEW SILVER PACKAGE
$40,000
You can NOW achieve your individualized priorities by creating your own partnership package from a list of a la carte items!
List available on page 9
When I left school, less than one-half of one percent of all the engineers in the country was African American. It had nothing to do with ability but the way engineering grew.”

- Eugene M. DeLoatch, 2017 Black Engineer of the Year

Bronze partnership offers basic and economical yet powerful brand awareness and exhibit hall presence. Explore add-on enhancements to customize your experience.

BRONZE ($15,000)

EXHIBIT ELEMENTS
- 10’x10’ In-Person Exhibit Booth
- Digital Exhibit Booth on the BEYA DTX
- One (1) job position searches and candidate match through JobMatch Lite (Begins when partnership is confirmed and ends 60 days after the conference ends.)
- Exhibitor Live Video and Text Chats

ACCESS
- 2 All-Access Passes Include:
  - Technology Recognition Event
  - Stars & Stripes Event
  - HBCU Engineering Deans’ Recognition Event
  - BEYA Awards Ceremony
  - Networking Events
  - Education Sessions
- 2 Recruiter Access Passes included (non-transferrable once the conference begins)
- 2 Recruiter Badges to access the exhibit hall included

BRANDING AND COMMUNICATIONS
- Prime placement of your logo linked to your organization’s career website from the BEYA conference website exhibitors page
- Mobile app recognition which includes your logo on the sponsor page
- Social media - eCruit Basic
- Listing in Conference or Attendee Guide as a Bronze partner
- One-half page advertisement in US Black Engineer & IT magazine

NEW BRONZE PACKAGE

$30,000

You can NOW achieve your individualized priorities by creating your own partnership package from a list of a la carte items!

List available on page 9
### ADDITIONAL EVENT SEATING SPONSOR
- Technology Recognition Event Table Sponsor ................................................. $3,000
- BEYA Awards Ceremony Seats (Block of 10) ................................................ $2,500
- Stars & Stripes Event General Table Sponsor ................................................. $3,000
- Stars & Stripes Event VIP Table Sponsor ....................................................... $10,000
- Stars & Stripes Event Corporate Table Sponsor ................................................ $7,500
- HBCU Engineering Deans’ Recognition Event Table Sponsor ....................... $2,500

### INDIVIDUAL EXHIBIT BOOTHS
- 10’x10’ Exhibit Booth Space ........................................................................ $10,000
- 10’x10’ Academic/Small Business Exhibit Booth Space ................................. $5,500
- 10’x10’ HBCU Exhibit Booth Space ................................................................ $1,500
- 8’x8’ Interview Booth** .................................................................................. $2,000
  *Unless noted, each physical booth includes: (2) recruiter badges, (1) 6’ draped table, (2) chairs, (1) wastebasket, and (1) 7x44” one-line both ID sign
  **Includes (1) 6’ draped table and (2) chairs

### INDIVIDUAL ACCESS IN-PERSON OR DIGITAL

<table>
<thead>
<tr>
<th></th>
<th>Early Bird (Ends Dec. 21, 2023)</th>
<th>Registration (Dec. 22, 2023 - Feb. 2, 2024)</th>
<th>Onsite (Starts Feb. 3, 2024)</th>
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<tr>
<td>All-Access Pass</td>
<td>$1,200</td>
<td>$1,300</td>
<td>$1,500</td>
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<tr>
<td>Day Pass</td>
<td>$600</td>
<td>$650</td>
<td>$750</td>
</tr>
<tr>
<td>1-9 OAA Award Recipient All Access Passes</td>
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<td></td>
<td>$725 each</td>
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<tr>
<td>10+ OAA Award Recipient All Access Passes</td>
<td></td>
<td></td>
<td>$700 each</td>
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<tr>
<td>Recruiter Pass (In-Person or Online)</td>
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<td></td>
<td>$250 each</td>
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</tbody>
</table>

### LOOKING TO CUSTOMIZE YOUR PACKAGE OR IDEAS OF HOW TO ENHANCE YOUR PARTNERSHIP?

The official descriptive list of sponsorship opportunities is available for download online at [www.beya.org](http://www.beya.org)

Following is the list of sponsorships offered:

**NETWORKING WITH CONFERENCE ATTENDEES:**
- BEYA Welcome Reception .......................................................... $25,000
- BEYA STEMulating Lounge ...................................................... $50,000
- BEYA Leading Voices ............................................................. $10,000
- BEYA DTX Seminar Room Branding ............................................ $15,000

**CONNECTING WITH THE HBCU ENGINEERING DEANS:**
- HBCU Engineering Deans’ Recognition Event Premier Sponsor .............. $32,500
- HBCU Engineering Deans’ Recognition Event Sponsor ........................ $32,500

**RECRUITING ENHANCEMENTS:**
- College Student Connect (Per 1000) ........................................ $12,500
- College Student Lunch and Learn ............................................... $15,000
- BEYA Hospitality Suite ................................................................ $3,500
- Command Center ......................................................................... $6,500
- Interview Village (Digital) ......................................................... $25,000
- Interview Suite (Digital) ............................................................ $10,000
- Interview Suite (Onsite) ............................................................. $15,000

**HBCU Engineering Deans’ Roundtable ....................................... $5,000
**AMIE Board Meeting .............................................................. $3,000

**BUSINESS DEVELOPMENT:**
- Stars & Stripes Event ............................................................... $32,500
- VIP Green Room ................................................................. $25,000

**STEM PIPELINE DEVELOPMENT:**
- BEYA Pre-College Program ..................................................... $20,000
- Stars & Stripes Mentoring Program .......................................... $20,000
- CCG Pre-College Program Resource Guide .............................. $15,000
- Pre-College Conference Bag .................................................. $10,000
- Pre-College Snacks ................................................................ $7,500
- STEM Carnival Interactive Display ........................................ $2,000

*This list is subject to change.*
INDIVIDUAL ITEMS & SPONSORSHIP OPPORTUNITIES

**List of sponsorships offered (con’t.):**

**EMPLOYER OF CHOICE VISIBILITY:**
- BEYA Awards Ceremony ........................................ $50,000
- HBCU Engineering Deans’ Recognition Event ........ $32,500
- Technology Recognition Event Premiere Sponsor $25,000
- Technology Recognition Event Sponsor ............... $17,500

**CONFERENCE VISIBILITY:**
- Conference Bag (Exclusive) ................................ $60,000
- Conference Bag (Co-Sponsor) .............................. $20,000
- Conference Mobile App Sponsor ................................ $10,000
- Conference Mobile App Banner ................................ $5,000
- One 30-second ad for BEYA TV ............................ $2,500
- One Email Blast (sent pre- or post-conference) .... $2,000
- DTX Platform Notifications ................................. $2,000

**BEYA DTX PLATFORM BRANDING:**
- Venue Branding – Flag Banner .............................. $500
- Venue Branding – Entrance Way Signage (per side) $500
- Venue Branding – Billboard Graphic or Video ....... $2,500
- Venue Branding – Product Placement ................. $3,500
- Lobby Branding – Graphic or Video ...................... $3,500
- Lobby Branding – Structural Wrap ....................... $3,500
- Lobby Branding – Banner ...................................... $2,000
- Lobby Branding – Logo on Wall ......................... $1,500
- Lobby Branding – Hanging Pole Banner ............. $500
- Event Program Branding – Product Placement .... $5,000
- Event Program Branding – Program Sponsorship and Video .............................................................. $5,000
- Event Program Branding – Large Banner ............ $2,500
- Event Program Branding – Small Banner .......... $1,500
- Event Program Branding – Logo on Wall .......... $1,000
- Information Desk Branding – Large Banner ........ $2,500

**OTHER**
- Conference Badges and Lanyards ........................ $25,000
- Exhibit Hall Concession Stand ............................ $15,000
- Conference Bag Inserts ....................................... $3,000

**SOCIAL MEDIA INTERACTION**

The eCruit Advantage
Recruiting technology talent has changed. You need an integrated approach that involves print, personal connections and digital. CCG eCruit adds social networking to your recruitment efforts. eCruit allows you to build relationships with job candidates before and after meeting them at BEYA. Throughout the year eCruit helps you to connect, inform and engage tens of thousands of technical students and professionals in their comfort space. By using our network of electronic resources, we are helping you move your recruitment messaging process online to accelerate the speed by which candidates can be matched with vacancies.

Using our eCruit database technologies, and online job boards, our Conference Sponsors can now fill posts in a fraction of the time previously possible.

<table>
<thead>
<tr>
<th>Impression Type</th>
<th>Impressions</th>
</tr>
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<tbody>
<tr>
<td>eCruit Plus BEYA Website Banner Advertisement</td>
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<tr>
<td>- Facebook</td>
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<tr>
<td>- LinkedIn</td>
<td>4,900</td>
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<tr>
<td>- One Email Blast</td>
<td>-</td>
</tr>
<tr>
<td>- BEYA TV</td>
<td>3,500</td>
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<tr>
<td>eCruit BEYA Website Banner Advertisement</td>
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<tr>
<td>- Facebook</td>
<td>10,000</td>
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<tr>
<td>- LinkedIn</td>
<td>4,900</td>
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<td>eCruit Basic BEYA Website Banner Advertisement</td>
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<td>- Hyperlink</td>
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*This list is subject to change.*
BEYA PARTNERSHIP CONTRACT

PARTNERSHIP OPTIONS

<table>
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<tr>
<th>Package Description</th>
<th>Price</th>
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<tbody>
<tr>
<td>Diamond Partnership</td>
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<tr>
<td>Platinum Partnership</td>
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<td>Gold Partnership</td>
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<td>Bronze Partnership</td>
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<tr>
<td>10’x10’ HBCU Exhibit Booth Space</td>
<td>$1,500</td>
</tr>
<tr>
<td>8’8’ Interview Booth</td>
<td>$2,000</td>
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EVENT TABLES/SEAT TICKET PRICES

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
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<tr>
<td>Stars &amp; Stripes Event Table Sponsor VIP</td>
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<tr>
<td>Corporate: $7,500; General: $3,500</td>
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</tr>
<tr>
<td>BEYA Award Ceremony Seats (Block of 10)</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

REGISTRATION INFORMATION

Please fill in your organization’s name below as it should appear on all signage and literature for the conference.

Primary Contact:  
Organization Name:  
Title:  
Phone:  
Additional Contact:  
Organization Name:  
Title:  
Phone:  
Billing Contact:  
Billing Address 1:  
Billing Address 2:  
City:  
State:  
ZIP Code:  
E-mail:  
Phone:  

PACKAGE PAYMENT INFORMATION

Partnership Package:  $6,500  
Make It Your Own Choices (if applicable)  

10’x10’ Exhibit Booth Space - $1,000  
10’x10’ Academic/Small Business Exhibit Booth Space - $5,500  
10’x10’ HBCU Exhibit Booth Space - $1,500  
8’8’ Interview Booth** - $2,000  
Stars & Stripes Event Table Sponsor - VIP: $10,000; Corporate: $7,500; General: $3,000  
HBCU Engineering Deans’ Recognition Event Table Sponsor - $2,500  
Technology Recognition Event Table - $3,000  
BEYA Awards Ceremony Seats (Block of 10) - $2,500

TERMS AND CONDITIONS

1. Deadlines: Exhibitor agrees to adhere to all reasonable deadlines set by CCG in connection with the BEYA STEM Conference, including but not limited to deadlines for submission of Exhibitor information for use in promotion and production of the event. For example, such information may include company logo, web banners, organization description, speaker information, and complete contact information. All cancellations must be submitted in writing to: CCG at 729 E. Pratt St., Suite 504, Baltimore, MD 21202.

2. Booth Assignment: CCG reserves the right to exclude that element from the event.

3. Contract: This application, when accompanied by the required payment and accepted by CCG, constitutes a binding legal agreement. Acceptance of application is deemed to occur only when confirmed to Exhibitor.

4. Cancellation: Exhibitor may not cancel this contract or reduce the amount of assigned exhibit space without written notification to CCG. In the event of cancellation or reduction, Exhibitor shall be liable for an amount equal to 50% of the total fee. Any balance remaining from the total fee that has been paid by Exhibitor shall be refunded to Exhibitor by CCG. All cancellations must be submitted in writing to CCG at 729 E. Pratt St., Suite 504, Baltimore, MD 21202.

5. Agreement: By submitting this agreement with payment information, the exhibiting company certifies that he/she/it has read and agrees to all Terms and Conditions, as well as Rules and Regulations written or implied by this agreement.