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.

**WHO ATTENDS?**

- 36% College Students
- 45% Professionals
- 19% Other

Additionally, we host a robust pre-college program of over 2,000 students participating in mentoring, experiential learning, and college preparatory and career information workshops.

**NUMBER OF SCHOOLS REPRESENTED**

BEYA34 saw a record number of college students enrolled from 241 institutions from 41 states.

**WHO ATTENDS?**

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

- 79% have a GPA of 3.0 or greater
- 51% have a GPA of 3.3 or greater
- 37% have a GPA of 3.5 or greater
- 6% have a GPA of 4.0

**TYPES OF INSTITUTIONS**

- 70% attend 4-Year Public College or University
- 13% attend Historically Black Colleges or University
- 11% attend 4-Year Private College or University
- 4% attend 2-Year Private College or University
- 2% attend a Hispanic Serving Institution

**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.

**AVERAGE HIRES PER PARTNERSHIP LEVEL**

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

70% attend 4-Year Public College or University

13% attend Historically Black Colleges or University

11% attend 4-Year Private College or University

4% attend 2-Year Private College or University

**TECHNOLOGY**

2% attend a Hispanic Serving Institution

45% attend 4-Year Private College or University

19% attend Other

**ADVANCED EDUCATION**

11% attend Historically Black Colleges or University

13% attend 4-Year Public College or University

**OTHER**

19% attend 4-Year Public College or University

2% attend a Hispanic Serving Institution

4% attend 2-Year Private College or University

**TOTAL**

100%
# Partnership Package Overview

<table>
<thead>
<tr>
<th>EXHIBIT ELEMENTS</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tbody>
<tr>
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## Access

<table>
<thead>
<tr>
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<tr>
<td>Recruiter Access Passes</td>
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## Branding and Communications

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<td>eCruit Plus</td>
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<td>eCruit</td>
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## Complete Presence

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<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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</thead>
<tbody>
<tr>
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<td>Included</td>
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<td>Limit One</td>
<td>Limit One</td>
<td>Limit One*</td>
</tr>
<tr>
<td>Option to Host and Present BEYA Pre-College Workshop</td>
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<td>Limit One*</td>
<td>Limit One*</td>
<td>Limit One*</td>
<td>Limit One*</td>
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</tbody>
</table>

*Based on availability
DIAMOND partnership ($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
- Custom sized virtual exhibit booth
- Up to five (5) job position searches and candidate match through JobMatch Lite for up to 6 months (Service begins when partnership is confirmed.)
- Company Profile/Description (2000 characters)
- Unlimited Document Uploads
- Exhibitor Live Chats
- 4 Exhibitor Webinars
- Gamification

ACCESS
- 20 All Access Pass Includes:
  - Technology Recognition Event
  - Stars & Stripes Event
  - Student Leadership Awards Event
  - HBCU Engineering Deans’ Recognition Event
  - BEYA Awards Ceremony
  - Networking Events
  - Education Sessions
- 15 Recruiter Access Passes included
- Recognition Events Access Passes $200
- Option to purchase limited recruiter access passes at $1250 each
- Add Recognition Events (All Events) Access Pass - $200 for 4 Events

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 3000-character organization description on the BEYA website, the BEYA app, and in your exhibit booth
- Mobile app recognition which includes your logo on the sponsor page
- Social media – eCruit Plus
- Listing in Conference or Attendee Guide as a Diamond partner
- Full page 4/C advertisement in US Black Engineer & IT magazine

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

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

“"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

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 a la carte items!
List available on page 9
**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 9

NEW
MAKE IT YOUR OWN

EXHIBIT ELEMENTS
- Large virtual exhibit booth
- Option to upgrade to custom booth
- Up to four (4) job position searches and candidate match through JobMatch Lite for up to 6 months (Service begins when partnership is confirmed.)
- Company Profile/Description (1000 characters)
- 15 Document Uploads
- Exhibitor Live Chats
- 2 Exhibitor Webinar
- Gamification

ACCESS
- 15 All Access Pass Includes:
  - Technology Recognition Event
  - Stars & Stripes Event
  - Student Leadership Awards Event
  - HBCU Engineering Deans’ Recognition Event
  - BEYA Awards Ceremony
  - Networking Events
  - Education Sessions
- 10 Recruiter Access Passes included
- Option to purchase limited recruiter access passes at $1250 each
- Add Recognition Events (All Events) Access Pass - $200 for 4 Events

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 2000-character organization description on the BEYA website, the BEYA app, and in your exhibit booth
- Mobile app recognition which includes your logo on the sponsor page
- Social media – eCruit Plus
- Listing in Conference or Attendee Guide as a Platinum partner
- Full page 4/C advertisement in US Black Engineer & IT magazine

COMPLETE PRESENCE
- First option to assign speaker, panelist, or moderator for a BEYA education session*
- First option to host and present an interactive learning display for pre-college students on Friday*

**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.

“**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

**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

*Must confirm speaker by August 31 and is based on availability.*
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**
- Medium virtual exhibit booth
- Option to upgrade to custom booth
- Up to three (3) job position searches and candidate match through JobMatch Lite for up to 6 months (Service begins when partnership is confirmed.)
- Company Profile/Description (600 characters)
- 10 Document Upload
- Exhibitor Live Chats
- Gamification

**ACCESS**
- 10 All Access Pass Includes:
  - Technology Recognition Event
  - Stars & Stripes Event
  - Student Leadership Awards Event
  - HBCU Engineering Deans’ Recognition Event
  - BEYA Awards Ceremony
  - Networking Events
  - Education Sessions
- 5 Recruiter Access Passes included
- Option to purchase limited recruiter access passes at $1250 each
- Add Recognition Events (All Events) Access Pass - $200 for 4 Events

**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 1000-character organization description on the BEYA website, the BEYA app, and in your exhibit booth
- Mobile app recognition which includes your logo on the sponsor page
- Social media – eCruit
- Listing in Conference or Attendee Guide as a Gold partner
- Full page 4/C advertisement in US Black Engineer & IT magazine

**COMPLETE PRESENCE**
- First option to assign speaker, panelist, or moderator for a BEYA education session *
- First option to host and present an interactive learning display for pre-college students on Friday *

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

**“Race, age, experience, geography, language, none of these should restrict you. All of these are assets. We should be willing to embrace differences.”**

- John D. Harris
  2010 Black Engineer of the Year

**NEW MAKE IT YOUR OWN GOLD PACKAGE**

$50,000

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

List available on page 9
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

MAKE IT YOUR OWN

NEW

EXHIBIT ELEMENTS

• Small virtual exhibit booth
• Up to two (2) job position searches and candidate match through JobMatch Lite for up to 6 months (Service begins when partnership is confirmed.)
• Company Profile/Description (600 characters)
• 8 Document Upload
• Exhibitor Live Chats
• Gamification

ACCESS

• 5 All Access Pass Includes:
  • Technology Recognition Event
  • Stars & Stripes Event
  • Student Leadership Awards Event
  • HBCU Engineering Deans’ Recognition Event
  • BEYA Awards Ceremony
  • Networking Events
  • Education Sessions
• 3 Recruiter Access Passes included
• Option to purchase limited recruiter access passes at $1250 each
• Add Recognition Events (All Events) Access Pass - $200 for 4 Events

BRANDING AND COMMUNICATIONS

• Prime placement of your logo linked to your organization’s career website from the BEYA conference website exhibitor’s page
• Logo, link, and a 600-character organization description on the BEYA website, the BEYA app, and in your exhibit booth.
• Mobile app recognition which includes your logo on the sponsor page
• Social media – eCruit
• Listing in Conference or Attendee Guide as a Gold partner
• Full Page 4/C advertisement in US Black Engineer & IT magazine

SILVER ($20,000)

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

“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

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
EXHIBIT ELEMENTS

- Small virtual exhibit booth
- Up to two (2) job position searches and candidate match through JobMatch Lite for up to 6 months (Service begins when partnership is confirmed.)
- Company Profile/Description (600 characters)
- 4 Document Upload
- Exhibitor Live Chats
- Gamification

ACCESS

- 2 All Access Pass Includes:
  - Technology Recognition Event
  - Stars & Stripes Event
  - Student Leadership Awards Event
  - HBCU Engineering Deans’ Recognition Event
  - BEYA Awards Ceremony
  - Networking Events
  - Education Sessions
- 2 Recruiter Access Passes included
- Option to purchase limited recruiter access passes at $1250 each
- Add Recognition Events (All Events) Access Pass - $200 for 4 Events

BRANDING AND COMMUNICATIONS

- Prime placement of your logo linked to your organization’s career website from the BEYA conference website exhibitor’s page
- Logo, link, and a 600-character organization description on the BEYA website, the BEYA app, and in your exhibit booth.
- Mobile app recognition which includes your logo on the sponsor page
- Social media – eCruit Basic
- Listing in Conference or Attendee Guide as a Bronze partner
- One-half page advertisement in US Black Engineer & IT magazine

“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

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 ITEMS & SPONSORSHIP OPPORTUNITIES

### “TABLE” SPONSOR
- Award Event Time Slot (Table) Sponsor ......................................................... $2,500
- Stars & Stripes Event Table Sponsor ................................................................. $2,500
- HBCU Engineering Deans’ Recognition Event Table Sponsors ................................................. $2,500

### INDIVIDUAL EXHIBIT BOOTHS
- Custom Exhibit Booth Space .................................................................................. $12,500
- Large Exhibit Booth Space .................................................................................... $9,500
- Medium Exhibit Booth Space .................................................................................. $7,500
- Small Exhibit Booth Space ..................................................................................... $5,500
- Small Exhibit Booth Space (Academic and Small Business) ........................................ $1,500

### INDIVIDUAL ACCESS
- All Access Pass ....................................................................................................... $950
- Day Pass .................................................................................................................. $475
- Recognition Events (All Events) Access Pass ........................................................... $200

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

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

Following is the list of sponsorships offered:

#### NETWORKING WITH CONFERENCE ATTENDEES:
- BEYA Alumni Welcome Reception ................................................................. $20,500
- BEYA Awards Ceremony After Party ............................................................. $15,000
- BEYA Leading Voices ....................................................................................... $10,000
- BEYA Seminar Track ......................................................................................... $7,500

#### CONNECTING WITH THE HBCU ENGINEERING DEANS:
- HBCU Engineering Deans’ Recognition Event .................................................. $30,000
- HBCU Engineering Deans’ Roundtable ............................................................. $5,000
- AMIE Board Meeting .......................................................................................... $2,500
- HBCU Engineering Deans’ Meeting ................................................................. $1,500

#### RECRUITING ENHANCEMENTS:
- BEYA College Program ..................................................................................... $50,000
- College Student Welcome Lounge ................................................................. $15,000
- College Student Connect (Per 1000) ............................................................... $2,500
- Student Leadership Awards Program ............................................................. $10,000
- Resume Writing Workshop ............................................................................... $10,000
- College Student Lunch and Learn ................................................................. $7,500
- BEYA Speed Networking Suites ...................................................................... $3,500
- Digital “Room” Key ......................................................................................... $10,000
- VIP Interview Village Suite ............................................................................ $25,000
- Interview Room Link ....................................................................................... $3,000

#### BUSINESS DEVELOPMENT:
- Stars & Stripes Event ....................................................................................... $30,000

#### STEM PIPELINE DEVELOPMENT:
- BEYA Pre-College Program ........................................................................... $20,000
- Stars & Stripes High School Mentoring Program ........................................... $20,000
- CCG Pre-College Program Resource Guide ..................................................... $15,000
- Pre-College Program Conference Bag ............................................................... $10,000

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

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

EMPLOYER OF CHOICE VISIBILITY:
BEYA Awards Ceremony ........................................ $50,000
HBCU Engineering Deans’ Recognition Event ...$30,000
Technology Recognition Event featuring
Modern-Day Technology Leaders & Science Spectrum Trailblazers ........................................ $25,000

CONFERENCE VISIBILITY:
Conference Swag (1000 Attendees) ..............$60,000
Conference Swag Co-Sponsor (300 Attendees) $20,000
Conference Mobile App Promo Page .......... $5,000
Conference Mobile App Top Banner ............ $2,500
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 - Billboard 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 .......... $1000
Information Desk Branding - Large Banner ...... $2,500

RECOGNITION EVENT TICKETS PRICES:
Recognition Events (All Events) ...................... $200

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

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

<table>
<thead>
<tr>
<th>eCruit Plus</th>
<th>Banner Advertisement</th>
<th>Impressions</th>
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*This list is subject to change.
**BEYA PARTNERSHIP CONTRACT**

### PARTNERSHIP OPTIONS

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<th>Fee</th>
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<tr>
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<td>Gold Partnership</td>
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<td>Silver Partnership</td>
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<tr>
<td>Bronze Partnership</td>
<td>$15,000</td>
</tr>
<tr>
<td>Custom Exhibit Booth Space</td>
<td>$12,500</td>
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<tr>
<td>Large Exhibit Booth Space</td>
<td>$9,500</td>
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<tr>
<td>Medium Exhibit Booth Space</td>
<td>$7,500</td>
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<tr>
<td>Small Exhibit Booth Space</td>
<td>$5,500</td>
</tr>
<tr>
<td>Small Exhibit Booth Space (Academic and Small Business)</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

### PARTNERSHIP PAYMENT INSTRUCTIONS

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 Transfer:**
   - 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. Sand remittance advice to reimbursement@ccgm.com. Payments must be in USD.
   - Beneficiary Bank: Bank of America
   - Domestic Routing Number: 026180002
   - Domestic Account Number: 1628837230

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 Payment:**
   - Payments made to Career Communications Group, Inc.
   - Remittance Address: 729 E. Pratt Street, Suite 504, Baltimore, MD 21202

4. **Purchase Order:**
   - Payments made to Career Communications Group, Inc.
   - Remittance Address: 729 E. Pratt Street, Suite 504, Baltimore, MD 21202

### REGISTRATION INFORMATION

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

**Primary Contact:**

Organization Name: ..........................................................
Title: .......................................................... E-mail: ..........................................................
Phone: ..........................................................

**Additional Contact:**

Organization Name: ..........................................................
Title: .......................................................... E-mail: ..........................................................
Phone: ..........................................................

**Billing Contact:**

Billing Address 1: ..........................................................
City: .......................................................... State: .................................................. ZIP Code: ..........................................................
E-mail: ..........................................................
Phone: ..........................................................

**BILLING ADDRESS 2:**

Billing Address 2: ..........................................................
City: .......................................................... State: .................................................. ZIP Code: ..........................................................
E-mail: ..........................................................
Phone: ..........................................................

### PACKAGE PAYMENT INFORMATION

**Partnership Package:** .................................................................................................................................................. $ .............................................

**Make It Your Own Choices (if applicable)**

<table>
<thead>
<tr>
<th>Description</th>
<th>Fee</th>
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<tbody>
<tr>
<td>All Access Pass - $950</td>
<td>$950</td>
</tr>
<tr>
<td>Custom Exhibit Booth Space - $1,250</td>
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<tr>
<td>Large Exhibit Booth Space - $9,500</td>
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<tr>
<td>Medium Exhibit Booth Space - $7,500</td>
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<tr>
<td>Small Exhibit Booth Space (Academic and Small Business) - $1,500</td>
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<tr>
<td>Recognition Events (All Events) Access Pass - $200</td>
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<td>Stars &amp; Stripes Event Table Sponsor - $2,500</td>
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<td>HBCU Engineering Dans’ Recognition Event Table Sponsor - $2,500</td>
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<tr>
<td>Award Event Time Slot “Table” Sponsor - $2,500</td>
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### TERMS AND CONDITIONS

1. **Deadlines:** Exhibitor agrees to adhere to all reasonable deadlines set by CCG in connection with the BEYA STEM Conference, including but not limited to deadlines for submission of Exhibitor information for use in promotion and production of the event. For example, such information may include company logo, web banners, organization description, award winner, and speaker information. If the Exhibitor does not submit any element of the required information by the deadline, CCG reserves the right to exclude that element from the event.

2. **Booth Assignment:** CCG has sole discretion in the assignment 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 level of spend, exhibit booth requirements, and other criteria deemed necessary to ensure the overall success of the conference.

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

4. **Cancellation:** Exhibitor may not cancel this contract or reduce the amount of assigned exhibit space without written notification to CCG. In the event of cancellation or reduction, Exhibitor shall be liable for an amount equal to 50% of the total fee. Any balance remaining from the total fee that has been paid by Exhibitor shall be refunded to Exhibitor by CCG. 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.

### Select Payment Type (Required)

<table>
<thead>
<tr>
<th>Type of Payment</th>
<th>Description</th>
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<tbody>
<tr>
<td>Wire</td>
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<tr>
<td>Check</td>
<td>PO</td>
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### Credit Card Information

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**Billing Address**

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

**Type of Card:**

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<th>Description</th>
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<tr>
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<td>Visa</td>
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</table>

**Expiration Date**

**Security Code**

**Signature/Date**