PARTNERSHIP OPPORTUNITIES
FEBRUARY 11-13, 2021
WASHINGTON MARRIOTT WARDMAN PARK
WASHINGTON, DC

WHERE THE STEM COMMUNITY UNITES

WWW.BEYA.ORG
For the past 35 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 2020 BEYA saw a record attendance of nearly 11,000 attendees joining to advance STEM careers. #BEYA35 is your opportunity to interact face-to-face with a growing audience of STEM advocates, talent, and the future STEM pipeline.

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

## Exhibit Elements

<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>Booth Size</td>
<td>Up to 20’ x 30’</td>
<td>Up to 20’ x 20’</td>
<td>20’ x 10’</td>
<td>10’ x 10’</td>
<td>10’ x 10’</td>
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<tr>
<td>Interview Booths</td>
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<tr>
<td>JobMatch Lite</td>
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## Access

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<tbody>
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<td>Flexible Registrations</td>
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<tr>
<td>Technology Recognition Lunch Tickets</td>
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<td></td>
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<tr>
<td>HBCU Engineering Deans’ Breakfast Tickets</td>
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<td>8</td>
<td></td>
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<tr>
<td>BEYA GALA Tickets</td>
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<td>10</td>
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<td>Recruiter Badges</td>
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<td>Exhibit Hall Only Registrations</td>
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<td>Unlimited</td>
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## Branding and Communications

<table>
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<td>Mobile App Inclusion</td>
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<td>Listing in Guide</td>
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</tr>
<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>
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## Complete Presence

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<tbody>
<tr>
<td>Speaker, Panelist, or Moderator</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
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<tr>
<td>Private Meeting Space</td>
<td>Option to Purchase</td>
<td>Option to Purchase</td>
<td>Option to Purchase</td>
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<td>Company-Hosted Seminar</td>
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<tr>
<td>Senior-Level Award Presenter</td>
<td>Limit One*</td>
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<tr>
<td>Pre-College Workshop</td>
<td>Limit One*</td>
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*Based on availability
**DIAMOND** ($50,000)

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**
- Up to 20’ x 30’ with (2) 6’ draped table, (4) chairs, (1) wastebasket, and (1) 7” x 44” one-line booth ID sign
- One (1) interview booth
- Option to purchase additional interview booths at $2,000 (each for both days)
- Up to five (5) job position searches and candidate match through JobMatch Lite for up to 6 months (*Service begins when partnership is confirmed.*)

**BRANDING AND COMMUNICATIONS**
- Premier placement of your logo linked to your organization’s career website from the BEYA conference website exhibitor’s page
- Logo, link, and a custom organization description on the BEYA website and in the BEYA app
- Mobile app recognition which includes your logo on the sponsor page
- Listing in Conference 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 seminar or workshop*
- 75-minute company-led seminar for attendees*
- One (1) senior-level Award Presenter at the BEYA Gala or the HBCU Engineering Deans’ Breakfast**
- First option to host and present an interactive learning display for pre-college students on Friday*

**ACCESS**
- 20 flexible conference registrations for general events only
- 2 Technology Recognition Luncheon tables (10 seats each)
- 16 HBCU Engineering Deans’ Breakfast seats
- 20 BEYA Gala seats
- Add Stars & Stripes Dinner tickets starting at $250 each
- 10 recruiter badges for exhibit hall staff
- Option to purchase unlimited exhibit hall passes at $250 each

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

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"The diversity of students attending from various colleges and universities was outstanding. The HBCUs were well represented as well as the HSIs and mainstream institutions."

- BEYA 2018 Recruiter

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**NEW**

**MAKE IT YOUR OWN**

**DIAMOND PACKAGE**
$100,000

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

List available on page 9
PARTNERSHIP PACKAGE OPPORTUNITIES - PLATINUM

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
- Up to 20’ x 20’ with (2) 6’ draped table, (2) chairs, (1) wastebasket, and (1) 7” x 44” one-line booth ID sign
- One (1) interview booth (Saturday only)
- Option to purchase additional interview booths at $2,000 each (for both days)
- Up to four (4) job position searches and candidate match through JobMatch Lite for up to 6 months (Service begins when partnership is confirmed.)

ACCESS
- 10 flexible conference registrations for general events only
- 1 Technology Recognition Luncheon tables (10 seats each)
- 8 HBCU Engineering Deans’ Breakfast seats
- 10 BEYA Gala seats
- Add Stars & Stripes Dinner tickets starting at $250 each
- 10 recruiter badges for exhibit hall staff
- Option to purchase unlimited exhibit hall passes at $250 each

BRANDING AND COMMUNICATIONS
- Prime placement of your logo linked to your organization’s career website from the BEYA conference website exhibitors page
- Logo, link, and a custom organization description on the BEYA website and in the BEYA app
- Mobile app recognition which includes your logo on the sponsor page
- Listing in Conference 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 seminar or workshop*
- Sponsor assign speaker, panelist, or moderator to a BEYA seminar or workshop*

“"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

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’ x 10’ booth with (2) 6’ draped table, (2) chairs, (1) wastebasket, and (1) 7” x 44” one-line booth ID sign
- One (1) interview booth
- Option to purchase interview booth at $2,000 each (for both days)
- Up to three (3) job position searches and candidate match through JobMatch Lite for up to 6 months (Service begins when partnership is confirmed.)

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

ACCESS
- 10 flexible conference registrations for general events only
- Add Technology Recognition Luncheon table starting at $1,500 each
- Add Stars & Stripes Dinner tickets starting at $250 each
- Add HBCU Engineering Deans’ Breakfast tables starting at $1,500 each
- Add BEYA Gala seats starting at $150 each
- 5 recruiter badges for exhibit hall staff
- Option to purchase unlimited exhibit hall passes at $250 each

COMPLETE PRESENCE
- First option to assign speaker, panelist, or moderator for a BEYA seminar or workshop*
- Sponsor assign speaker, panelist, or moderator to a BEYA seminar or workshop*

“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

* Must confirm speaker by August 31 and is based on availability.
The diversity of students attending from various colleges and universities was outstanding. The HBCUs were well represented as well as the HSIs and mainstream institutions.

---BEYA 2108 Recruiter

DIAMOND PACKAGE
$100,000
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 X

NEW SIlVER PACKAGE
$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’ x 10’ booth with (1) 6’ draped table, (2) chairs, (1) wastebasket, and (1) 7” x 44” one-line booth ID sign
- Option to purchase interview booth at $2,000 each (for both days)
- Up to two (2) job position searches and candidate match through JobMatch Lite for up to 6 months (Service begins when partnership is confirmed.)

ACCESS
- 5 flexible conference registrations for general events only
- Add Technology Recognition Luncheon table starting at $1,500 each
- Add Stars & Stripes Dinner tickets starting at $250 each
- Add HBCU Engineering Deans’ Breakfast tables starting at $1,500 each
- Add BEYA Gala seats starting at $150 each
- 3 recruiter badges for exhibit hall staff
- Option to purchase exhibit hall passes at $250 each (Limit 4)

BRANDING AND COMMUNICATIONS
- Quality 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
- Logo, link, and a custom organization description on the BEYA website and in the BEYA app
- Listing in Conference 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

NEW MAKE IT YOUR OWN

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

PARTNERSHIP PACKAGE OPPORTUNITIES - BRONZE

BRONZE ($15,000)

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

EXHIBIT ELEMENTS
- 10’ x 10’ booth with (1) 6’ draped table, (2) chairs, (1) wastebasket, and (1) 7” x 44” one-line booth ID sign
- Option to purchase interview booth at $2,000 each (for both days)
- One (1) job position search and candidate match through JobMatch Lite for up to 6 months (Service begins when partnership is confirmed.)

ACCESS
- 2 flexible conference registrations for general events only
- Add Technology Recognition Luncheon table starting at $1,500 each
- Add Stars & Stripes Dinner tickets starting at $250 each
- Add HBCU Engineering Deans’ Breakfast tables starting at $1,500 each
- Add BEYA Gala seats starting at $150 each
- 2 recruiter badges for exhibit hall staff
- Option to purchase additional exhibit hall staff passes at $250 each (Limit 2)

BRANDING AND COMMUNICATIONS
- Placement of your logo linked to your organization’s career website from the BEYA conference website exhibitors page
- Logo, link and a custom organization description on the BEYA website exhibits page and in the BEYA app
- Mobile app recognition which includes your logo on the sponsor page
- Listing in Conference Guide as Bronze partner
- One-half page advertisement in US Black Engineer & IT magazine

NEW

MAKE IT YOUR OWN

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
## INDIVIDUAL EXHIBIT BOOTHS

<table>
<thead>
<tr>
<th>Description</th>
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<tbody>
<tr>
<td>10’ x 10’ Exhibit Booth Space</td>
<td>$10,000</td>
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<tr>
<td>10’ x 10’ Academic/ Small Business Exhibit Booth Space</td>
<td>$5,500</td>
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<tr>
<td>10’ x 10’ HBCU Exhibit Booth Space</td>
<td>$1,500</td>
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<tr>
<td>Interview Booth**</td>
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## INDIVIDUAL CONFERENCE ACCESS

<table>
<thead>
<tr>
<th>Description</th>
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<tbody>
<tr>
<td>Technology Recognition Luncheon Table</td>
<td>$2,500/$1,500</td>
</tr>
<tr>
<td>Stars &amp; Stripes Dinner Table</td>
<td>$10,000/$7,500/$2,500</td>
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<tr>
<td>HBCU Engineering Deans’ Breakfast Table</td>
<td>$2,500/$1,500</td>
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<tr>
<td>BEYA Awards Ceremony Ticket</td>
<td>$250/$150</td>
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## NETWORKING WITH CONFERENCE ATTENDEES:

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<tbody>
<tr>
<td>BEYA Alumni Welcome Reception</td>
<td>$20,500</td>
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<tr>
<td>BEYA Gala After Party</td>
<td>$15,000</td>
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<tr>
<td>BEYA Leading Voices</td>
<td>$10,000</td>
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<tr>
<td>BEYA Seminar Track</td>
<td>$7,500</td>
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## CONNECTING WITH THE HBCU ENGINEERING DEANS:

<table>
<thead>
<tr>
<th>Event</th>
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<tbody>
<tr>
<td>HBCU Engineering Deans’ Breakfast</td>
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<tr>
<td>HBCU Engineering Deans’ Roundtable</td>
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<tr>
<td>AMIE Board Meeting</td>
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<tr>
<td>HBCU Engineering Deans’ Meeting</td>
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## RECRUITING ENHANCEMENTS (CON’T.):

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<tr>
<td>500 College Student Lunch Vouchers @ $20</td>
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<td>Resume Writing Workshop</td>
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<td>College Student Lunch and Learn</td>
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<td>BEYA Speed Networking Suites (Room only)</td>
<td>$3,500</td>
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<td>Student Leadership Dinner Table Host</td>
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## BUSINESS DEVELOPMENT:

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<tbody>
<tr>
<td>VIP Green Room</td>
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<tr>
<td>Stars &amp; Stripes Dinner</td>
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## STEM PIPELINE DEVELOPMENT:

<table>
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<tr>
<td>BEYA Pre-College Program</td>
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<tr>
<td>Stars &amp; Stripes High School</td>
<td>$20,000</td>
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<tr>
<td>Mentoring Program</td>
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<td>CCG Pre-College Program Resource Guide</td>
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<td>Pre-College Program Conference Bag</td>
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## EMPLOYER OF CHOICE VISIBILITY:

<table>
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<tr>
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<tr>
<td>BEYA Awards Ceremony and Gala</td>
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<tr>
<td>HBCU Engineering Deans’ Breakfast</td>
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<tr>
<td>Technology Recognition Luncheon featuring</td>
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<tr>
<td>Modern-Day Technology Leaders &amp; Science</td>
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<tr>
<td>Spectrum Trailblazers</td>
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## CONFERENCE VISIBILITY:

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<tr>
<td>Conference Bag @ $12 Net</td>
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<tr>
<td>Conference Badges and Lanyards</td>
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<tr>
<td>Conference Bag Co-Sponsor</td>
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<tr>
<td>Exhibit Hall Concessions Stand</td>
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<tr>
<td>Hotel Lobby Columns - 2 Total</td>
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<tr>
<td>Hotel Key Card</td>
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<tr>
<td>Escalator Wrap - Exhibit Hall Entrance</td>
<td>$6,000</td>
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<tr>
<td>Hotel Elevators</td>
<td>$5,910</td>
</tr>
<tr>
<td>Conference Mobile App Banner</td>
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</tr>
<tr>
<td>Conference Bag Insert</td>
<td>$3,000</td>
</tr>
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</table>

*Unless noted, each booth includes: (1) 6’ draped table, (2) chairs, (1) wastebasket, and (1) 7”x44” one-line booth ID sign

**Includes: (1) 6’ draped table and (2) chairs

*This list is subject to change.

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).
Thank you for your support and purchase of a BEYA Partnership package. We accept the following payment types: check, wire transfer, purchase order, and credit card. Complimentary registration codes included in each package will be distributed upon receipt of payment.

1. Wire Transfers:
   - Please instruct your bank to include your company name and our invoice number(s) with your transfer to ensure accurate and timely application of your payment. Send remittance advice to receivables@ccgmag.com. Payments must be made in USD.
   - Beneficiary Bank: Bank of America
   - Account #: Contact receivables@ccgmag.com
   - Domestic Routing Number: 052001633
   - Bank Code: BOFAUS3N

2. Bank Cards:
   - We accept American Express, MasterCard, and Visa. Must include signature for payment and contract to be valid.
   - Complete credit card information at the bottom of the partnership form.

3. Check Payments:
   - Payments made to Career Communications Group, Inc. in USD.
   - Remittance Address: 729 E Pratt Street, Suite 504; Baltimore, MD 21202
   - Phone: .......................................................................................................................................................................................
   - Additional Contact: ........................................................................................................................................................................
   - Phone: .......................................................................................................................................................................................

4. Purchase Order:
   - Payment to: Career Communications Group, Inc.
   - Purchase Order #: ___________________
   - Amount: ___________________
   - Submit approved PO with the signed partnership form.

5. Agreement:
   - Exhibitor agrees to adhere to all reasonable deadlines set by CCG in connection with the BEYA Conference, including but not limited to deadlines for submission of Exhibit Information forms, promotion and production of the event. For example, such information may include company logo, web banners, organization description, awards, and speakers. If the Exhibitor does not submit any element of the required information by the deadline, CCG reserves the right to include that element from the event.
   - Booth Assignment: CCG has sole discretion in the assignment of booth space. Exhibitor may not change or sublet a designated exhibit space in whole or in part, without prior written permission from CCG. Booth assignment is based on the level of spend, exhibit booth requirements, and other criteria deemed necessary to ensure the overall success of the conference.
   - 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.
   - 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. There are no cancellations or reductions of assigned exhibit space permitted after September 1, 2020, at which time Exhibitor shall remain liable for the total fee stated in this contract.
   - All cancellations must be submitted in writing to: Career Communications Group, Inc.
     729 E Pratt St, Suite 504, Baltimore, MD 21202
   - Agreement: By submitting this agreement with payment information, the exhibiting company certifies that he/she has read and agrees to all Terms and Conditions as well as Rules and Regulations written or implied by this agreement.
Please read the rules and regulations enclosed with this contract. This contract is not binding until accepted. When so accepted, it will constitute a binding agreement between BEYA and your organization, henceforth referred to as Exhibitor, subject to its terms and conditions, including, but not limited to, the Rules and Regulations which are listed below. It is the responsibility of the exhibiting company to be fully familiar with the Rules and Regulations and to ensure that each member of the company attending the exhibit show is also familiar with the Rules and Regulations.

**DISPLAY CONSTRUCTION AND LIMITATIONS**

- **Booth Construction**: CCG must approve any canopies or ceilings over the front half of the exhibit booth area no later than 30 days prior to the exhibition.
- **Booth Signage/Decorations**: Nothing can be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building, booth structures, or furniture. Balloons, stickers, and decals are not allowed in the building. Each exhibitor is entitled to a reasonable sight line from the aisle, regardless of the size of the exhibit.
- **Space Restrictions**: Aisles and other spaces in the exhibition are not leased to exhibitors. No booth is to extend into this space. All displays, interviews, lectures, demonstrations, or other type of activity shall be conducted inside the contracted space. Limited private interview space is available at a separate cost through CCG sales representatives.
- **Prize Drawings and Promotions**: Prize drawings will be allowed within the guidelines furnished by CCG. Distribution of trade publications, invitations, circulars, business cards, novelties, etc., may be made only within the space assigned to the exhibitor distributing such materials and must fit into a giveaway bag.
- **Sound**: Exhibitors operating sound equipment will be expected to keep the sound at a reasonable volume. No sound effects that carry to adjoining booths are permitted. Headsets with videos are acceptable. Showing of videos, slides, transparencies, opaque materials, etc., will only be permitted within the confines of the exhibitor booth.
- **Lighting**: Spotlights and floodlights must not interfere with, distract, or annoy others. Clip-on types are not allowed.
- **Safety Provisions**: Exhibitor must provide the necessary shielding or safety items to protect attendees, other exhibitors, and all others from equipment that is operable or from any other material, processes, or operations that might cause bodily harm.
- **Food**: Exhibitor may serve food at their booth only if provided through the designated representative of CCG.

**INDEMNIFICATION CLAUSE**

Each party hereby agrees to indemnify, defend, and hold the other harmless from any loss, liability, costs, or damages arising from actual or threatened claims or causes of action (hereinafter, the “Claims”) resulting from the gross negligence or intentional misconduct of such party or its respective officers, directors, employees, agents, contractors, members, or participants (as applicable), provided that with respect to officers, directors, employees, and agents, such individuals are acting within the scope of their employment or agency, as applicable. In the event Claims are asserted against either party, each party agrees to provide written notice within ten (10) working days of the existence of such Claims to the other party. Moreover, both parties agree to cooperate and coordinate in the defense of such claims so as to avoid unnecessary expense and fees. The parties further agree that their liability for attorney fees incurred by the other party in the defense of any Claims shall be limited to those reasonable fees necessary for the defense of the party.

**EXHIBITORS ADMISSION CREDENTIALS**

Exhibitors shall furnish CCG with an advance list of their representatives by ten (10) working days before the conference. Representatives must register upon arrival and are required to wear identification badges containing the name of the firm that contracted space, at all times. The badges are not transferable, and CCG reserves the right to withdraw the use of the badge used to gain admission to the exhibition by any person other than the one for whom it was issued. Exhibitors will be admitted to the Exhibit Hall at least one (1) hour before the opening of the hall, each show day. Any special arrangements must be made in advance.

**EXHIBIT HOURS, INSTALLATION, AND DISMANTLING**

The hours during which the exposition will be open are outlined in the Exhibitors’ Service Manual. Under no circumstances may dismantling occur before the dismantling hours specified. All freight must be removed from the exhibition floor by 6:00 p.m. Saturday night. These hours are subject to change.

**CONFERENCE POSTPONEMENT AND/OR CANCELLATION**

CCG, at its discretion, shall have the right to postpone or cancel the conference and exposition and shall be liable in no way to the Exhibitor for losses resulting from such delay or cancellation. CCG will not be liable for the fulfillment of this contract as to the delivery of exhibit space if non-delivery is due to any of the following causes: By reason of the facility being damaged or destroyed by fire, act of God, public enemy, war, or insurrections, strikes, the authority of the law, postponement or cancellation of the exposition, or for any cause beyond its control.

**SECURITY/GUARD SERVICE**

Although CCG will provide 24-hour securities for Friday and Saturday, protection of the property and insurance are Exhibitor’s sole responsibility. Exhibitor agrees that CCG has no obligation to provide security services, and CCG makes no representation whatsoever with respect to the security of the premises.

**NON-LIABILITY**

It is expressed, understood, and agreed by each contracting exhibitor, his/her agents, and his/her guests that neither CCG, nor its employees, nor its contractors shall be liable for loss of or damage to the goods or properties of exhibitors. At all times, such goods and properties remain in the sole possession and custody of each exhibitor.