

SPONSORSHIP OPPORTUNITIES

FEBRUARY 13-15, 2020

WASHINGTON MARRIOTT WARDMAN PARK
WASHINGTON, DC

BEYA

S T E M

Global Competitiveness
Conference

WHERE THE **STEM** COMMUNITY UNITES

WWW.BEYA.ORG

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SPONSORSHIP OPPORTUNITIES

We know that when you decide to attend a conference, you have many priorities and objectives that contribute to success. The BEYA STEM Global Competitiveness Conference offers several opportunities designed to help you meet those objectives. Whether you wish to reach the entire conference demographic, or just a segment, showcase your organizations, or enhance your recruitment efforts, we have something for you. If you don't see something that fits your needs, ask us, we'll work with you to make your experience fit your needs. Our sponsorship benefits range from promotion of your brand in our event marketing efforts, signage, event speakers, and literature distribution.

BEYA SPONSORSHIP OPPORTUNITIES



Networking with Conference Attendees:

What better way to meet your objectives than in a low-pressure, relaxed environment? Any one of these events gives you access to the BEYA attendees. You can distribute literature, collect business cards, address the audience, or even give prizes and gifts. Define your needs and we work to deliver.

BEYA Alumni Welcome Reception - \$20,500

Join the BEYA Alumni committee in welcoming attendees to the conference. This kick-off event allows attendees to network and reconnect. Sponsors of this event can welcome the attendees and get their message to them through a brief presentation, distributing literature, or any other approved activity.

BEYA Gala After Party - \$15,000

The After Party is a celebration that immediately follows the BEYA Gala ceremony. This event brings professionals and students together to celebrate and mingle with the honorees. Sponsors of this event can take advantage of this final opportunity to get their message to the BEYA attendees.

BEYA Leading Voices - \$10,000

BEYA Leading Voices represents the circle of dynamic opinion and editorial commentators from the *US Black Engineer & Information Technology* magazine section live. Experts present thought-provoking, innovative concepts to mark the opening of the BEYA Hall of Innovation. Sponsors have first rights of refusal on presenting a tech talk as well as displaying materials in the Hall of Innovation, which remains in place throughout the three days of the conference for attendees to visit.

BEYA Seminar Track - \$7,500

The BEYA seminar series consists of several in-depth learning tracks. Sponsors can select the track that aligns with their priorities. As a sponsor, you receive recognition on the BEYA website, in the conference guide, and on seminar signage strategically placed throughout the conference. Tracks presented in this solution-packed series include: diversity and inclusion, leadership, management, work-life balance, and career and professional development.

Connecting with the HBCU Engineering Deans:

The 15 men and women who serve as deans of the ABET accredited HBCU engineering schools are arguably the most important BEYA attendees. They graduate over 30 percent of the nation's African-American engineers. Getting in front of this group is the gateway to ensuring that their programs are closely aligned with your needs.

HBCU Engineering Deans' Breakfast - \$30,000

The deans of the 15 ABET-accredited, historically Black college and university (HBCU) engineering programs host this signature Power Breakfast in honor of the special recognition, student, and education leadership award recipients. Sponsors of this event signal the immense value and the importance of the deans' work. Your logo will appear in the conference guide, the event program, and on event signage. You will also have the opportunity to present an award or give remarks at the event.

HBCU Engineering Deans' Roundtable - \$5,000

This is a moderated panel discussion with HBCU engineering deans, whose schools produce 33 percent of the nation's black engineers. This is an excellent opportunity to build on your recruiting relationships, learn about the progress of HBCU research programs and to find out what's new on their campuses. Sponsors receive recognition during the event, on signage, and in the conference guide.

AMIE Board Meeting - \$2,500

Each year, BEYA hosts one of the board meetings for the the group Advancing Minorities' Interest in Engineering (AMIE). AMIE members are an alliance of corporate, government, and academic leaders who gather to implement and support programs to attract, educate, and place students in STEM careers. Sponsors of this event showcase their organization as one that shares the mission and values of AMIE. Sponsors will receive recognition in signage and in the program.

HBCU Engineering Deans Meeting - \$1,500

The Council of the Engineering Deans' of the Historically Black Colleges and Universities (HBCU) meet annually for breakfast at the BEYA STEM conference. Sponsors of their breakfast meeting receive recognition in the conference guide and at the breakfast. Draw attention to your commitment and appreciation through your sponsorship which includes a branded conference bag to carry their individualized conference schedule and other materials.

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Recruiting Enhancements:

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

BEYA College Program - \$50,000

Development Institute for Emerging Leaders, or DIEL as it is popularly known, is a leadership and professional development program designed to help college students succeed in commercial, government, institutional, and industrial marketplaces. DIEL's mission is to provide students with the tools to enhance their prospects in the STEM industry.

The DIEL Program includes tailored seminars and workshops, the Welcome Lounge, Student Hospitality Lounge, Student Leadership Awards Dinner, and a dedicated all-day Resume Writing Room Workshop.

College Student Welcome Lounge - \$15,000

Be the FIRST to meet and greet future talent for your organization. The Welcome Lounge is where college students are greeted and hosted while their coordinators receive their registration materials. Place your message in 60-second commercial and we'll include it in our 10-minute video about how to get the most out of the BEYA STEM Conference that will loop during the time the Welcome Lounge is open.

College Student Meal Vouchers -

500 Dinner Vouchers at \$25 each - \$12,500

500 Lunch Vouchers at \$20 each - \$10,000

Stand out from the crowd when you sponsor a student meal voucher. There is no better way to get your organization's name in front of potential hires than to attach your name to something that everyone wants... a free meal. Your sponsorship of a meal voucher gives you the opportunity to brand the lunch ticket and include a brief call to action like inviting the user to visit your booth, hospitality suite, or a portal to apply for jobs. Vouchers are offered in lots of 500.

BEYA Speed Networking Suites - \$10,000 F&B included; **\$3,500** (Room Only)

This themed conference social is designed to facilitate professional networking for new graduates as well as college students. Mid-career managers and executives, who participate in BEYA events annually, serve as invaluable resources for early career professionals and those seeking to advance up the ranks. The atmosphere is light. Food, beverages, and live music are included. Sponsors receive recognition in the conference guide and on the BEYA website.

Student Leadership Dinner - \$10,000

This event launches the DIEL college student program for the conference weekend. Students are nominated by faculty members for their outstanding academic achievements in STEM. This event is the prime opportunity for organizations to meet and engage the most outstanding students in science, technology, engineering, and mathematics in a high-energy environment. Sponsors receive recognition in signage, the event program, conference guide, and on the BEYA website.

Resume Writing Workshop - \$10,000

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

College Student Lunch and Learn - \$7,500

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

Student Leadership Dinner Table Host - \$3,000

Bring your recruitment message directly to the students. Host a table of eight students at the "baby BEYA" awards event because you know that recruitment at BEYA begins well before we raise the walls of your booth in the exhibit hall. Sponsors receive signage on their tables and recognition during the program.

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Business Development:

BEYA boasts a community that is uncharacteristically broad. The result is the birth of ideas leading to launched ventures; executive meetings leading to policy shifts, business connections and new opportunities.

VIP Green Room - \$25,000

The Green Room is a VIP lounge, located directly behind the BEYA stage. This designated area, with exclusive access to award presenters, award recipients, performers, speakers, and other VIPs, when they are not required on the stage, is a hospitality suite. The atmosphere is formal. Light hors d'oeuvres and cocktails are offered. Sponsors receive recognition in the conference guide, signage in the room, and on the stage.

Stars & Stripes Dinner - \$30,000

Top black Admirals, Generals and Senior Executive Service members are honored in front of an audience comprised of CEOs, elected officials, military flag officers, diversity executives from industry, government, and the military during this exclusive event. Sponsors receive their logo and welcome letter in the event program and recognition in the conference guide, on even signage, and during the program. A past keynote speaker was Admiral Michael Mullen, USN, former chairman of the Joint Chiefs of Staff.

STEM Pipeline Development:

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

BEYA Pre-College Program - \$20,000

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

Stars & Stripes Mentoring Program - \$20,000

Each year, over 400 students from DC and Virginia high schools are invited to take part in a four-hour mentoring program, which includes two hours of mentoring offered by over 200 flag officers from the military services. Students gain insight and advice on the path to STEM careers. Sponsors help provide an afternoon snack for the students and the mentors. You will receive recognition in the conference guide and on signage placed in the room.

CCG Pre-College Program Resource Guide - \$15,000

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

Pre-College Program Conference Bag - \$10,000

Sponsor the conference bag for the students who participate in the pre-college program and get your brand in front of your future workforce. This group of BEYA attendees will take your message and brand into the community increasing your visibility and message reach.

BEYA SPONSORSHIP OPPORTUNITIES



Conference Visibility:

Boost your presence at the conference with any of these options. Your message or brand can be seen throughout the conference and, in some cases, beyond the conference.

Conference Bag Exclusive - \$60,000

OR Conference Bag Co-Sponsor - \$20,000

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

Conference Badges and Lanyards - \$25,000

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

Exhibit Hall Concession Break Area - \$15,000

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

Escalator Wrap - Exhibit Hall Entrances - \$6,000

Make your presence known by placing your branding or message on either of the pair of escalators leading to the exhibit hall.

Hotel Key Card - \$8,250

More than three-fourths of the BEYA attendees stay in the conference hotel. Place your logo or message on the key card to boost your recruitment efforts. Use this tool to direct attendees to your booth, website, or any other location.

Conference Mobile App Banner - \$5,000

The BEYA mobile app was launched at BEYA 2017. In 2018, the number of users more than doubled reflecting a 25 percent usage rate. This exponential growth is expected to continue as we move toward increased reliance on digital alternatives to printed material. The mobile app remains live until the next conference, so your ad banner remains active for a full year.

Hotel Lobby Columns - 2 Total - \$8,920

Your message and brand can be the first that BEYA attendees see when they enter the conference hotel, leave, or make their way to their rooms. This is a great opportunity to stand out and be seen by conference attendees.

Hotel Elevators - 6 Total - \$5,910

Go big... Take advantage of all six (6) elevators and don't get left out of high-visibility branding. This is an ideal to enhance your recruitment efforts when you use it as a call to action tool.

Conference Bag Insert - \$3,000

Conference bag inserts are an affordable way to reach conference attendees with your specialized message. You supply the material and we will get them into the hands of the BEYA attendees.

Employer of Choice Visibility:

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

Technology Recognition Luncheon featuring Modern-Day Technology Leaders & Science Spectrum Trailblazers - \$25,000

The Technology Recognition Luncheon recognizes the significant achievements of leaders in technology. Organizations recommend these individuals to receive this honor because of their proven accomplishments. This event includes speaking opportunities for event partners. Sponsors receive five event tickets in addition to the standard marketing and promotions that puts your brand in front of the event attendees.

BEYA Awards Ceremony and Gala - \$50,000

Dubbed the "Oscars of the STEM Industry," the BEYA Gala is marked by speeches, inspirational stories, music, visual enhancements, and unforgettable red-carpet moments. Sponsors of this event receive recognition in front of an audience which includes CEOs, college students, diversity executives from industry, government, and the military. Additionally, sponsors receive recognition in the conference guide, on signage strategically placed in the room, 10 event tickets, option for an executive to present an award, and a three-minute speaking opportunity.