BEYA STEM DTX CONFERENCE SPONSORSHIP OPPORTUNITIES FEBRUARY 15-17, 2024

WHERE THE STEM COMMUNITY UNITES
SPONSORSHIP OPPORTUNITIES

We know that when you decide to attend a conference, you have many priorities and objectives that contribute to success. The BEYA STEM Global Competitiveness Conference offers several opportunities designed to help you meet those objectives. Whether you wish to reach the entire conference demographic, or just a segment, showcase your organizations, or enhance your recruitment efforts, we have something for you. If you don’t see something that fits your needs, ask us, we’ll work with you to make your experience fit your needs. Our sponsorship benefits include promotion of your brand in our marketing efforts, event signage and event speakers.
Networking with Conference Attendees:
What better way to meet your objectives than in a low-pressure, relaxed environment? Any one of these events give you access to the BEYA attendees. You can offer literature for download, engage attendees by video and text chat, or even give prizes and gifts. Define your needs and we work to deliver.

**BEYA Welcome Reception - $25,000**
Join us in welcoming attendees to the conference. This kick-off event allows attendees to network and reconnect. Sponsors receive:
- 10 All-Access Passes
- Welcome message at the event
- Event branding
- Listing in the virtual conference or attendee guide

**BEYA STEMulating Lounge - $50,000**
Every conference attendee looks forward to those moments when they can gather to experience a shared activity that is low-key and relaxed. It’s the meetups in a lobby restaurant or a bar where the most meaningful connections are made. Sponsors receive:
- 5 All-Access passes
- Event branding
- Listing in the virtual conference or attendee guide

**BEYA Leading Voices - $10,000**
BEYA Leading Voices represents the circle of dynamic opinion and editorial commentators from the *US Black Engineer & Information Technology* magazine section live. Experts present thought-provoking, innovative concepts to mark the opening of the conference. Sponsors receive:
- 5 All-Access passes
- First rights of refusal on presenting a Tech Talk
- Welcome message at the event
- Recognition in the event program
- Event branding
- Listing in the virtual conference or attendee guide

**BEYA DTX Seminar Room Branding - $15,000**
BEYA’s commitment to the digital twin experience (DTX) extends to the seminar rooms. Sponsoring one of the DTX seminar rooms offers your organization a unique opportunity to have visibility and promote your brand in both in-person and online settings. Showcase your organization as an employer that promotes continuing education. Sponsors receive:
- 5 All-Access passes
- Branding in the DTX seminar room (online and in person)
- Listing in the virtual conference or attendee guide

Connecting with the HBCU Engineering Deans:
The 16 men and women who serve as deans of the ABET-accredited HBCU engineering schools are arguably the most important BEYA attendees. They graduate over 30 percent of the nation’s African-American engineers. Getting in front of this group is the gateway to ensuring that their programs are closely aligned with your needs.

**HBCU Engineering Deans’ Recognition Event**

**Premier Sponsor - $32,500**
The deans of the 16 ABET-accredited, historically Black college and university (HBCU) engineering programs host this signature recognition event in honor of the special recognition, student, and education leadership award recipients. Sponsors of this event signal the immense value and the importance of the deans’ work.

Premier Sponsor package includes:
- 10-All Access with 10 Reserved seats at the HBCU Engineering Deans’ Recognition Event
- Two-minute speaking opportunity or one-minute video presentation
- Recognition in the event program
- Event branding
- Listing in the virtual conference or attendee guide
- Full-page 4/C Advertisement in US Black Engineer & IT Magazine Deans’ Issue 2024

**HBCU Engineering Deans’ Recognition Event Sponsor - $22,000**

Sponsor package includes:
- 10-All Access with 10 Reserved seats at the HBCU Engineering Deans’ Recognition Event
- 30-second video presentation
- Recognition in the event program
- Event branding
- Listing in the virtual conference or attendee guide

**HBCU Engineering Deans’ Roundtable - $5,000**
This is a moderated panel discussion with HBCU engineering deans, whose schools produce over 30 percent of the nation’s black engineers. This is an excellent opportunity to build on your recruiting relationships, learn about the progress of HBCU research programs and to find out what’s new on their campuses.

Sponsors receive:
- 3 All-Access passes
- Event branding
- Listing in the virtual conference or attendee guide

**AMIE Board Meeting - $3,000**
Each year, BEYA hosts one of the board meetings for the the group Advancing Minorities’ Interest in Engineering (AMIE). AMIE members are an alliance of corporate, government, and academic leaders who gather to
implement and support programs to attract, educate, and place students in STEM careers. Sponsors of this event showcase their organization as one that shares the mission and values of AMIE. Sponsors receive:

- 2 All-Access passes
- Event branding
- Listing in the virtual conference or attendee guide

**Recruiting Enhancements:**

*Now that you’ve secured your booth space you, may think you’re good to go. Yes, and no. Many recruiters have begun actively and passively recruiting long before the career fair opens using one or more of these tools. The offerings include in-person and video face-to-face meetings, brand visibility, and direct access.*

**College Student Connect (Per 1000 students) - $12,500**

There is no better way to get your organization’s name in front of potential hires than to attach your name to something that everyone wants... a free meal. Your sponsorship of a meal voucher gives you the opportunity to brand the meal delivery message and include a brief call to action like inviting the user to visit your booth, hospitality suite, or a portal to apply for jobs. You arrange and pay for the meals and we supply the list of students to your chosen vendor. Sponsors receive:

- 10 All-Access passes
- Student list provided directly to chosen vendor
- Listing in the virtual conference or attendee guide

**Hospitality Suite (Room only) - $3,500**

Attract BEYA attendees to learn about your organization by hosting a hospitality suite in any of the allotted times. Use this opportunity to showcase your organization to all attendees or to those you wish to invite. Sponsors receive:

- Recognition in the virtual conference or attendee guide
- Event branding
- Position on the official schedule of events

Please note that the Networking Suite sponsorship does not include food, beverage, AV, and internet. These additional items can be ordered as needed after confirming the sponsorship.

**Interview Village (Digital) - $25,000**

The Interview Village is a highly visible but exclusive space on the BEYA DTX platform. The Interview Village is located off the busy exhibit floor. This allows employers to target high-value students and professional job candidates in a highly interactive setting at the conference. One unique feature of the Interview Village is the ability to pre-schedule candidates’ interviews weeks ahead of the conference and even after the STEM job fair closes. Another critical component is searching for all candidates whose resumes are on file and who can schedule interviews in real time. Without a doubt, the Interview Village is a must-have requirement to ensure that your hiring managers and key executives will make the best use of time and resources.

**Village sponsorship package includes:**

- Logo prominently displayed in Village
- Corporate video in Village
- Mailing list (names and emails of Village visitors)
- Branded suite
- Programming slot on the schedule of events for your activity
- Listing in the virtual conference or attendee guide
- 10 digital recruiter access passes

**Interview (Digital) - $10,000**

This room is an interactive session designed to provide college students with vital resume-writing tips and advice from recruiters and hiring professionals. This sponsorship offers the opportunity to spend quality one-on-one time with the students, boosting your recruitment efforts by meeting students before they go to the career fair. Sponsors receive:

- 5 All-Access passes
- 3 mobile app push notifications (one sent each day)
- Event branding
- Listing in the virtual conference or attendee guide

**Resume Writing Room - $10,000**

Students all need to take a break during the conference. Sponsor this event and you can host a group of 100-150 students for lunch with your recruiters where they can share important information with students who are interested in working for your organization. Sponsors receive:

- 5 All-Access passes
- Conference website recognition
- Event branding
- Listing in the virtual conference or attendee guide

**College Student Lunch and Learn - $15,000**

Students all need to take a break during the conference. Sponsor this event and you can host a group of 100-150 students for lunch with your recruiters where they can share important information with students who are interested in working for your organization. Sponsors receive:

- 5 All-Access passes
- Conference website recognition
- Event branding
- Listing in the virtual conference or attendee guide
Business Development:

The value of your event sponsorship rests on the access to your desired audience. We’ve taken the challenges presented by the COVID-19 pandemic to deliver and exceed the value that you’ve come to expect. The DTX program, which incorporates the digital and the physical program will continue to offer the pre and post event breakout sessions hosted by military senior leadership, Stars & Stripes founders, and moderated by HBCU Engineering deans. Key influencers consisting of the event’s honorees, veterans, junior officers, and young people will be invited to attend and to join the conversation.

VIP Green Room - $25,000
The Green Room is a VIP lounge, located directly behind the BEYA stage. This designated area, with exclusive access to award presenters, award recipients, performers, speakers, and other VIPs, when they are not required on the stage, is a hospitality suite. The atmosphere is formal. Light hors d’oeuvres and cocktails are offered. Sponsors receive:

- 10 backstage access passes
- Event branding
- Listing in the virtual conference or attendee guide

Stars & Stripes Event - $32,500
Top black Admirals, Generals and Senior Executive Service members are honored in front of an audience comprised of CEOs, elected officials, military flag officers, diversity executives from industry, government, and the military during this exclusive event. Sponsors receive:

- 10 All-Access passes with in-person access to the Stars & Stripes Event
- Welcome letter in the event program
- Recognition in the event program
- Event branding
- Listing in the virtual conference or attendee guide
- Full-page 4/C Advertisement in US Black Engineer & Information Technology Magazine Veterans’ Issue 2023

STEM Pipeline Development:

Each year BEYA hosts nearly 2,000 middle and high school students to expose them to STEM careers. Over 70 percent of these students are interested in pursuing STEM majors. We offer pre-college students opportunities to explore career options and requirements. We also give them tools to successfully matriculate into a college-level STEM program. Putting your brand in front of this group is essential.

BEYA Pre-College Program Sponsor - $25,000
BEYA Pre-College Program Mentor - $10,000
A program designed to inspire next-generation scientists, technologists, and engineers by exposing them to real-life STEM professionals. Workshop activities focus on STEM fields. Each year, this innovative event attracts more and more students who travel from states as far away as Michigan and North Carolina. It’s never too early to engage your future workforce. Get your message in front of them now to encourage them to stay the course and endear them to your brand.

Pre-College Program Sponsor packages include:

- 10 All-Access Passes
- Opportunity to host a Pre-College Program Workshop (Based on availability)
- STEM Carnival Interactive Display
- Listing in virtual attendee or conference guide
- Prominent brand inclusion in the BEYA Pre-College Suite in the Education and Discovery Center in STEM City USA
- Branding on pre-college program materials

Pre-College Program Mentor packages include:

- 5 All-Access Passes
- STEM Carnival Interactive Display
- Listing in virtual attendee or conference guide
- Brand inclusion in the BEYA Pre-College Suite in the Education and Discovery Center in STEM City USA
- Branding on pre-college program materials

Stars & Stripes Mentoring Program - $20,000
Each year, over 400 students from DC and Virginia high schools are invited to take part in a four-hour mentoring program, which includes two hours of mentoring offered by over 200 flag officers from the military services. Students gain insight and advice on the path to STEM careers. Sponsors receive:

- Event branding
- Listing in the virtual conference or attendee guide

CCG Pre-College Program Resource Guide - $15,000
Bring your message to the pre-college students attending BEYA. The CCG Pre-College Program Resource Guide is used by students and parents to locate resources for transitioning from high school to college including information about colleges and scholarships. Customize your message by including elements like your logo, an advertisement, or information about your own pre-college efforts.

STEM Carnival Interactive Display - $2,000
The BEYA Pre-College Program’s STEM Carnival allows the pre-college attendees to have hands-on experiences in STEM learning. Bring your best activities for middle and high school STEM learning.
Conference Visibility:
Boost your presence at the conference with any of these options. Your message or brand can be seen throughout the conference and, in some cases, beyond the conference.

Conference Badges and Lanyards - $25,000
Every BEYA attendee is required to wear a conference badge. What better place to display your logo? The attractive lanyard will certainly be used after the conference, giving your brand a reach well past the three-day conference.

Exhibit Hall Concession Break Area - $15,000
Be the hero when you sponsor the exhibit hall concession break area which offers a respite from the busy career fair floor. Conference attendees can purchase snacks and beverages at a discounted rate. Sponsors receive recognition on well-placed signage in the concession area and on signage strategically placed to direct attendees to the concession area.

Conference Bag Exclusive - $60,000
OR Conference Bag Co-Sponsor - $20,000
Sponsor the conference bag for conference goers and get your brand in their hands. The conference bag is the one essential item. It houses conference material that attendees gather throughout the conference. This means your brand will be visible for the three days of the conference. And because of its utility, you can be sure that your brand will be seen beyond the conference.

Conference Mobile App Sponsor - $10,000
Since the introduction of the conference app, we've seen usage increase by leaps and bounds year over year. Available at the start of the conference, it’s a great way to get your organization’s message in front of attendees. Sponsors receive:
- Listing in the virtual conference or attendee guide
- Tile on the app home page
- Logo inclusion on splash page
- 2 Mobile app banner advertisements
- 3 Mobile app push notifications (one sent each day).

ADDITIONAL OPTIONS
One Email blast (sent pre- or post-conference) ..... $2,000
One 30-second ad for BEYA TV ............................ $2,500
Mobile App Banner - Hyperlinked (Limit to 3 Organizations) .................................................. $5,000
Mobile App Push Notifications (150 Characters).... $2,500
DTX Platform Notification ................................. $2,000

Conference Visibility in the Digital Platform:
The BEYA STEM Conference virtual platform extends branding options to boost your visibility in the spaces that attendee visit most. On arrival, attendees are presented with a fully branded venue exterior. Your branding or even product placement is ideal here. The lobby is the home base for accessing event spaces and is frequented by attendees. You can further extend your brand reach by aligning with an event or activity. Each event includes 10 Passes to access the event.

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

Employer of Choice Visibility:
The BEYA recognition events embody the achievement of excellence by highly driven employees who thrive in nurturing environments. Sponsors of recognition events align themselves with the values that create successful employees.

Technology Recognition Event Premier Sponsor - $25,000
Technology Recognition Event Sponsor - $17,500
The Technology Recognition Event recognizes the significant achievements of leaders in technology. Organizations recommend these individuals to receive this honor because of their proven accomplishments. This event includes speaking opportunities for event Sponsors.

Premier Sponsor package includes:
- 10 All-Access Passes with 10 Reserved seats at the Technology Recognition Event
- Two-minute speaking opportunity or one-minute video presentation
• Recognition in the event program
• Event branding
• Listing in the virtual conference or attendee guide

Sponsor package includes:
• 5 All-Access passes with 5 Reserved seats at the Technology Recognition Event
• 30-second video presentation
• Recognition in the event program
• Event branding
• Listing in the virtual conference or attendee guide

BEYA Awards Ceremony - $50,000
Dubbed the “Oscars of the STEM Industry,” the BEYA Ceremony delivers citations of remarkable achievements, inspirational stories of triumph over adversities, music, visual enhancements, and unforgettable red-carpet moments. Sponsors of this event receive recognition viewed by an audience of industry leaders, college students, diversity executives from industry, government, and the military. Sponsors receive:

• 10 All-Access with 10 Reserved seats to the BEYA Awards Ceremony
• Two-minute speaking opportunity or one-minute video presentation
• Recognition in the event program
• Event branding
• Listing in the virtual conference or attendee guide
• Full-page 4/C Advertisement in US Black Engineer & IT Magazine Deans’ Issue 2024

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• Event branding
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• Full-page 4/C Advertisement in US Black Engineer & IT Magazine Deans’ Issue 2024

Sponsor package includes:
• 10-All Access with 10 Reserved seats at the HBCU Engineering Deans’ Recognition Event
• 30-second video presentation
• Recognition in the event program
• Event branding
• Listing in the virtual conference or attendee guide