

PARTNERSHIP OPPORTUNITIES

FEBRUARY 7-9, 2019

WASHINGTON MARRIOTT WARDMAN PARK
WASHINGTON, DC



WHERE THE **STEM** COMMUNITY UNITES

WWW.BEYA.ORG

WWW.CCGMAG.COM | CAREER COMMUNICATIONS GROUP, INC.
729 E. PRATT ST | SUITE 504 | BALTIMORE, MD 21202 | 410.244.7101 | FAX 410.752.1837

For the past 33 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 work force. In 2018 BEYA saw a record attendance of over 10,000 attendees joining to advance STEM careers.

BEYA19 is your opportunity to interact face-to-face with a growing audience of STEM advocates, talent, and the future STEM pipeline.

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.

WHO ATTENDS?

Additionally, we host a robust pre-college program of **over 1,500 students** participating in mentoring, experiential learning, and college preparatory and career information workshops.

BEYA

Global Competitiveness Conference

11%
Other

41%
Professionals

48%
Students

NUMBER OF SCHOOLS REPRESENTED

BEYA18 SAW A **RECORD NUMBER OF COLLEGE STUDENTS ENROLLED FROM**

135 INSTITUTIONS
FROM **30 STATES**

HOW PREPARED IS THE ENTRY-LEVEL TALENT POOL?

75% have a **GPA of 3.0** or greater

49% have a **GPA of 3.3** or greater

32% have a **GPA of 3.5** or greater

5% have a **GPA of 4.0**

AVERAGE HIRES PER PARTNERSHIP LEVEL

Diamond-Level Partnership 55 hires

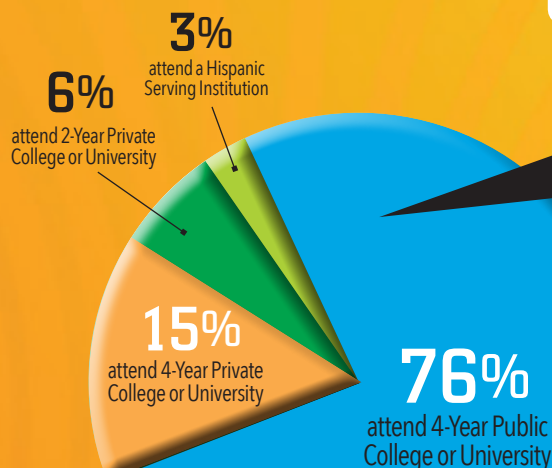
Platinum-Level Partnership 40 hires

Gold-Level Partnership 20 hires

Silver-Level Partnership 12 hires

Bronze-Level Partnership 8 hires

TYPES OF INSTITUTIONS



PARTNERSHIP PACKAGE OVERVIEW

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
	\$50,000	\$40,000	\$30,000	\$20,000	\$15,000
EXHIBIT ELEMENTS					
Booth Size	20' x 30' Island	20' x 20' Island	20' x 10'	10' x 10'	10' x 10'
Included Interview Booth	One 8' x 8'	One 8' x 8'	One 8' x 8'		
Option to Purchase Interview Booths (\$2,000 each)	Included	Included	Included	Included	Included
JobMatch Lite Position Search: Six-month service begins when partnership is confirmed	5	4	3	2	1
ACCESS					
Full Conference Registrations (Career Fair, Receptions, Education Sessions Only)	20	10	10	5	2
Technology Recognition Lunch Tickets Included	20	10			
HBCU Engineering Deans' Breakfast Tickets (2 seats reserved for college student at each table)	16	8			
BEYA GALA Tickets Included	20	10			
Recruiter Badges Included	10	10	5	3	2
Access to Corporate Lounge	Included	Included			
Option to Purchase Exhibit Hall Only Registrations (\$250 each)	Unlimited	Unlimited	Unlimited	Limit 4	Limit 2
BRANDING AND COMMUNICATIONS					
Conference Website Recognition	Exhibitors Page	Exhibitors Page	Exhibitors Page	Exhibitors Page	Exhibitors Page
Mobile App Inclusion	Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page
Listing in Conference Guide	Included	Included	Included	Included	Included
4/C Advertisement in <i>US Black Engineer & IT</i> magazine	Full Page	Full Page	Full Page	Full Page	Half Page
COMPLETE PRESENCE					
Option to Assign Speaker, Panelist, or Moderator at a BEYA Seminar or Workshop	Included	Included	Included		
Private Meeting Space	Option to Reserve	Option to Reserve	Option to Reserve		
Company-Hosted Signature Seminar	Limit One				
Senior-Level Award Presenter at BEYA Gala or HBCU Engineering Deans' Breakfast	Limit One				
Option to Host and Present BEYA Pre-College Workshop	Limit One				

PARTNERSHIP PACKAGE OPPORTUNITIES - DIAMOND



DIAMOND (\$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

- 20' x 30' island with (2) 6' draped table, (4) chairs, (1) wastebasket, and (1) 7" x 44" one-line booth ID sign
- One (1) 8' x 8' interview booth
- Option to purchase additional interview booths at \$2,000 each
- Up to five (5) job position searches and candidate match through JobMatch Lite for up to 6 months (*Service begins when partnership is confirmed.*)

ACCESS

- 20 full conference registrations for general events only
- 2 Technology Recognition Luncheon tables (10 seats each)
- 16 HBCU Engineering Deans' Breakfast seats
- 20 BEYA Gala seats
- Add Stars & Stripes Dinner tickets starting at \$250 each
- 10 recruiter badges for exhibit hall staff
- Access to corporate lounge
- Option to purchase unlimited exhibit hall passes at \$250 each

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 custom organization description on the BEYA website and in the BEYA app
- Mobile app recognition which includes your logo on the sponsor page
- Listing in Conference 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 seminar or workshop*
- First option on dedicated private meeting space for the duration of the conference
- 75-minute company-led seminar for attendees*
- One (1) senior-level Award Presenter at the BEYA Gala or the HBCU Engineering Deans' Breakfast**
- First option to host and present an interactive learning display for pre-college students on Friday

* Must confirm speaker by August 31

** 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

PARTNERSHIP PACKAGE OPPORTUNITIES - PLATINUM



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.

EXHIBIT ELEMENTS

- 20' x 20' island with (2) 6' draped table, (2) chairs, (1) wastebasket, and (1) 7" x 44" one-line booth ID sign
- One (1) 8' x 8' interview booth
- Option to purchase additional interview booths at \$2,000 each
- Up to four (4) job position searches and candidate match through JobMatch Lite for up to 6 months (*Service begins when partnership is confirmed.*)

ACCESS

- 10 full conference registrations for general events only
- 1 Technology Recognition Luncheon tables (10 seats each)
- 8 HBCU Engineering Deans' Breakfast seats
- 10 BEYA Gala seats
- Add Stars & Stripes Dinner tickets starting at \$250 each
- 10 recruiter badges for exhibit hall staff
- Access to corporate lounge
- Option to purchase unlimited exhibit hall passes at \$250 each

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 custom organization description on the BEYA website and in the BEYA app
- Mobile app recognition which includes your logo on the sponsor page
- Listing in Conference 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 seminar or workshop*
- First option on dedicated private meeting space for the duration of the conference
- Sponsor assign speaker, panelist, or moderator to a BEYA seminar or workshop*

* Must confirm speaker by August 31

"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**

NEW

**MAKE IT
YOUR OWN
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

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

- 20' x 10' booth with (2) 6' draped table, (2) chairs, (1) wastebasket, and (1) 7" x 44" one-line booth ID sign
- One (1) 8' x 8' interview booth
- Option to purchase 8' x 8' interview booth at \$2,000 each
- Up to three (3) job position searches and candidate match through JobMatch Lite for up to 6 months
(Service begins when partnership is confirmed.)

ACCESS

- 10 full conference registrations for general events only
- Add Technology Recognition Luncheon table starting at \$1,500 each
- Add Stars & Stripes Dinner tickets starting at \$250 each
- Add HBCU Engineering Deans' Breakfast tables starting at \$1,500 each
- Add BEYA Gala seats starting at \$150 each
- 5 recruiter badges for exhibit hall staff
- Option to purchase unlimited exhibit hall passes at \$250 each

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 custom organization description on the BEYA website and in the BEYA app
- Mobile app recognition which includes your logo on the sponsor page
- Listing in Conference 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 seminar or workshop*
- First option on dedicated private meeting space for the duration of the conference
- Sponsor assign speaker, panelist, or moderator to a BEYA seminar or workshop*

* Must confirm speaker by August 31

"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

PARTNERSHIP PACKAGE OPPORTUNITIES - SILVER



SILVER (\$20,000)

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

EXHIBIT ELEMENTS

- 10' x 10' booth with (1) 6' draped table, (2) chairs, (1) wastebasket, and (1) 7" x 44" one-line booth ID sign
- Option to purchase 8' x 8' interview booth at \$2,000 each
- Up to two (2) job position searches and candidate match through JobMatch Lite for up to 6 months (*Service begins when partnership is confirmed.*)

ACCESS

- 5 full conference registrations for general events only
- Add Technology Recognition Luncheon table starting at \$1,500 each
- Add Stars & Stripes Dinner tickets starting at \$250 each
- Add HBCU Engineering Deans' Breakfast tables starting at \$1,500 each
- Add BEYA Gala seats starting at \$150 each
- 3 recruiter badges for exhibit hall staff
- Option to purchase exhibit hall passes at \$250 each (Limit 4)

BRANDING AND COMMUNICATIONS

- Quality placement of your logo linked to your organization's career website from the BEYA conference website exhibitors page
- Mobile app recognition which includes your logo on the sponsor page
- Logo, link, and a custom organization description on the BEYA website and in the BEYA app
- Listing in Conference Guide as a Silver partner
- Full Page 4/C advertisement in *US Black Engineer & IT* magazine

"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*

NEW

MAKE IT YOUR OWN

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

PARTNERSHIP PACKAGE OPPORTUNITIES - **BRONZE**



BRONZE (\$15,000)

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

EXHIBIT ELEMENTS

- 10' x 10' booth with (1) 6' draped table, (2) chairs, (1) wastebasket, and (1) 7" x 44" one-line booth ID sign
- Option to purchase 8' x 8' interview booth at \$2,000 each
- One (1) job position search and candidate match through JobMatch Lite for up to 6 months (*Service begins when partnership is confirmed.*)

ACCESS

- 2 full conference registrations for general events only
- Add Technology Recognition Luncheon table starting at \$1,500 each
- Add Stars & Stripes Dinner tickets starting at \$250 each
- Add HBCU Engineering Deans' Breakfast tables starting at \$1,500 each
- Add BEYA Gala seats starting at \$150 each
- 2 recruiter badges for exhibit hall staff
- Option to purchase additional exhibit hall staff passes at \$250 each (Limit 2)

BRANDING AND COMMUNICATIONS

- Placement of your logo linked to your organization's career website from the BEYA conference website exhibitors page
- Logo, link and a custom organization description on the BEYA website exhibits page and in the BEYA app
- Mobile app recognition which includes your logo on the sponsor page
- Listing in Conference Guide as 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



INDIVIDUAL EXHIBIT BOOTHS

10' x 10' Exhibit Booth Space	\$10,000
10' x 10' Academic/ Small Business Exhibit Booth Space	\$5,500
10' x 10' HBCU Exhibit Booth Space	\$1,500
8' x 8' Interview Booth**	\$2,000

INDIVIDUAL CONFERENCE ACCESS

Technology Recognition Luncheon Table	\$2,500/\$1,500
Stars & Stripes Dinner Table	\$10,000/\$7,500/\$2,500
HBCU Engineering Deans' Breakfast Table	\$2,500/\$1,500
BEYA Awards Ceremony Ticket	\$250/\$150

**Unless noted, each booth includes: (1) 6' draped table, (2) chairs, (1) wastebasket, and (1) 7"x44" one-line booth ID sign*

***Includes: (1) 6' draped table and (2) chairs*

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 _____.

Following is the list of sponsorships offered:*

NETWORKING WITH CONFERENCE ATTENDEES:

BEYA Alumni Welcome Reception	\$20,500
BEYA Gala After Party	\$15,000
BEYA Leading Voices	\$10,000
BEYA Seminar Track	\$7,500

CONNECTING WITH THE HBCU ENGINEERING DEANS:

HBCU Engineering Deans' Breakfast	\$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
500 College Student Dinner Vouchers for Saturday @ \$25	\$12,500
BEYA Speed Networking Suites (F&B included) ..	\$10,000
Student Leadership Dinner	\$10,000

RECRUITING ENHANCEMENTS (CON'T.):

500 College Student Lunch Vouchers @ \$20	\$10,000
Resume Writing Workshop	\$10,000
College Student Lunch and Learn	\$7,500
BEYA Speed Networking Suites (Room only).....	\$3,500
Student Leadership Dinner Table Host	\$3,000

BUSINESS DEVELOPMENT:

VIP Green Room	\$25,000
Stars & Stripes Dinner	\$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

EMPLOYER OF CHOICE VISIBILITY:

BEYA Awards Ceremony and Gala	\$50,000
HBCU Engineering Deans' Breakfast	\$30,000
Technology Recognition Luncheon featuring Modern-Day Technology Leaders & Science Spectrum Trailblazers	\$25,000

CONFERENCE VISIBILITY:

Conference Bag @ \$12 Net	\$60,000
Conference Badges and Lanyards	\$25,000
Conference Bag Co-Sponsor	\$20,000
Exhibit Hall Concessions Stand.....	\$15,000
Hotel Lobby Columns - 2 Total	\$8,920
Hotel Key Card	\$8,250
Escalator Wrap - Exhibit Hall Entrance.....	\$6,000
Hotel Elevators - 6 Elevators Total	\$5,910
Conference Mobile App Banner	\$5,000
Conference Bag Insert	\$3,000

**This list is subject to change.*

EXHIBIT HALL - OVERVIEW

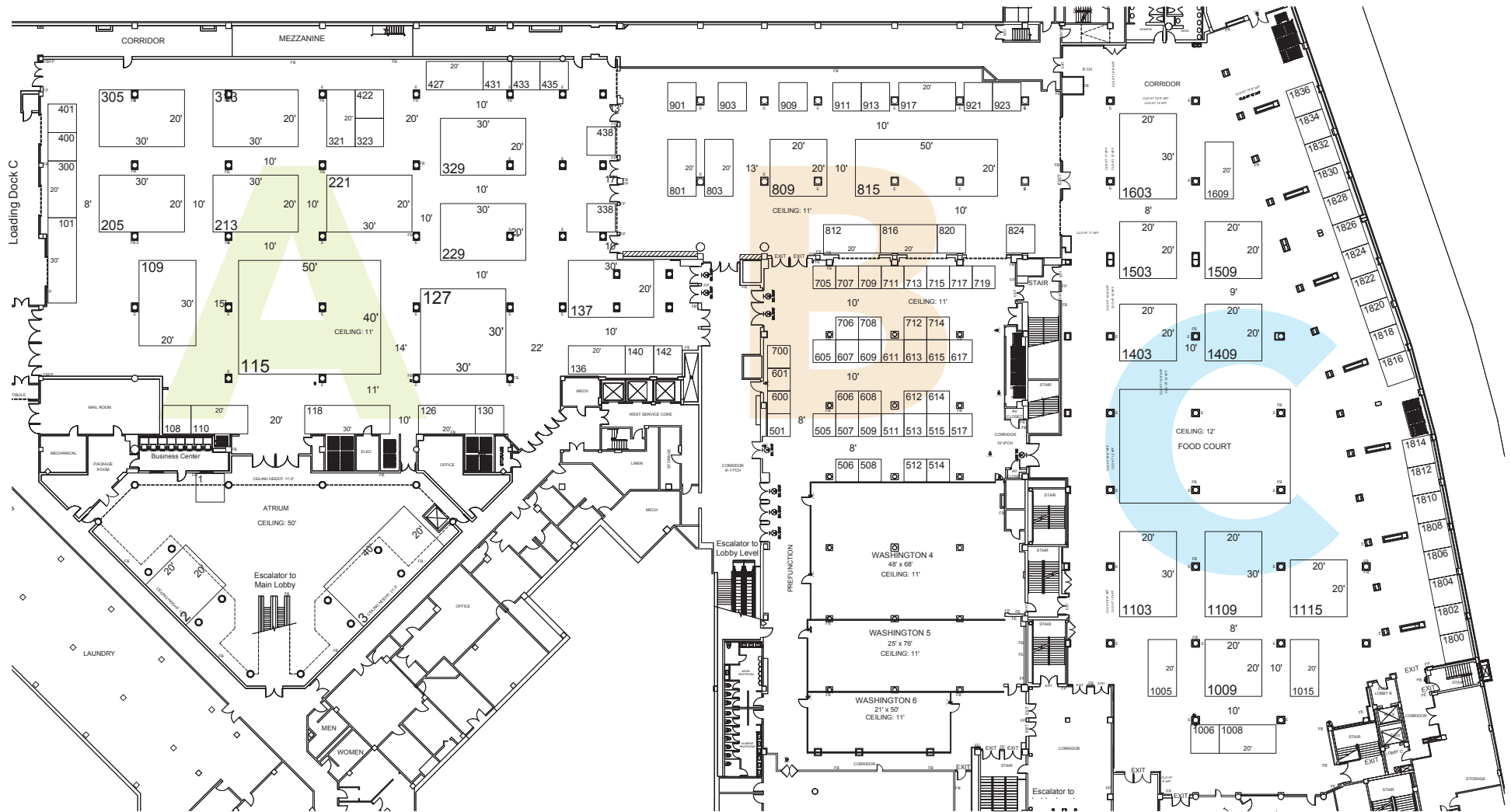


EXHIBIT HALL - A

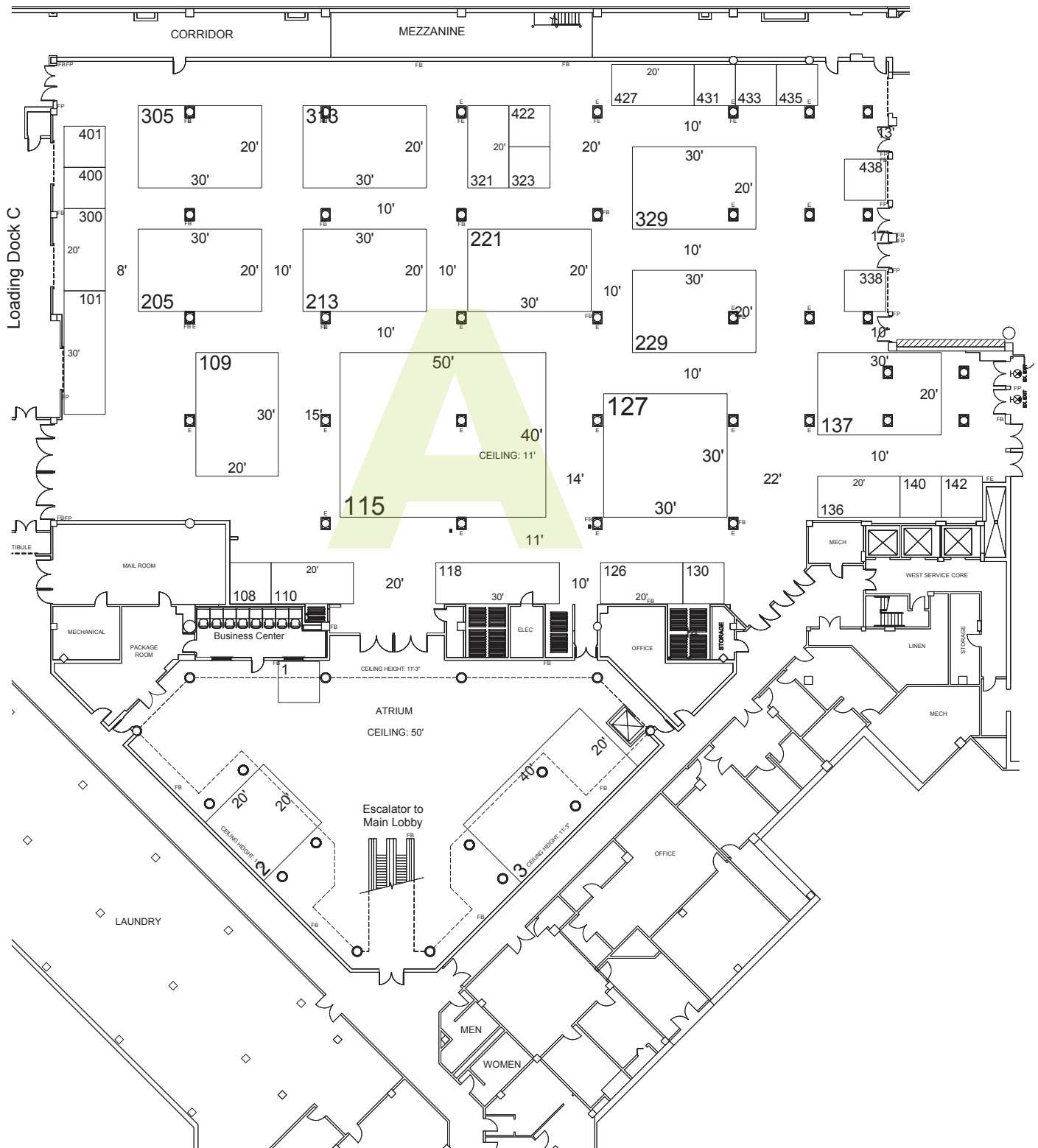


EXHIBIT HALL - B

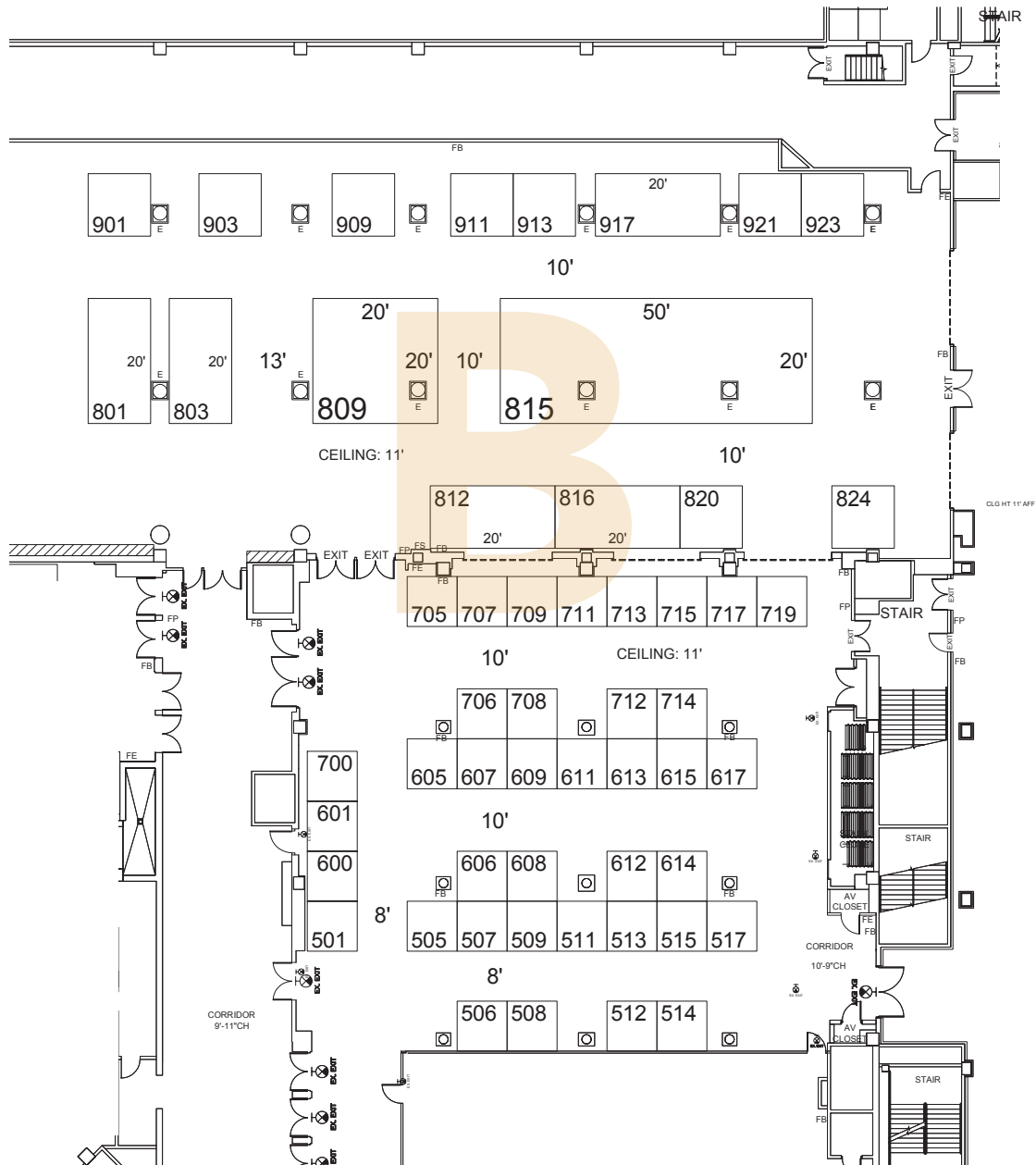
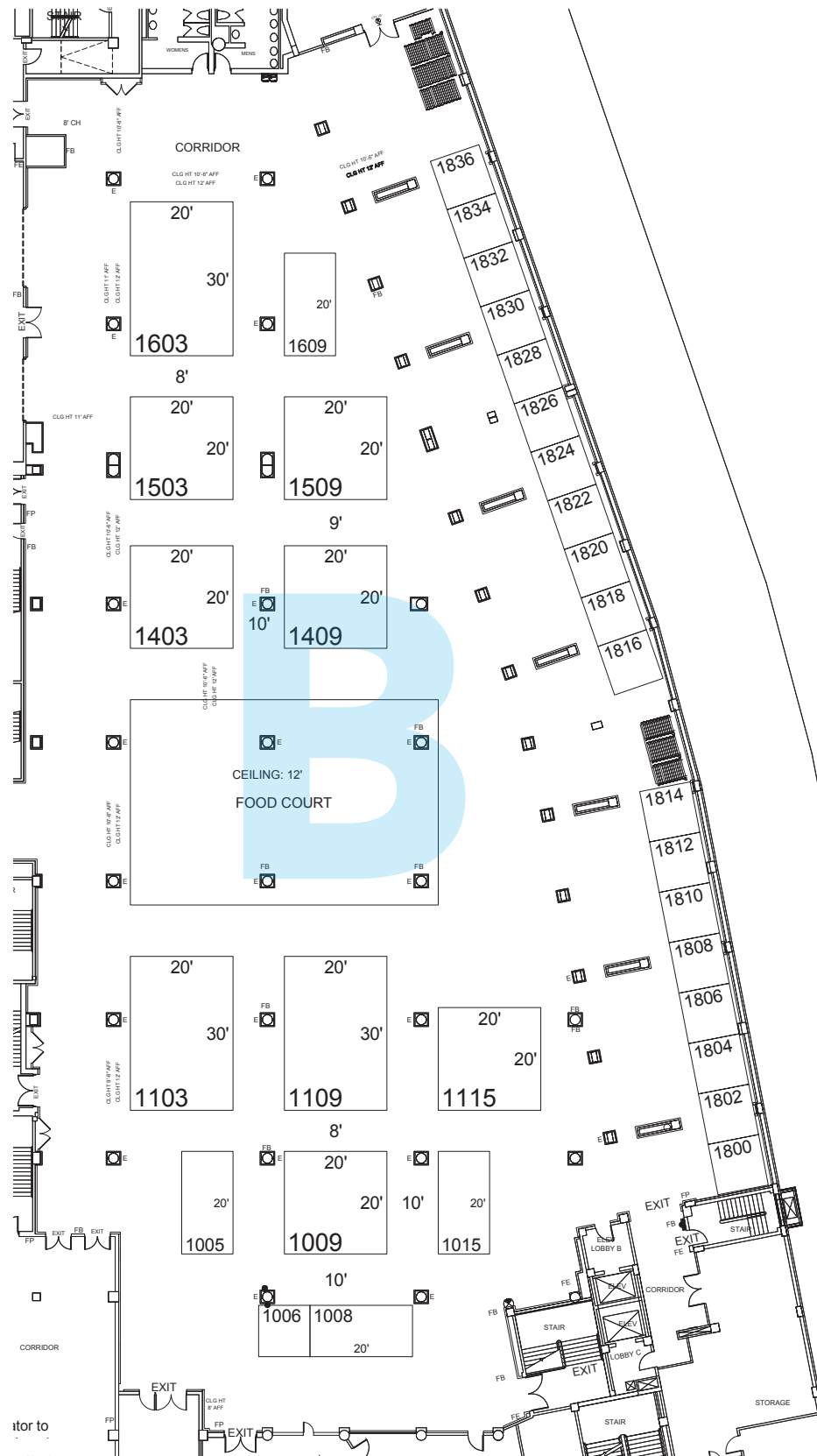


EXHIBIT HALL - C



BEYA PARTNERSHIP CONTRACT



PARTNERSHIP OPTIONS

Diamond Partnership	\$50,000
Platinum Partnership	\$40,000
Gold Partnership	\$30,000
Silver Partnership	\$20,000
Bronze Partnership	\$15,000
Exhibit Booth	\$10,000
Academic/Small Business Booth	\$5,500
HBCU Exhibit Booth	\$1,500
Interview Booth	\$2,000

BANQUET EVENT TABLES/TICKETS PRICES

Stars & Stripes Dinner

VIP \$10,000 Per Table/\$1,000 Per Seat
Corporate \$7,500 Per Table/\$750 Per Seat
General \$2,500 Per Table/\$250 Per Seat

Technology Recognition Luncheon featuring Modern-Day Technology Leaders and Science Spectrum Trailblazers

VIP \$2,500 Per Table/\$250 Per Seat
General \$1,500 Per Table/\$150 Per Seat

HBCU Engineering Deans'

Breakfast Table Sponsor*

VIP \$2500 Per Table/\$250 Per Seat
General \$1500 Per Table/\$150 Per Seat
* A table includes eight (8) seats. Two (2) seats per table reserved for college students.

Awards Ceremony

VIP \$2,500 Per 10 Seats/\$250 Per Seat
General \$1,500 Per 10 Seats/\$150 Per Seat

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:

Billing Address 2:

City: State: ZIP Code:

E-mail:

Phone:

PACKAGE PAYMENT INFORMATION

Partnership Package: \$

Make It Your Own Choices (If applicable)

..... \$

..... \$

..... \$

Quantity Additional Full Conference Registration: \$

Quantity Additional 10' x 10' Exhibit Booth: \$

Quantity Additional 8' x 8' Interview Booth: \$

Quantity Stars & Stripes Dinner Event Table at \$10,000: \$

Quantity Stars & Stripes Dinner Event Table at \$7,500: \$

Quantity Stars & Stripes Dinner Event Table at \$2,500: \$

Premium Seating

Quantity Event Table/Seat: X \$2,500/\$250 = \$

Quantity Event Table/Seat: X \$2,500/\$250 = \$

Quantity Event Table/Seat: X \$2,500/\$250 = \$

General Seating

Quantity Event Table/Seat: X \$1,500/\$150 = \$

Quantity Event Table/Seat: X \$1,500/\$150 = \$

Quantity Event Table/Seat: X \$1,500/\$150 = \$

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.

- Wire Transfers:**
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. Send remittance advice to (receivables@ccgmag.com). Payments must be made in USD.
Beneficiary Bank: Bank of America
Account #: Contact receivables@ccgmag.com
Domestic Routing Number: 052001633
Swift Code: BOFAUS3N
- Credit 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.
- Check Payments:**
Payments made to Career Communications Group, Inc. in USD.
Remittance Address:
729 E Pratt Street, Suite 504; Baltimore, MD 21202
- Purchase Order:**
Payment to:
Career Communications Group, Inc.
729 E Pratt Street, Suite 504; Baltimore, MD 21202
Purchase Order #:
Itemized Description:
Amount:
Submit approved PO with the signed partnership form.

TERMS AND CONDITIONS

- 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 presenter, 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.
- Booth Assignment:** CCG 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 level of spend, exhibit booth requirements, and other criteria deemed necessary to ensure the overall success of the conference.
- 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.
- 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, 2018, at which time Exhibitor shall remain liable for the total fee stated in this contract.
All cancellations must be submitted in writing to:
Career Communications Group, Inc.
729 E. Pratt St., Suite 504, Baltimore, MD 21202
- Agreement:** By submitting this agreement with payment information, 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.

Select Payment Type (Required)

☐ Wire ☐ Credit Card ☐ Check ☐ PO

Credit Card Information

Printed Name on Card

Credit Card Number

Billing Address

City, State, Zip

Type of Card: ☐ Amex ☐ MC ☐ Visa

Expiration Date

Security Code

Signature/Date

BEYA EXHIBIT RULES AND REGULATIONS



Please read the rules and regulations enclosed with this contract. This contract is not binding until accepted. When so accepted, it will constitute a binding agreement between CCG and your organization, henceforth referred to as Exhibitor, subject to its terms and conditions, including, but not limited to, the Rules and Regulations which are listed below. It is the responsibility of the exhibiting company to be fully familiar with the Rules and Regulations and to ensure that each member of the company attending the exhibit show is also familiar with the Rules and Regulations.

CONTRACT FOR SPACE

The request for booth space, upon acceptance by CCG, constitutes a contract for rental of the space assigned between CCG and the exhibitor company, provided, however, that CCG shall be released from the obligations in the event of strikes or other circumstances beyond CCG's control.

SPACE ASSIGNMENT

CCG has sole discretion in the assignment or reassignment of booth space. Exhibitor may not reassign or sublet assigned exhibit space, in whole or in part, without prior written permission from CCG. Booth assignments are based on the date of postmark, exhibit booth requirements, and other criteria deemed necessary to ensure the overall success of the annual conference.

PAYMENT FOR EXHIBIT SPACE

Applications must be accompanied by a 50% deposit made payable to Career Communications Group Inc., and full payment must be received no later than January 30. In the event the Exhibitor fails to fulfill, or violates the contract agreement, or withdraws from the event after January 30, no monies shall be refunded. CCG reserves the right to make changes in the program, location of the booths, or hours of exhibition when it is deemed necessary to ensure the overall success of the conference.

AUXILIARY SERVICES AND LABOR

The official service contractor will handle decorating, drapery, furniture rental, drayage, sign painting, and labor. Payment for services provided to the Exhibitor by the official service contractor is the responsibility of the Exhibitor. All services not ordered in advance must be procured through the Exhibitor's Service Center. All labor requirements can be acquired from the official service contractor.

CCG'S RIGHTS

CCG reserves the right to make such additional conditions, rules, and regulations as is deemed necessary to enhance the success of the conference, and to decline or prohibit any exhibit which, in its judgment, is not in keeping with the character of the conference, this reservation being all-inclusive as to persons, things, printed matter, products, and conduct.

DISPLAY CONSTRUCTION AND LIMITATIONS

- a. **Booth Construction:** CCG must approve any canopies or ceilings over the front half of the exhibit booth area no later than 30 days prior to the exhibition.
- b. **Booth Signage/Decorations:** Nothing can be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building, booth structures, or furniture. Balloons, stickers, and decals are not allowed in the building. Each exhibitor is entitled to a reasonable sight line from the aisle, regardless of the size of the exhibit.
- c. **Space Restrictions:** Aisles and other spaces in the exposition are not leased to exhibitors. No booth is to extend into this space. All displays, interviews, lectures, demonstrations, or other type of activity shall be conducted inside the contracted space. Limited private interview space is available at a separate cost through CCG sales representatives.
- d. **Prize Drawings and Promotions:** Prize drawings will be allowed within the guidelines furnished by CCG. Distribution of trade publications, invitations, circulars, business cards, novelties, etc., may be made only within the space assigned to the exhibitor distributing such materials and must fit into a giveaway bag.
- e. **Sound:** Exhibitors operating sound equipment will be expected to keep the sound at a reasonable volume. No sound effects that carry to adjoining booths are permitted. Headsets with videos are acceptable. Showing of videos, slides, transparencies, opaque materials, etc., will only be permitted within the confines of the exhibitor booth.
- f. **Lighting:** Spotlights and floodlights must not interfere with, distract, or annoy others. Clip-on types are not allowed.
- g. **Safety Provisions:** Exhibitor must provide the necessary shielding or safety items to protect attendees, other exhibitors, and all others from equipment that is operable or from any other material, processes, or operations that might cause bodily harm.
- h. **Food:** Exhibitor may serve food at their booth only if provided through the designated representative of CCG.

SECURITY/GUARD SERVICE

Although CCG will provide 24-hour securities for Friday and Saturday, protection of the property and insurance are Exhibitor's sole responsibility. Exhibitor agrees that CCG has no obligation to provide security services, and CCG makes no representation whatsoever with respect to the security of the premises.

NON-LIABILITY

It is expressed, understood, and agreed by each contracting exhibitor, his/her agents, and his/her guests that neither CCG, nor its employees, nor its contractors shall be liable for loss of or damage to the goods or properties of exhibitors. At all times, such goods and properties remain in the sole possession and custody of each exhibitor.

INDEMNIFICATION CLAUSE

Each party hereby agrees to indemnify, defend, and hold the other harmless from any loss, liability, costs, or damages arising from actual or threatened claims or causes of action (hereinafter, the "Claims") resulting from the gross negligence or intentional misconduct of such party or its respective officers, directors, employees, agents, contractors, members, or participants (as applicable), provided that with respect to officers, directors, employees, and agents, such individuals are acting within the scope of their employment or agency, as applicable. In the event Claims are asserted against either party, each party agrees to provide written notice within ten (10) working days of the existence of such Claims to the other party. Moreover, both parties agree to cooperate and coordinate in the defense of such claims so as to avoid unnecessary expense and fees. The parties further agree that their liability for attorney fees incurred by the other party in the defense of any Claims shall be limited to those reasonable fees necessary for the defense of the party.

EXHIBITORS ADMISSION CREDENTIALS

Exhibitors shall furnish CCG with an advance list of their representatives by ten (10) working days before the conference. Representatives must register upon arrival and are required to wear identification badges containing the name of the firm that contracted space, at all times. The badges are not transferable, and CCG reserves the right to withdraw the use of the badge used to gain admission to the exhibition by any person other than the one for whom it was issued. Exhibitors will be admitted to the Exhibit Hall at least one (1) hour before the opening of the hall, each show day. Any special arrangements must be made in advance.

EXHIBIT HOURS, INSTALLATION, AND DISMANTLING

The hours during which the exposition will be open are outlined in the Exhibitors' Service Manual. Under no circumstances may dismantling occur before the dismantling hours specified. All freight must be removed from the exhibition floor by 6:00 p.m. Saturday night. These hours are subject to change.

CONFERENCE POSTPONEMENT AND/OR CANCELLATION

CCG, at its discretion, shall have the right to postpone or cancel the conference and exposition and shall be liable in no way to the Exhibitor for losses resulting from such delay or cancellation. CCG will not be liable for the fulfillment of this contract as to the delivery of exhibit space if non-delivery is due to any of the following causes: By reason of the facility being damaged or destroyed by fire, act of God, public enemy, war, or insurrections, strikes, the authority of the law, postponement or cancellation of the exposition, or for any cause beyond its control.

SPONSORSHIP OPPORTUNITIES

FEBRUARY 7-9, 2019

WASHINGTON MARRIOTT WARDMAN PARK
WASHINGTON, DC



WHERE THE **STEM** COMMUNITY UNITES

WWW.BEYA.ORG

WWW.CCGMAG.COM | CAREER COMMUNICATIONS GROUP, INC.
729 E. PRATT ST | SUITE 504 | BALTIMORE, MD 21202 | 410.244.7101 | FAX 410.752.1837



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.

BEYA SPONSORSHIP OPPORTUNITIES



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.

BEYA SPONSORSHIP OPPORTUNITIES



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.