“THE BEST EVENT WE HAVE ATTENDED.”

A premier multicultural event for professionals and students in science, technology, engineering, and math (STEM) fields

WOMEN OF COLOR STEM DTX CONFERENCE

EXHIBITOR AND PARTNERSHIP PROSPECTUS

Effective March 1, 2023

A premier multicultural event for professionals and students in science, technology, engineering, and math (STEM) fields.

WWW.WOMENOFCOLOR.NET | Career Communications Group, Inc.
729 East Pratt Street, Suite 504, Baltimore, MD 21202 | 410.244.7101 | Fax 410.752.1837
"Where do you go to feel empowered and awesome as a woman or an advocate of women? You go to the Women of Color STEM Conference. As a first-year attendee, I would like to say that this experience was impactful and life-changing. Meeting the leaders and legends at this great event was beyond my expectations. All I can say is #stemisagirlthing! "

THE NUMBERS

DISCIPLINES (of the college students, whose average GPA is 3.52)

- 28% Computer Science or Computer Engineering
- 18% Technology and Business
- 10% Biological Engineering
- 10% Mechanical Engineering
- 6% Electrical Engineering
- 4% Chemical Engineering
- 3% Civil Engineering
- 3% Industrial Engineering
- 1% Physics/Astronomy
- 17% Other Disciplines

TRAINING (Professional and collegiate)

- 70% attend for professional development
- Over 40 workshops
- 60 hours of training offered
- Continuing Education Units and Professional Development Hours available

VISIBILITY

- Magazine readership and reach over 69,000
- Conference guide readership and reach
- Conference app
- Digital/social media

RECRUITMENT

- 662 college students
- 65% of students are seeking job or internship
- 130 universities represented at the conference:
  65% seniors, 22% juniors; 75% FEMALE students
- 1345 pre-college students (juniors and seniors)
FOR ANY WOMAN IN STEM SEEKING

CAREER
EMPOWERING

STRATEGIES, NETWORKING OPPORTUNITIES, AND CONNECTIONS WITH POWERFUL & INSPIRATIONAL WOMEN!

The Women of Color STEM DTX Conference embraces the view that hybrid, which combines a “live” in-person event with a “digital” online component, will be with us forever. And that is what we have been doing for the past 15 years. We know that the new normal will combine integrated processes and systems to deliver the best learning and professional outcomes for employees and students.

Participants agree that the Women of Color STEM DTX Conference has created an experience that fosters bonding, networking, learning, and belonging. Our 28-year-old event has set a gold standard for implementing virtual events’ digital twinning process. Employees from Amazon and other companies said this is the best event they have attended.

That is why the 2023 Women of Color STEM DTX Conference will be everything you would expect in the physical world: movement, active engagement, and connection.

What is the difference between a virtual and digital twin conference? The digital world is the Internet and everything to do with it. Virtual worlds are pre-programmed worlds like video games.

IMPORTANT DATES

TENTATIVE SCHEDULE OF EVENTS

Thursday, October 12, 2023
8:00 a.m. – 2:00 p.m. | Professionals in the Classroom
1:00 p.m. – 4:45 p.m. | FinTech Series
5:00 p.m. – 6:30 p.m. | WOC Welcome Reception
7:00 p.m. – 8:30 p.m. | Women Empowered to Engage
8:30 p.m. – Midnight | WOC STEMulating Lounge Entertainment Series

Friday, October 13, 2023
8:00 a.m. – 2:00 p.m. | Professionals in the Classroom
9:00 a.m. – 5:15 p.m. | Leadership Development Series
9:00 a.m. – 2:00 p.m. | WOC Pre-College Program
3:00 p.m. – 5:00 p.m. | Technology Recognition Event
5:30 p.m. – 7:30 p.m. | In-person Networking Suites
7:30 p.m. – 9:00 p.m. | Woman to Woman: Up Close and Personal

Saturday, October 14, 2023
8:15 a.m. – 10:00 a.m. | Leaders and Legends Recognition Event
10:00 a.m. – 4:00 p.m. | Career Fair
10:00 a.m. – 4:15 p.m. | Leadership Development Series
7:00 p.m. – 9:00 p.m. | WOC Awards Ceremony
9:00 p.m. – Midnight | WOC Awards Closing Reception

KEY DATES AND DEADLINES

Peer-Reviewed Nominations.........................................................April 30, 2023
Award Selection Committee Judge............................................April 30, 2023
Outstanding Achievement Awards (OAA).................................May 15, 2023
Seminar Panelists.................................................................June 30, 2023
Senior-Level Awards Presenter.............................................July 31, 2023
Company-hosted Seminar (Topic and Description)...............July 31, 2023
SnackMagic Sponsorship Finalized......................................July 31, 2023
Branding Graphics for Conference Platform..........................August 31, 2023
Social Media Banners..........................................................September 10, 2023
CCG JobMatch Lite Position Search.................................November 30, 2023
Career Communications Group, Inc. (CCG) introduced its STEM achievement recognition program in 1987 at a time when the Department of Labor issued its Workforce 2000 report that predicted a shortage of skilled workforce by the year 2000 based on the growing demand for skilled workers while the supply declined due to demographic shifts and the aging workforce. The face of the new workforce would primarily be women, racial and ethnic minority groups, and immigrants.

In the race for talent, our company concluded that there are two key ways to help organizations stay in the race: Help them retain the employees that they need to meet their goals and do that in such a way that they can help to build the pipeline of tomorrow’s workforce where they need them most: science, technology, engineering, and mathematics (STEM).

### RECOGNITION AND RETENTION OPPORTUNITIES

<table>
<thead>
<tr>
<th>Pattern Information</th>
<th>Early Bird (Before Aug. 16)</th>
<th>Registration (Aug. 17-Sep. 28)</th>
<th>Onsite (After Sep. 29)</th>
</tr>
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<tbody>
<tr>
<td>WOC Conference All-Access Pass</td>
<td>$950</td>
<td>$1050</td>
<td>$1200</td>
</tr>
<tr>
<td>WOC Thursday and Friday Access Pass</td>
<td>$475</td>
<td>$525</td>
<td>$600</td>
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<tr>
<td>WOC Saturday Only Access Pass</td>
<td>$475</td>
<td>$525</td>
<td>$600</td>
</tr>
<tr>
<td>Outstanding Achievement Award All-Access Pass</td>
<td>$725</td>
<td>$725</td>
<td>$725</td>
</tr>
<tr>
<td>Outstanding Achievement Award Group All-Access Pass (10+)</td>
<td>$7,000</td>
<td>$7,000</td>
<td>$7,000</td>
</tr>
<tr>
<td>Peer-Reviewed Award All-Access Pass</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Individual Seat at Technology Recognition Event, Leaders and Legends Recognition Event, or WOC Awards Ceremony</td>
<td>General: $175, Reserved: $250</td>
<td>General: $175, Reserved: $250</td>
<td>General: $175, Reserved: $250</td>
</tr>
<tr>
<td>Recruiter Pass (In-person or Online)</td>
<td>$250</td>
<td>$250</td>
<td>$250</td>
</tr>
</tbody>
</table>

Registration includes:
- Access to all events in-person or online during the three-day conference and on demand year-round.
- One (1) complimentary Continuing Education Unit (CEU) or Professional Development Hour (PDH) credit when an attendee completes 10 hours of training.
- Digital access to Women of Color magazine on ISSUU.com
- Personal Brand Builder Benefit: Priority editorial consideration on websites and in Women of Color Magazine

### NOMINATION DEADLINES

Peer-Reviewed Awards Applications due .......... April 30, 2023
Outstanding Achievement Submissions due .......... May 15, 2023

“This conference is an event not to be missed. You will be motivated and encouraged and challenged to step up and use your talents. At the conference you will see women that took their 10 talents and multiplied them, in a real way. Not to be missed.”
RECRUITMENT AND PARTICIPATION

RECRUITMENT

In-Person Booths

Each booth contains:
• 10’ x 10’ booth
• 8’ high back drape, 3’ high side dividers
• (1) 6’ x 30” draped table
• (2) side chairs
• (1) wastebasket
• (1) one-line identification sign
• (2) In-person recruiter badges

CORPORATE ..............................................................$6,000
ACADEMIC/SMALL BUSINESS.............................$1,650

Digital Booths

Each booth contains:
• Custom branded digital booth from CCG booth template
• Live one-on-one video or text chats to engage with attendees
• Option to upload documents and videos
• (2) digital recruiter access passes, which are non-transferable once the conference begins. Recruiter access passes include one-on-one video and text chat capabilities.

CORPORATE ..............................................................$1,650

Recruitment Packages

Each package contains a CCG JobMatch Lite service, which provides a recruitment service for entry-level candidate.

Each CCG JobMatch Lite candidate search provides 2-10 candidates and focuses on a specific job description of your choice.

CCG JobMatch Lite is an introductory version of CCG JobMatch. To see the differences between the services, please review the table below.

CCG JobMatch Lite
CCG JobMatch Lite is a value-add service available to existing corporate sponsors at no additional cost. CCG JobMatch Lite entitles you to:
• 2-10 resumes certified to meet up to 80% of your position search criteria.
• Limited service facilitating interviews for qualified candidates
• No guarantee of hire
• Service expires 60-days after the conference ends.

CCG JobMatch
The CCG JobMatch program is available to new and existing clients. The CCG JobMatch service is ideal for sponsors who have exhausted their allotted CCG JobMatch Lite candidate searches and companies who are looking for a guaranteed hire.
• Guaranteed hire
• Clients looking for candidates who are guaranteed to be certified
• Available year round

Participation packages

Recruiting and Placement | CCG JobMatch | CCG JobMatch Lite
--- | --- | ---
Job Readiness Certification | X | 
Interviews at Conferences | X | X
Guaranteed Hire | X | 
Existing Partners | X | X
New Partners | X | 

“I ENJOYED EVERYTHING ABOUT THE EVENT.”
## RECRUITMENT AND PARTICIPATION

### BRONZE LEVEL PARTICIPATION .........................$12,500

<table>
<thead>
<tr>
<th>Exhibit Elements</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Person Exhibit Booth Size</td>
<td>20'x20' Island</td>
<td>20'x10'</td>
<td>20'x10'</td>
<td>10'x10'</td>
<td>10'x10'</td>
</tr>
<tr>
<td>Digital exhibit booth with engagement tools and document uploads</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>JobMatch Lite position searches</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

| Access | | | | | | |
|--------|--------|--------|--------|--------|--------|
| All-Access Passes | 20 | 15 | 10 | 5 | 2 |
| Digital Recruiter Access Passes with live video and text chats (non-transferrable once the conference begins) | 15 | 10 | 7 | 5 | 2 |
| In-Person Recruiter Badges | 10 | 10 | 5 | 3 | 2 |

| Branding and Communications | | | | | | |
|-----------------------------|--------|--------|--------|--------|--------|
| Conference website recognition | Partner Page | Partner Page | Partner Page | Partner Page | Partner Page |
| Mobile app inclusion | Partner Page | Partner Page | Partner Page | Partner Page | Partner Page |
| Social Media | eCruit Plus | eCruit Plus | eCruit | eCruit | eCruit Basic |
| Listing in the virtual conference or attendee guide | Included | Included | Included | Included | Included |
| 4/C Advertisement in the Fall 2023 and Spring 2024 issues of Women of Color and Hispanic Engineer & Information Technology magazines | Full Page | Full Page | Full Page | Full Page | Half Page |

| Complete Presence | | | | | | |
|-------------------|--------|--------|--------|--------|--------|
| Option to assign a speaker, panelist, or moderator at an education session | Included | Included | Included | | |
| Private meeting space (Cost determined by space) | Option to Reserve | Option to Reserve | Option to Reserve | | |
| Host an education session (In-Person only) | Limit One* | | | | |
| Senior-level award presenter at the WOC Awards Ceremony or Leaders and Legends Recognition Event | Limit One* | | | | |
| Option to Host and Present WOC Pre-College Workshop | Limit One* | | | | |
| WOC awards selection committee judge | 2 | 1 | | | |

*Based on availability

### SILVER LEVEL PARTICIPATION ......................... $20,000

| Exhibit Elements | | | | | | |
|------------------|---------|---------|---------|---------|---------|
| 10'x10' In-Person Exhibit Booth | | | | | |
| Digital Exhibit Booth on the WOC DTX | | | | | |
| 1 – job position search and candidate match through JobMatch Lite (Begins when partnership is confirmed and ends 60 days after the conference ends) | | | | | |

| Access | | | | | | |
|--------|---------|---------|---------|---------|---------|
| 2 – All-Access Passes | | | | | |
| 2 – In-Person Recruiter Badges to access the exhibit hall | | | | | |
| 2 – Digital Recruiter Access Passes (non-transferrable once the conference begins) | | | | | |
| Option to purchase additional digital recruiter access passes and in-person recruiter badges for $250 each | | | | | |

| Branding and Communications | | | | | | |
|-----------------------------|---------|---------|---------|---------|---------|
| Conference website recognition – logo inclusion on partner page of conference website | | | | | |
| Mobile app recognition – logo inclusion on partner page of conference app | | | | | |
| Social media – eCruit Basic | | | | | |
| Listing in the virtual conference or attendee guide | | | | | |
| Half-page 4/C advertisement in the Fall 2023 and Spring 2024 issues of Women of Color and Hispanic Engineer & Information Technology magazines | | | | | |
**EVENT/PRODUCT SPONSORSHIP OPPORTUNITIES**

- 3 – In-Person Recruiter Badges to access the exhibit hall
- 5 – Digital Recruiter Access Passes (*non-transferrable once the conference begins*)
- Option to purchase additional digital recruiter access passes and in-person recruiter badges for $250 each

**Branding and Communications**
- Conference website recognition – logo inclusion on partner page of conference website
- Mobile app recognition – logo inclusion on partner page of conference app
- Social media – eCruit
- Listing in the virtual conference or attendee guide
- Full-page 4/C advertisement in the Fall 2023 and Spring 2024 issues of *Women of Color* and *Hispanic Engineer & Information Technology* magazines

**GOLD LEVEL PARTICIPATION.......................... $25,000**

**Exhibit Elements**
- 20’x10’ In-Person Exhibit Booth
- Digital Exhibit Booth on the WOC DTX
- 3 – job positions search and candidate match through JobMatch Lite (*Begins when partnership is confirmed and ends 60 days after the conference ends*)

**Access**
- 10 – All-Access Passes
- 5 – In-Person Recruiter Badges to access the exhibit hall
- 7 – Digital Recruiter Access Passes (*non-transferrable once the conference begins*)
- Option to purchase additional digital recruiter access passes and in-person recruiter badges for $250 each

**Branding and Communications**
- Conference website recognition – logo inclusion on partner page of conference website
- Mobile app recognition – logo inclusion on partner page of conference app
- Social media – eCruit
- Listing in the virtual conference or attendee guide
- Full-page 4/C advertisement in the Fall 2023 and Spring 2024 issues of *Women of Color* and *Hispanic Engineer & Information Technology* magazines

**Complete Presence**
- First option to assign speaker, panelist, or moderator for a WOC education session (*Must confirm participation by June 30, 2023 and is based on availability*)
- Option to reserve private meeting space (*Cost determined by space*)

**PLATINUM LEVEL PARTICIPATION...............$37,500**

**Exhibit Elements**
- 20’x10’ In-Person Exhibit Booth
- Digital Exhibit Booth on the WOC DTX
- 4 – job positions search and candidate match through JobMatch Lite (*Begins when partnership is confirmed and ends 60 days after the conference ends*)

**Access**
- 15 – All-Access Passes
- 10 – In-Person Recruiter Badges to access the exhibit hall
- 10 – Digital Recruiter Access Passes (*non-transferrable once the conference begins*)
- Option to purchase additional digital recruiter access passes and in-person recruiter badges for $250 each

**Branding and Communications**
- Conference website recognition – logo inclusion on partner page of conference website
- Mobile app recognition – logo inclusion on partner page of conference app
- Social media – eCruit Plus
- Listing in the virtual conference or attendee guide
- Full-page 4/C advertisement in the Fall 2023 and Spring 2024 issues of *Women of Color* and *Hispanic Engineer & Information Technology* magazines

**Complete Presence**
- First option to assign speaker, panelist, or moderator for a WOC education session (*Must confirm participation by June 30, 2023 and is based on availability*)
- Option to reserve private meeting space (*Cost determined by space*)
- 1 – 2024 WOC awards selection committee judge (*Must confirm judge by April 30, 2024*)

The Women of Color (WOC) Conference returns this year with a digital twin experience (DTX) that mirrors the live event. Register for the conference and you choose how you want to attend.
# Event/Product Sponsorship Opportunities

## Diamond Level Participation .......................... $52,500

### Exhibit Elements
- 20’x20’ Island In-Person Exhibit Booth
- Digital Exhibit Booth on the WOC DTX
- 5 – job positions search and candidate match through JobMatch Lite ( Begins when partnership is confirmed and ends 60 days after the conference ends )

### Access
- 20 – All-Access Passes
- 10 – In-Person Recruiter Badges to access the exhibit hall
- 15 – Digital Recruiter Access Passes ( non-transferrable once the conference begins )
- Option to purchase additional digital recruiter access passes and in-person recruiter badges for $250 each

### Branding and Communications
- Conference website recognition – logo inclusion on partner page of conference website
- Mobile app recognition – logo inclusion on partner page of conference app
- Social media – eCruit Plus
- Listing in the virtual conference or attendee guide
- Full-page 4/C advertisement in the Fall 2023 and Spring 2024 issues of *Women of Color* and *Hispanic Engineer & Information Technology* magazines

### Complete Presence
- First option to assign speaker, panelist, or moderator for a WOC education session ( Must confirm participation by June 30, 2023 and is based on availability )
- 1 – Company-led in-person seminar for attendees ( Must confirm seminar by July 31, 2023 and is based on availability )
- Option to reserve private meeting space ( Cost determined by space )
- 1 – Senior-level award presenter at the WOC Awards Ceremony or Leaders and Legends Recognition Event ( Must confirm presenter by July 31, 2023 )
- Option to host and present WOC Pre-College Workshop ( Must confirm workshop by July 31, 2023 and is based on availability )
- 2 – 2024 WOC awards selection committee judge ( Must confirm judge by April 30, 2024 )

## Co-Host Level Participation .......................... $100,000

### Exhibit Elements
- 30’x20’ Island In-Person Exhibit Booth
- Digital Exhibit Booth on the WOC DTX
- 5 – job positions search and candidate match through JobMatch Lite ( Begins when partnership is confirmed and ends 60 days after the conference ends )

### Access
- 40 – All-Access Passes
- 10 – In-Person Recruiter Badges to access the exhibit hall
- 15 – Digital Recruiter Access Passes ( non-transferrable once the conference begins )
- Option to purchase additional digital recruiter access passes and in-person recruiter badges for $250 each

### Branding and Communications
- Conference website recognition – logo inclusion on partner page of conference website
- Mobile app recognition – logo inclusion on partner page of conference app
- Social media – eCruit Plus
- Listing in the virtual conference or attendee guide
- Full-page 4/C advertisement in the Fall 2023 and Spring 2024 issues of *Women of Color* and *Hispanic Engineer & Information Technology* magazines

### Complete Presence
- First option to assign speaker, panelist, or moderator for a WOC education session ( Must confirm participation by June 30, 2023 and is based on availability )
- 1 – Company-led in-person seminar for attendees ( Must confirm seminar by July 31, 2023 and is based on availability )
- Option to reserve private meeting space ( Cost determined by space )
- 1 – Senior-level award presenter at the WOC Awards Ceremony or Leaders and Legends Recognition Event ( Must confirm presenter by July 31, 2023 )
- Senior-level welcome remarks at each marquee event ( Maximum of 2 minutes; Must confirm speaker by July 31, 2023 )
- Welcome letter for inclusion in virtual conference or attendee guide ( Must be received by July 31, 2023 )
- Option to host and present WOC Pre-College Workshop ( Must confirm workshop by July 31, 2023 and is based on availability )
- Option to host a pre-college STEM Carnival booth ( Must confirm booth by July 31, 2023 and is based on availability )
- 2 – 2024 WOC awards selection committee judge ( Must confirm judge by April 30, 2024 )

## Additional Options

<table>
<thead>
<tr>
<th>Option Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Email blast (sent pre- or post-conference)</td>
<td>$2,000</td>
</tr>
<tr>
<td>One 30-second ad for WOC TV</td>
<td>$2,500</td>
</tr>
<tr>
<td>Mobile App Banner - Hyperlinked</td>
<td>$2,000</td>
</tr>
<tr>
<td>Mobile App Push Notification (150 Characters)</td>
<td>$2,000</td>
</tr>
<tr>
<td>DTX Platform Notification</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

### 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 Women of Color. 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.

### SPONSORSHIP OPPORTUNITIES

#### $5,000 SPONSORSHIP OPPORTUNITIES
- Wake Up With WOC
- Résumé Writing Workshop

#### $4,000 SPONSORSHIP OPPORTUNITIES
- Command Center

#### $3,500 SPONSORSHIP OPPORTUNITIES
- Networking Suite

#### $2,000 SPONSORSHIP OPPORTUNITIES
- Conference Bag Inserts
- STEM Carnival Booth

### Digital Platform Branding Opportunities

#### WOC Venue Exterior
- Billboards (2 available) ........................................... $5,000
- 2 rectangular banners at entrance way ..................... $5,000
- Product placement (2 available) ............................. $5,000
- Vertical flag banners (7 available) ......................... $2,500
- Logos (4 available) ................................................ $2,000

#### Venue Lobby
- Billboard (One available) ....................................... $5,000
- WOC TV 30-second commercial .......................... $2,500
- Banners (4 available) ........................................... $2,000
- Logo (3 available) ................................................ $2,000

### DIGITAL BRANDING SPECIFICATIONS

#### Platform
- Landscape ......................................................... 1324 x 688 pixels
- Portrait .............................................................. 688 x 1324 pixels
- Logos .............................................................. 552 x 570 pixels

#### Mobile App
- Mobile banner .................................................. 1080 x 225 pixels; PNG

#### Website Banner
- Dimensions ...................................................... 728 x 90 pixels; PNG
**Sponsorship Descriptions**

**Interview Village (Digital)..........................$25,000**  
**Interview Suite (Digital).............................$10,000**

The Interview Village is a highly visible but exclusive space at the Women of Color STEM Conference. 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  
- Mailing list (names and emails of Suite visitors)  
- Programming slot on the schedule of events for your activity  
- Listing in the virtual conference or attendee guide  
- 10 Digital Recruiter Access Passes

**Suite sponsorship package includes:**
- Branded Suite  
- Mailing list (names and emails of Suite visitors)  
- Programming slot on the schedule of events for your activity  
- Listing in the virtual conference or attendee guide  
- 10 Digital Recruiter Access Passes

*Interview Village and Interview Suite sponsors must have a digital exhibit booth. Digital exhibit booths are sold separately.*

**Technology Recognition Event Premiere Sponsor ..........$25,000**  
**Technology Recognition Event Sponsor ..................$17,500**

The Technology Recognition Event held in-person at a Women of Color Conference ballroom accommodates around 1,200 participants—often excluding award recipients and their supporters. In 2020, the digital twin event exceeded 6,000 unique viewers across all the platforms we employed. This five-fold increase in reach, coupled with the expanded access during and after the event, is an essential tool in all the platforms we employed. This five-fold increase in reach, coupled with the expanded access during and after the event, is an essential tool in all the platforms we employed. This five-fold increase in reach, coupled with the expanded access during and after the event, is an essential tool in all the platforms we employed. This five-fold increase in reach, coupled with the expanded access during and after the event, is an essential tool in all the platforms we employed. This five-fold increase in reach, coupled with the expanded access during and after the event, is an essential tool.

**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

**Women of Color Awards Ceremony ..................$25,000**

The DTX Women of Color Awards Ceremony delivers an expanded audience across several platforms. With a reach of 3,000 viewers on the night of the event, in addition to the post-conference on-demand access, your message will be long-lasting and far-reaching. Sponsors receive:

- 10 All-Access Passes with 10 Reserved seats to the Women of Color Awards Ceremony  
- Two-minute executive-level speaking opportunity or one-minute video presentation  
- Senior-level award presenter at the WOC Awards Ceremony  
- Recognition in the event program  
- Event branding  
- Listing in the virtual conference or attendee guide

**Women of Color Pre-College Program Sponsor $25,000**  
**Women of Color 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 across the country. 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 booth  
- Listing in virtual attendee or conference guide  
- Prominent brand inclusion in the Women of Color 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 booth  
- Listing in virtual attendee or conference guide  
- Brand inclusion in the Women of Color Pre-College Suite in the Education and Discovery Center in STEM City USA  
- Branding on pre-college program materials

**Women of Color Welcome Reception ..................$25,000**

Join the Women of Color STEM Conference in welcoming attendees to the conference. This kick-off event allows attendees to network and reconnect. Sponsors receive:
EVENT SPONSORSHIP OPPORTUNITIES

- IQ All-Access Passes
- Welcome message at the event
- Event branding
- Listing in the virtual conference or attendee guide

Leaders and Legends Recognition Event..................$15,000
This morning event serves two primary audiences: award recipients and conference attendees seeking professional development hours or continuing education units. Sponsors align and amplify their employer of choice message while promoting career awareness and professional development. Sponsors can extend their brand reach by assigning one of their executives to the panel of speakers. Sponsors receive:
  - Two-minute speaking opportunity or one-minute video presentation
  - Recognition in the event program
  - Event branding
  - Listing in the virtual conference or attendee guide

Seminar Room Branding (Digital and Physical) ...$15,000
More than two-thirds of Women of Color attendees cite professional development as the primary reason for attending the conference in surveys. On average, seminar attendance increased five times in the first all-digital WOC STEM Conference. When added to on-demand and extended access to all seminar content, the value of sponsoring a seminar room is evident. Sponsors receive:
  - 5 All-Access Passes
  - Branding in the DTX seminar room (online and in person)
  - Listing in the virtual conference or attendee guide

Women of Color STEMulating Lounge...............$15,000
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. The WOC STEMulating brings all these elements including live-streamed entertainment and the ability to chat by text or video. Sponsors receive:
  - 5 All-Access passes
  - Event Branding
  - Listing in the virtual conference or attendee guide

College Student Lunch and Learn............... $10,000
Students all need to take a break during the conference. Sponsor this event and you can host a group of 100 to 125 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

Conference Bag..........................$10,000
(4 available) Every attendee will receive a conference bag when they register. Our bag includes the Women of Color STEM Conference branding. Add your logo to his eye-catching product that will be seen well beyond the conference.

Health & Wellness Suite..........................$10,000
Balancing work, family, and health has never been as important as it is during the pandemic. Health and wellness in the workplace can improve employee health behaviors and reduce the incidence of chronic diseases such as heart disease, cancer, stroke, and diabetes. These are the most expensive diseases to treat, and these diseases are almost exclusively lifestyle-related. The Women of Color focus on health is an important part of the conference and offers our sponsors branding, employee development, and recruitment opportunities.

Sponsorship package includes:
  - Branded in-person suite at the conference venue for three days
  - 5 All-Access passes
  - Programming slot on the schedule of events for your activity
  - Event branding
  - 3 Mobile app push notifications (one sent each day)
  - Listing in the virtual conference or attendee guide

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)

Name Badges and Lanyards.................$10,000
Our coordinated name badges and lanyards will display your logo on
the name badges and lanyards for all attendees to see your support of WOC.

**T-Shirts** ................................................................. $10,000

Conference attendees love take-away items like t-shirts because of their utility. The WOC t-shirts message present a clever counterpoint to the stereotypes about women in STEM careers. They are a fashionable way to declare that #STEMisAGirlThing, a message that sparks conversation and encourages mentoring and pipeline building, values that any company would want to associate with its brand.

**Women Empowered to Engage**................................. $10,000

The WOC community exists to share the experiences of women in the workplace and to give women the tools to excel. This venue brings women's experiences to life using tech talks. Sponsors of this event align their brand with activities that build leaders of the future and progress for women in the workplace. 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 guides

**Women of Color Closing Reception** ..................... $10,000

Be the first to congratulate the award winners as attendees gather to network and celebrate. This festive event allows sponsors one last opportunity to interact with the attendees. Sponsors receive:

- 5 All-Access passes
- Table to display literature or giveaways
- Event branding
- Listing in the virtual conference or attendee guides

**Women of Color Pre-College Program Box Lunch** ... $10,000

Lunchtime is still a favorite for students and your sponsorship of lunch will promote your organization. Your sponsorship gives you signage in the lunch distribution area and inside the room where the students assemble.

**Resume Writing Room** ........................................... $5,000

This room is an interactive area designed to provide college students with vital resume-writing tips and advice from recruiters and hiring professionals.

- Branded in-person suite at the conference venue for three days
- 5 All-Access passes
- 3 Mobile app push notifications (one sent each day)
- Listing in the virtual conference or attendee guide

**Wake Up With WOC** ............................................... $5,000

This event serves up a morning radio-styled energizer blend to get attendees primed for the day. It features music and a run-down of the daily schedule. Conference goers can tune in as they prepare for their day. Sponsors receive:

- 150-word plug in the program
- Event branding
- Listing in the virtual conference or attendee guide

**Command Center** .................................................. $4,000

Need a place to organize your conference attendees and participation in-person? The command center is the perfect meeting space. Available to your organization on all three conference days, this meeting room can serve as the perfect central hub for your planning staff.

**Networking Suite** ................................................... $3,500 plus refreshments

Create an event that is uniquely branded for your needs. Reserve this opportunity early so all attendees are aware of the event when they register. This is an excellent way for you to gain exclusive access to the WOC attendees. All networking suites are held in person on Friday night. Sponsors receive:

- Recognition in the conference guide
- Event branding
- Event listing on 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.*

**Conference Bag Inserts** ......................................... $2,000

Get your message to the entire conference audience by supplying us with literature to be uploaded at the information desk.

**STEM Carnival Booth** ............................................. $2,000

The Women of Color Pre-College Program’s STEM Carnival allows the pre-college attendees to have hands-on experience in STEM learning. Bring your best activities for middle and high school STEM learning.

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**FOR MORE THAN TWO DECADES, WOC STEM HAS HIGHLIGHTED THE OUTSTANDING CONTRIBUTIONS OF WOMEN OF COLOR TO INSPIRE THE NEXT GENERATION OF SKILLED WORKERS BEST POSITIONED TO SECURE HIGH-WAGE JOBS.**
EVENT SPONSORSHIP OPPORTUNITIES

ADVERTISING OPPORTUNITY

*Women of Color* magazine reaches the most minority science, technology, engineering and mathematics (STEM) students, as well as STEM professionals. Twice a year, Career-Communications Group publishes its award-winning magazine filled with success stories, pertinent articles about key issues in technology and education, and timely career advice. This is the official fall edition Women of Color STEM conference magazine.

For more information on a media kit, editorial calendar, or rate card, call us at 410-244-7101 or send email to sales@ccgmag.com.
SECTION 1 | EXHIBITOR INFORMATION

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

Organization Name: ...........................................................................................................................................................................

Primary Contact: ...............................................................................................................................................................................

Title: ...............................................................................................................................................................................................

E-mail: ..........................................................................................................................................................................................

Address 1: ..................................................................................................................................................................................

Address 2: ..................................................................................................................................................................................

City: ........................................................................................................ State: ..................................... ZIP Code: ..............................................

Phone: ........................................................................................................ Fax: .................................................................

Exhibit Coordinator: ...................................................................................................................................................................

Is there a specific organization(s) that you do not want your booth to be located near?  Yes  No

If yes, please provide organization name(s), not product type: ...........................................................................................................

SECTION 2 | CREDIT CARD PAYMENT

Card Holder’s Name: ..........................................................................................................................................................................

Credit Card Number: .............................................................................................................................. CVV Code: ........................................

Expiration Date: ...............................................................................................................................................................

Card Holder’s Signature: ...............................................................................................................................................................

Total Amount Due: ...............................................................................................................................................................

Date: ...........................................................................................................................................................................................

We Accept :  MasterCard  VISA  AmEx  Discover

SECTION 3 | PLEASE INDICATE YOUR SELECTIONS

RECOGNITION AND RETENTION

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PARTICIPATION PACKAGES

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EVENT/PRODUCT SPONSORSHIPS

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BRANDING OPPORTUNITIES

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GRAND TOTAL: ...............................................................................................................................................................

SECTION 4 | TERMS AND CONDITIONS

1. Make all checks payable to: Career Communications Group, Inc.
2. Mailing: 729 E. Pratt St., Suite 504, Baltimore, MD 21202
3. Booth Assignment: Career Communications Group has sole discretion in the assignment or reassignment of booth space. Exhibitors may not reassign or sublet assigned exhibit space, in whole or in part, without prior written permission from CCG. Booth assignment is based on the date of postmark, exhibit booth requirements, and other criteria deemed necessary to ensure the overall success of the annual conferences.
4. 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.
5. 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. There are no cancellations or reductions of assigned exhibit space permitted after September 1, at which time Exhibitor shall remain liable for the total fee stated in this contract. All cancellations must be submitted in writing to: Accounts Receivable, Career Communications Group Inc. 729 E. Pratt St., Suite 504, Baltimore, MD 21202
6. Agreement: By affixing your signature to this agreement, the exhibiting company contact 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.

SECTION 5 | AGREEMENT

Authorized Signature: ...................................................................................................................................................................

Print Name as Signed: ...............................................................................................................................................................

Date: ...........................................................................................................................................................................................

Accepted by CCG: ...............................................................................................................................................................

Date: ...........................................................................................................................................................................................