A premier multicultural event for science, technology, engineering, and mathematics professionals and college students

EXHIBITOR AND PARTNERSHIP PROSPECTUS

Effective August 1, 2020
GREETINGS
WOMEN OF COLOR IN STEM PARTNERS

As the situation surrounding COVID-19 continues to evolve, Career Communications Group, Inc. (CCG) has taken the unprecedented step of creating a virtual experience for the Annual Women of Color STEM Conference. This year’s conference will be live-streamed to our trusted community. All events will be available for those that register and log into our online platform. This year’s conference is sure to be one of the most innovative events we’ve ever hosted.

Our goal is to ensure a safe and enjoyable conference for our attendees. We look forward to welcoming you to the 2020 Women of Color STEM Virtual Conference.

Meanwhile, we hope that you’ll hold October 8-10, 2020 to experience the conference. Early bird registration ends on August 15.

Stay safe, and we look forward to your participation in October!

Monica E. Emerson
Women of Color STEM Conference
National Chair
“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 ten talents and multiplied them, in a real way. Not to be missed.”
- Priscilla O’Neill

“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!”
- LaDawn Tyler

THE NUMBERS

RECRUITMENT
• 500 college students
• 54% of students are seeking job or internship
• 49 universities represented at the conference: 39% seniors, 29% juniors; 76% FEMALE students

DISCIPLINES
of the college students 3.45 average GPA
• 15% Electrical Engineering
• 13% Computer Science or Computer Engineering
• 13% Biological Engineering
• 10% Mechanical Engineering
• 8% Civil Engineering
• 7% Industrial Engineering
• 7% Chemical Engineering
• 1% Physics/Astronomy
• 26% Other Disciplines
• 800 Pre-college Students (juniors & seniors) 73% in 12th grade

TRAINING
Professional and Collegiate
• 67% attend for professional development
• Over 40 workshops
• 80 hours of training offered
• Continuing Education Units and Professional Development Hours available

VISIBILITY
• Magazine readership and reach
• Conference guide readership and reach
• Conference APP - Nearly 1/2 of attendees downloaded 2019, a 50% increase over 2016. Exhibitor profile views doubled in 2019 from 2017.
• Digital/social media

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- LaDawn Tyler
Participating in the Women of Color STEM Conference (WOC) offers a comprehensive 360-degree approach to recruiting and retaining your employees. Giving your employees access to training in an environment that is conducive to learning new skills leads to better on the job performance, highly motivated and rejuvenated employees.

WOC is among the first conferences of the recruitment season. It offers opportunities to meet students in an intimate environment where they are focused on building soft-skills and preparing to seek internships or permanent employment. We take it a step further and bring you candidates for hire or internships, before, and long after the conference is over. These placement services along with the advertisement available in many of our conference partnership packages guarantees you enviable ROI results for your Fall recruitment efforts.

**PROFESSIONAL DEVELOPMENT TRAINING**

$500 Per Employee ........................................................
Standard training sessions covering topics in leadership and diversity management; and personal and professional development. Full registration, included in many packages, includes the standard training sessions.

$499 Per Employee ........................................................
Premium training features the Global Health Security Leadership Learning Track – Employees can earn five (5) hours toward one (1) CEU credit.

**RECRUITMENT**

Corporate ............................................................... $5,500

Academic/Small Business ................................. $1,500
10’ x 10’ Booth
8’ high back drape, 3’ high flax side dividers,
(1) 6’ x 30” draped table
(2) side chairs
(1) wastebasket
(1) 7” x 44” one-line identification sign.

Interview Booth ................................................ $1,500
Available only when you purchase a conference participation package.

**Job and Internship Candidate Referral**
Deliver five (5) qualified candidates each for up to two (2) open job positions. This is offered for every $10,000 you spend. Offer expires November 30.

**RECOGNITION EVENT TABLES**

**Technology Recognition Luncheon**
VIP ................................................................................. $2,500
General ........................................................................ $1,500

**Breakfast with Leaders and Legends**
VIP ................................................................................. $2,500
General ........................................................................ $1,500

**Women of Color Awards Ceremony and Dinner**
VIP ................................................................................. $2,500
General ........................................................................ $1,500

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CONFERENCE PARTICIPATION PACKAGES

Each package contains (unless otherwise noted):
- Full conference registrations with access to recognition events and standard training
- Listing in the conference guide as a conference partner
- Conference website recognition
- Full-page 4/C advertising in the Women of Color magazine
- Option to purchase additional CCG JobMatch Lite searches

Full conference registration includes:
Alumnae Welcome Reception, Technology Recognition Luncheon, Hospitality/Networking Suite on Friday, Breakfast with Leaders and Legends, Women of Color Awards Ceremony and Dinner, Women of Color Closing Reception, 2-Day Seminar Series, and Career Fair.

Your Women of Color Registration also includes:
A trusted community of professional and training for a lifetime and these benefits:
- Access to members only website sections
- Digital access to Women of Color Magazines on ISSUU.com
- Print subscription to Women of Color Magazines
- Over 200 hours of audio and video recordings from Women of Color STEM Conference
- Discounts on select conference events
- Personal Brand Builder Benefit: Priority editorial consideration on websites and in Women of Color magazine.
- Free CEU seminar credits
- Access to membership directory

Recruitment
- Each package contains the option to utilize a physical booth or receive a resume database for the listed number of resumes.
- Each package includes the value-added 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 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:
    - 1 qualified candidate search for every $10,000 spent with us in sponsorship
    - 2-10 resumes certified to meet up to 80% of your search criteria
    - Limited service facilitating interviews for qualified candidates
    - No guarantee of hire
  - 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

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<tr>
<th>CCG JobMatch</th>
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<td>Job Readiness Certification</td>
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<td>Interviews at Conferences</td>
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<td>Guaranteed Hire</td>
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<td>Existing Partners</td>
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<td>New Partners</td>
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DIGITAL PARTICIPATION PACKAGES

DIGITAL REGISTRATION..............................................$1,000
- Access to all workshops on-demand and live during the conference
- Access to all pre-conference webinars and workshops
- Access to all handouts
- Full access to all digital events

BRONZE LEVEL PARTICIPATION..............................$10,000
2 Digital Registrations
- Half-page advertisement instead of full-page in the Women of Color magazine’s conference issue
- Virtual career fair exhibit booth or 100 resumes
- 2 - CCG JobMatch Lite candidate searches
- Option to purchase one (1) additional batch of 100 resumes

SILVER LEVEL PARTICIPATION..........................$17,500
5 Digital Registrations
- Virtual career fair exhibit booth or 100 resumes
- 2 - CCG JobMatch Lite candidate searches
- Option to purchase one (1) additional batch of 100 resumes

GOLD LEVEL PARTICIPATION...............................$22,500
6 Digital Registrations
Value Add:
- Virtual fair exhibit booth or 200 resumes
- 4 - CCG JobMatch Lite candidate searches
- Option to purchase one (1) additional batch of 100 resumes
PLATINUM PLUS LEVEL PARTICIPATION ..... $35,000

10 Digital Registrations
• Virtual career fair exhibit booth or 200 resumes
• 6 - CCG JobMatch Lite candidate searches
• Option to purchase one (1) additional batch of 100 resumes
• Seminar panelist opportunity (based on availability and approval)**
• One (1) WOC awards selection committee judge *

DIAMOND LEVEL PARTICIPATION ............... $45,000

20 Digital Registrations
• 20 Digital Registrations
• Virtual career fair exhibit booth or 400 resumes
• 8 - CCG JobMatch Lite candidate searches
• Senior-level Presenter at the awards ceremony dinner**
• Seminar panelist opportunity (based on availability and approval)**
• Two (2) WOC awards selection committee judges*

DIAMOND PLUS LEVEL PARTICIPATION.... $50,000

20 Digital Registrations
• Virtual career fair exhibit booth or 400 resumes
• 10 - CCG JobMatch Lite candidate searches
• Diamond level participation plus the following value add:
  • One (1) company hosted signature seminar

ADDITIONAL OPTIONS

One (1) additional batch of 100 resumes..............................................$2,500

$25,000 SPONSORSHIP OPPORTUNITIES
• Alumnae Welcome Reception
• Women of Color Awards Gala (2 available)

$15,000 SPONSORSHIP OPPORTUNITIES
• Technology Recognition Luncheon (4 available)
• Women of Color Closing Reception

$10,000 SPONSORSHIP OPPORTUNITIES
• Women Empowered to Engage – Tech Talks
• Breakfast with Leaders and Legends (4 available)
• Women of Color Pre-College Program (4 available)
• Conference Bag (4 available)

$7,500 SPONSORSHIP OPPORTUNITIES
• T-Shirts (3 available)

$5,000 SPONSORSHIP OPPORTUNITIES
• Seminar Tracks: Professional Development
• Seminar Tracks: Job Readiness Certification
• Seminar Tracks: Woman-to-Woman: Up Close and Personal
• Morning Fitness Session
• Résumé Writing Workshop
• Résumé Writing Room
• College Coordinator Appreciation Lunch
• Exclusive Branded Hospitality/Networking Suite

$1500 SPONSORSHIP OPPORTUNITIES
• Conference Bag Inserts
• Mobile App

VIRTUAL BRANDING OPPORTUNITIES

Additional virtual conference branding opportunities are available at this link.
### Sponsorship Descriptions

**Alumnae Welcome Reception** ................. $25,000

Set the tone at this kick-off event for the conference because attendees will associate your brand and your organization with the message of inclusion and commitment to employee development. Signage displaying your logo is placed prominently at the entrance. You also have the opportunity to display literature at the event.

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

(2 available) - The Women of Color Awards Gala is the pinnacle of the three-day conference. It is also the culmination of years of hard work and perseverance for the women who competed to walk across the stage to accept their awards. This event is not only inspiring and motivational, it reinforces the value of creating opportunities for women, and the rewards of hard work, values that your organization can proudly sponsor. Your sponsorship includes 10 access codes to view the live-streamed event, a three-minute executive-level speaking opportunity or a one-minute video presentation, as well as the opportunity to present an award at the event.

**Technology Recognition Luncheon** .......... $15,000

(4 available) - The Technology Recognition Luncheon honors the All-Stars and Rising Stars in technology. When you sponsor this event, you align your brand with excellence in the workplace, and you also impart a message of inclusion to professional audience which includes the honorees and their families. What better way to create a far-reaching impression of your organization as an employer of choice? Sponsors of this event receive 5 access codes to view the live-streamed event, a three-minute executive-level speaking opportunity or a one-minute video presentation, as well as the opportunity to present an award at the event.

**Breakfast with Leaders and Legends** .......... $10,000

(4 available) - What does it take to reach the upper rungs of the corporate ladder? This is the question on the minds of the typical Women of Color STEM Conference attendee. The Breakfast with Leaders and Legends event offers insight into the skills needed for the C-Suite. Four Executives will hone the message with stirring audience motivational, it reinforces the value of creating opportunities for women, and the rewards of hard work, values that your organization can proudly sponsor. Your sponsorship includes 10 access codes to view the live-streamed event, a three-minute executive-level speaking opportunity or a one-minute video presentation, as well as the opportunity to present an award at the event.

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

(2 available) - 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 attendees. Sponsors receive a table to display literature or giveaways and a three-minute speaking opportunity.

**Women Empowered to Engage – Tech Talks** .... $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. Signage at the event, the opportunity to connect with the audience by providing a speaker for one of the tech talks, and recognition in the event program are benefits to sponsoring.

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

(4 available) - Each year, we host 1,000 high school and middle school students at WOC. We engage the students in hands-on activities, career exploration and college preparatory workshops, and a STEM carnival. Your logo will appear on the workshop signage and on the resource guide as well as the cinch sack that every student receives.

**Conference Bag** ........................................ $10,000

(4 available) - Every attendee will receive a conference tote bag when they register. Our tote bag is decorated with original artwork that depicts the modern woman in the STEM field. Add your logo to this eye-catching product that will be seen well beyond the conference.

**T-Shirts** .................................................... $7,500

(3 available) - Conference attendees love take-away items like t-shirts because of their utility. The WOC t-shirts message presents 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 its brand.

**Seminars:** ............................................... $5,000

(Select One) - 70% of our attendees cite professional development as the primary reason for attending WOC. When you sponsor a seminar track, you show them that your organization values training and career advancement. Your logo will appear on room signage, in the conference program and the conference website alongside the track you sponsored.

- Personal and Professional Development
- Seminar Tracks: Jobs Certification
- Seminar Tracks: Woman-to-Woman: Up Close and Personal
- Résumé Writing Workshop
- Résumé Writing Room
EVENT SPONSORSHIP OPPORTUNITIES

The Global Health Security Leadership Track $5,000

The Global Health Security Leadership Track brings experts to the table to examine the intersection of decision science, prevailing management and communication principles to develop best practices for managing fast moving crises that can have a global impact. Your sponsorship includes signage and the option to formally join the discussion by sending a panel member.

Morning Fitness Session $5,000

Balancing work and lifestyle is the gold standard to a productive employee. WOC takes a holistic approach to personal and professional development by including fitness sessions in the conference lineup. Sponsors of this event will show attendees that your organization embraces the whole person experience. Your logo will appear on the exercise t-shirts and on signage.

College Coordinators’ Appreciation Lunch $5,000

The college coordinators work with the students on their campus to organize student participation in the conference. They are administrators, faculty, and students who influence the selection of students who participate. Your support of this event aligns your brand with excellence, inclusiveness, and the future of the STEM pipeline. Your sponsorship gives you the opportunity to address the coordinators as well as signage at the event.

Exclusive Branded Hospitality/Networking Suite $5,000

Create an event that is uniquely branded for your needs. Reserve this opportunity early so all attendees have the chance to select it when they register. This is an excellent way for you to gain exclusive access to the WOC attendees. You receive prime space and signage.

Conference Bag Inserts $1,500

Get your message to the entire conference audience by supplying us with literature to insert in the conference bag.

Mobile App $1,500

Since the introduction of the conference app, we’ve seen usage increase by leaps and bounds, 50% year over year. The app is released two weeks before the conference which gives the sponsor the opportunity to get the organization’s message out early. Sponsors can place banner advertisement or a promotional page.

ADVERTISING OPPORTUNITY

Women of Color magazine reaches the majority of minority science, technology, engineering and mathematics (STEM) students, as well as STEM professionals. Twice a year, these select audiences comb our pages filled with success stories, pertinent articles about 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.

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<thead>
<tr>
<th>Organization Name:</th>
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<td>Exhibit Coordinator:</td>
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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**

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Date

We Accept:

- [ ] MasterCard
- [ ] Visa
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**SECTION 3 | PLEASE INDICATE YOUR SELECTIONS**

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**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 conference.
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.
6. Agreement: By affixing his/her signature to this agreement, 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.

**SECTION 5 | AGREEMENT**

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**SECTION 6 | CONFERENCE PARTICIPATION**

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**SECTION 7 | EVENT/PRODUCT SPONSORSHIPS**

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**SECTION 8 | EVENT TABLES**

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<th>QUANTITY</th>
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**GRAND TOTAL:**

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