| i. | About ..................................................................................................................... 4 |
| ii. | 2019 Demographics and Digital Reach .............................................. 6 |
| iii. | Strategic Partners: High Impact, High Visibility ..................................... 8 |
| iv. | Impact Partners ............................................................................................. 13 |
| v. | Equity and Inclusion Partners ..................................................................... 20 |
| vi. | Brand Visibility Partners ............................................................................. 26 |
| vii. | Graduate School and Career Expo ................................................................. 31 |
About the SACNAS National Diversity in STEM Conference

Together, we’re transforming the STEM workforce.

SACNAS’ National Diversity in STEM Conference is the largest multidisciplinary and multicultural STEM diversity event in the country for college students and professionals.

Known for our blend of science, culture, and community, the SACNAS conference invites attendees to bring their whole selves — their identity, background, experiences, and talents— to STEM. Through strategic partnerships with institutions, companies, and agencies all over the country, the SACNAS conference provides attendees access to the opportunities and connections they need to excel in their education and careers.

Explore a partnership with SACNAS to identify ways to increase your impact, visibility, and engagement with our community.
Our Destination:
Long Beach, CA

As a community, SACNAS aims to be respectful guests of our host city and infuse our conference with local knowledge and culture. This year we are proud to bring the National Diversity in STEM Conference to the beautiful coastal and port city of Long Beach, California, home of the Tongva people.

Tucked along the coast between Los Angeles and Orange County, Long Beach boasts a warm waterfront scene, vibrant African American, Chicano, and Native American populations, and an incredible exposé of art, music, and culture around every corner. Located in the heart of Southern California, Long Beach is a hub for aerospace and aviation and within driving distance of several higher education institutions including approximately 15 SACNAS chapters between Santa Barbara and San Diego.
2019 SACNAS Conference
Demographics
Based on those who provided demographic information

OUR ATTENDEES

5,186
total attendees

ATTENDEE TYPE

34% Undergraduate Student
19% Graduate Student
16% Exhibitor
23% Professional
4% Sponsor
2% Postdoc
1% Postbac Student
1% VIPS & Guests

DISCIPLINE

27% Life Sciences
15% Biomedical Research
10% Other
9% Engineering
6% Mathematics
6% Psychology & Social Sciences
4% Physics & Astronomy
4% GeoScience
3% Computer & Information Science
.29% Materials Research
1% Traditional Knowledge

ETHNICITY

63% Female
35% Male
1% Prefer Not to Say
1% Non-Binary
.02% Transgender

27% Chicano/Mexican American/Mexican
17% White/Caucasian
10% Other Latino/a (Caribbean, Central, or South American)
10% Other Asian
10% Other American Indian/Native American
7% American Indian/Native American
6% Puerto Rican
6% Alaska Native
6% Native Hawaiian/Indigenous Pacific Islander
6% Other

GENDER

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Based on those who provided demographic information

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6% Alaska Native
6% Native Hawaiian/Indigenous Pacific Islander
6% Other
2019 SACNAS Conference
Digital Reach

**CONFERENCE WEBSITE**
Week of Conference
USERS:

**11.7K**
(+16.7% from 2018)

**MOBILE APPLICATION**
Week of Conference
USERS:

**3.9K**
(+20% from 2018)

MINUTES OPEN:

**134K**
(+10% from 2018)

**TWITTER STATS**
Month of Conference
FOLLOWERS:

**13.3K**
(+31.7% from 2018)

IMPRESSIONS:

**551K**
(+42% from 2018)

**FACEBOOK**
Week of Conference
FOLLOWERS:

**10.7K**
(+6.3% from 2018)

REACH:

**12.4K**
(+216.9% from 2018)
Strategic Partners:
High Impact, High Visibility

Our diverse membership and attendees are composed of undergraduate and graduate students, postdocs, and professionals from all STEM fields and sectors. Grow your brand recognition for diversity and inclusion in STEM, create meaningful connections to talent, and increase visibility for your organization with SACNAS. Together, we can plan a strategic approach for 2020, offer multiple touch points with our members, and showcase your brand as a strategic partner in achieving true diversity in STEM.

What’s Great About Strategic Partnerships?

INCREASED RECOGNITION
As a strategic partner, your visibility positions you as a champion for our multicultural and multi-ethnic communities.

FLEXIBILITY & SCALABILITY
We will discuss your overall goals, your budget, and how the SACNAS National Diversity in STEM Conference can help you achieve success.

EASE OF PLANNING
We’ll work with you on strategic implementation to achieve your goals and leverage your existing resources and team members.

COMPETITIVE DISCOUNTS
All strategic partners receive competitive price points and value-adds for their investment.

COLLABORATION
Your expertise will help guide our curriculum through numerous collaboration opportunities including leading various sessions.
Presenting Partner

Investment: $250,000

This exclusive and singular presenting partner becomes a full partner in the development, promotion, and presentation of 2020 SACNAS—The National Diversity in STEM Conference in Long Beach, CA.

**BENEFITS:**

**Speaking Engagements**
- Five-minutes: Opening Ceremony
- Three-minutes: Native American Pow Wow
- Three-minutes: choose Friday Plenary or Student Awards Ceremony

**Branding Visibility**
- On-stage recognition and photo opportunity: Opening Ceremony
- 30-second sponsor-created video: Opening Ceremony or Friday Plenary
- Recognition on all major conference signage
- Level-specific recognition on the conference website
- Logo or name on all conference emails
- Visual acknowledgement at all general sessions
- One conference attendee bag item insert (no paper), 5,000 minimum
- One electronic postcard to all registered conference attendees
- Co-branded lanyards (with SACNAS), 5,000 minimum
- Co-branded conference bags (with SACNAS), 5,000 minimum
- Announcement of sponsorship on social media (with logo): Twitter, Facebook, etc.
- One email (created by you) pre or postconference
- Logo included on conference app launch screen
- Featured banner (designed by you) on conference app

**Your Institutional Participation**
- Ten (10) VIP tickets to meet & greet with opening keynote speaker
- Twenty (20) VIP seats at general sessions
- Conference and Expo Hall: 20’ x 40’ booth in premium space
- Expo Hall package (carpet, setup, tables/chairs, etc. included)
- Twenty (20) full conference registrations, including Expo Hall access
- Ten (10) Expo Hall only registrations
- First right of refusal for purchasing nearby booths (at cost and deadline applies)
- Four (4) lead retrieval devices for your institution to track booth traffic
- One (1) year access to SACNAS resumé database to set up on-site meetings and prescreenings

**Programming Collaboration**
- Opportunity to have a designated member of your team or organization join the conference advisory group to provide insight on producing robust career development and science programming
- Provide full registration scholarships to two (2) students to participate in conference and a meet & greet photo opportunity with the selected scholars
- 30-45 minute exclusive content—Webinar with SACNAS Membership—preconference to prepare student attendees
Diamond Partner

Investment: $150,000

**BENEFITS:**

**Speaking Engagements**
- Three-minutes: choose Friday Plenary or Student Awards Ceremony
- Three-minutes: VIP reception
- Additional Speaking Opportunity: 1-2 mins at Student Orientation

**Branding Visibility**
- On-stage recognition and photo opportunity: Closing Ceremony
- 30-second sponsor-created video at Friday Plenary
- Recognition on all major conference signage
- Level-specific recognition on the 2020 conference website
- Logo or name on all conference emails
- Visual acknowledgement at all general sessions
- One conference attendee bag item insert (no paper), 5,000 minimum
- One electronic postcard to all registered conference attendees
- Announcement of sponsorship on social media (with logo): Twitter, Facebook, etc.

**Your Institutional Participation**
- Five (5) VIP tickets to meet & greet with opening keynote speaker
- Ten (10) reserved seats at general sessions
- Conference and Expo Hall: 20’ x 30’ booth in premium space
- Expo Hall package (carpet, setup, tables/chairs, etc. included)
- Ten (10) full conference registrations with Expo Hall access
- Seven (7) Expo Hall only registrations
- First right of refusal for purchasing nearby booths (at cost and deadline applies)
- Four (4) lead retrieval devices for your institution to track booth traffic
- One (1) year access to SACNAS resumé database to set up on-site meetings and prescreenings

“SACNAS is the best partner for faculty and institutions who really want to increase participation and diversity in STEM.”

—Dr. Maria Mercedes Franco, Queensborough Community College, The City University of New York
Platinum Partner

Investment: $100,000

**BENEFITS:**

**Speaking Engagements**
- Three-minutes: choose Friday Plenary or Student Awards Ceremony

**Branding Visibility**
- On-stage recognition and photo opportunity: Closing Ceremony
- 30-second sponsor-created video at Friday Plenary
- Recognition on all major conference signage
- Level-specific recognition on the 2020 conference website
- Logo or name on all conference emails
- Visual acknowledgement at all general sessions
- One electronic postcard to all registered conference attendees
- Announcement of sponsorship on social media (with logo): Twitter, Facebook, etc.

**Your Institutional Participation**
- Five (5) VIP tickets to meet & greet with opening keynote speaker
- Ten (10) reserved seats at general sessions
- Expo Hall package (carpet, setup, tables/chairs, etc. included)
- Ten (10) full conference registrations with Expo Hall access
- Conference and Expo Hall: 20’ x 20’ booth in premium space
- First right of refusal for purchasing nearby booths (at cost and deadline applies)
- Four (4) lead retrieval devices for your institution to track booth traffic
- One (1) year access to SACNAS resumé database to set up on-site meetings and prescreenings
- Five (5) Expo Hall only registrations
**GOLD**
$75K

**BRANDING**
- On-stage recognition & photo op: closing ceremony
- Ten (10) reserved seats at general sessions
- Recognition on all major conference signage (level-specific)
- Recognition on conference website (level-specific)
- Logo or name on all conference emails
- Visual acknowledgement at all general sessions
- Announcement on social media

**ACCESS**
- Ten (10) full conference registrations
- Expo Hall: 20’ x 20’ premium placement
- Three (3) exhibitor conference registrations
- Nine (9) months of resumé database access
- Four (4) lead retrieval devices
- Additional sponsorships at 20% discount

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**SILVER**
$50K

**BRANDING**
- On-stage recognition & photo op: closing ceremony
- Recognition on all major conference signage (level-specific)
- Recognition on conference website (level-specific)
- Visual acknowledgement at all general sessions
- Announcement on social media

**ACCESS**
- Eight (8) full conference registrations
- Expo Hall: 10’ x 30’
- Three (3) lead retrieval devices
- Six (6) months of resumé database access
- Additional sponsorships at 15% discount

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**BRONZE**
$30K

**BRANDING**
- On-stage recognition & photo op: closing ceremony
- Recognition on all major conference signage (level-specific)
- Recognition on conference website (level-specific)
- Visual acknowledgement at all general sessions
- Announcement on social media

**ACCESS**
- Four (4) full conference registrations
- Expo Hall: 10’ x 20’
- Two (2) lead retrieval devices
- Three (3) months of resumé database access
- Additional sponsorships at 10% discount
CONVERSATIONS WITH SCIENTISTS

**Investment: $40,000**

- Co-Sponsorship @ $25K (Limit 2)
- Expected Attendance: 1,500
- Audience: Undergrad, grad, and professionals

Conversations with Scientists is a signature event—gathering student and professional attendees in informational, roundtable, and discipline-specific discussions. All conference attendees are encouraged to attend and serve as mentors or mentees. Event occurs over lunch.

**BENEFITS:**

**Engagement**
- Short, three-minute video played in each session room
- Six (6) full conference registrations
- Two (2) lead retrieval devices
- Lead discussions at various roundtables

**Brand Visibility**
- Signage with logo placed outside of session rooms
- Logo projected graphically in each room
- Logo on table top signs
- Opportunity to distribute marketing collateral, 1,000 minimum
- Session is highlighted as a specialty event

“At SACNAS I learned to be open minded about life after undergraduate school. I gained knowledge of the possibilities open in my career field and all the options I have. I met many individuals from community colleges like me. I also got to meet the individuals running some of the sessions. I would recommend this to anyone because not only can you make connections with potential undergraduate and graduate schools but you also get to meet like minded individuals and get inspired to further your education. Unlike other conferences, SACNAS is diverse and will allow you to feel comfortable.”

—Roxanna Martinez, Student
COMMUNITY COLLEGE DAY

**Investment $35,000**

**Expected Attendance: 300**

**Audience: Undergrad students**

Community College Day offers local and national community college students the opportunity to learn more about academic opportunities and careers in STEM while building a community of peers and mentors. The program serves as a precursor to students’ full conference experience by training them to successfully navigate the event, gain networking skills, and build lasting connections.

**BENEFITS:**

**Engagement**
- Speaking opportunity: Five-minute welcome and three-minute video option
- Exclusive opportunity: Thirty-minute workshop presentation
- Table at two-hour afternoon recruitment session
- Collaborate on program design with programs team to ensure best outcomes
- Speaking opportunity: Five-minute closing
- Premiere placement of booth at Expo Hall

**Brand Visibility**
- Signage with logo placed outside of program area
- Logo projected on screen
- Opportunity to provide marketing collateral for recruitment
- Opportunity to provide marketing materials at two designated partner tables during Community College Day recruitment session
- Four (4) full conference registrations
- One lead retrieval device to track all participants
- Post-conference email (personalized by you) sent by SACNAS to Community College Day attendees
EDUCATIONAL LUNCH SESSION

Investment: $15,000 (each)
Three sessions available
Expected Attendance: 125
Audience: Undergrad & graduate students, professionals

Share on the latest topics in STEM. Select a format and topic that would benefit a diverse audience.

BENEFITS:

Engagement
- Lead a panel on topics related to STEM
- Attendees will enjoy lunch and networking with members of your team
- Speaking opportunity
- Four (4) full conference registrations

Branding Visibility
- Signage with logo placed outside of program area
- Opportunity to provide one take-away item, 75 minimum
- Opportunity to provide marketing materials at designated partner table
CALIFORNIA WORKFORCE DEVELOPMENT LUNCH SESSION

**Investment:** $15,000

**Expected Attendance:** 75

**Audience:** Undergrad students and instructors

Help foster sustainable change for our college students and instructors by discussing industry trends, present and future workforce skills, and educational circles of support throughout the state of California for the development of the STEM workforce and regional needs.

**BENEFITS:**

**Engagement**
- Lead a panel on the future of work and workplace development
- Attendees will enjoy lunch and networking with members of your team
- Speaking opportunity
- Four (4) full conference registrations

**Branding Visibility**
- Signage with logo placed outside of program area
- Logo projected on screen
- Opportunity to provide one take-away item, 75 minimum
- Opportunity to provide marketing materials at designated partner table
LEADERSHIP ALUM RECEPTION

Investment: $15,000

Audience: Professionals

Expected Attendance: 150

We know that leaders are not born, they are made. For over 10 years, SACNAS has offered leadership development programs, resulting in a strong network of over 300 scientists who have directly benefited from these programs and the National Diversity in STEM Conference. SACNAS leadership alum have gone on to take strong leadership positions in their respective careers and communities. Let’s celebrate their hard work and success!

BENEFITS:

Engagement
• Speaking opportunity: 5-10 minute welcome and video option
• Opportunity to highlight your diverse leaders
• Four (4) full conference registrations
• Four (4) conference-only registrations (no Expo Hall)

Brand Visibility
• Signage with logo placed outside of reception area
• Opportunity to provide one take-away item, 150 minimum
• Opportunity to provide marketing materials at designated table

PROFESSIONAL DEVELOPMENT SESSIONS

Investment: $10,000 (each)

Expected Attendance: 75

Audience: Students, Professionals

Help advance diverse professionals in STEM by sharing key trends and skills. Topics can vary from management, presentation, effective communications, and more.

BENEFITS:

Engagement
• Lead a panel on professional development
• Attendees will enjoy networking with members of your team
• Four (4) full conference registrations

Branding Visibility
• Signage with logo placed outside of program area
• Logo projected on screen
• Opportunity to provide one take-away item, 75 minimum
• Opportunity to provide marketing materials at designated sponsor table
STUDENT PRESENTATION AWARDS CEREMONY

**Investment:** $10,000

**Audience:** Undergrad

**Expected Attendance:** 500

Our Student Awards Ceremony is a celebration of our award recipients — their accomplishments, determination and persistence, and successes yet to come. This event is part of our closing ceremony, bringing together approximately 1,500 attendees and inviting select student presentation award winners to the stage to recognize their outstanding achievements.

**BENEFITS**

**Engagement**
- Speaking opportunity: 2-minute welcome and video option
- Four complimentary tickets to attend the Awards Ceremony

**Brand Visibility**
- Acknowledgement of partnership during the Awards Ceremony
- Opportunity to display one pull-up banner (provided by you) at the entrance
**BREAKFAST MEET & GREETS**

**Investment: $10,000 (each)**

**Expected Attendance: 75**

**Audience: Undergrad students**

Kick off the second day of the conference by hosting an informal breakfast to meet & greet students.

**BENEFITS:**

**Engagement**
- Attendees will enjoy a continental buffet breakfast and networking with members of your team
- Speaking opportunity during breakfast session (e.g. panel, keynote, roundtable discussions)
- Two (2) full conference registrations

**Branding Visibility**
- Signage with logo placed outside of breakfast area
- Logo projected on screen
- Opportunity to provide one take-away item, 75 minimum
- Opportunity to provide marketing materials at designated partner table

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**SCIENTIFIC SYMPOSIA SESSIONS**

**Investment: $12,000 (each)**

**Expected Attendance: 75**

**Audience: Students and professionals**

Present a 90-minute scientific symposium during the conference. Each scientific symposium should consist of four researchers presenting original research and a moderator, all of your choice. Highlight your scientists and increase science education and awareness.

**BENEFITS:**

**Engagement**
- 90-minute presentation to highlight your scientists and their research
- Four (4) full conference registrations

**Brand Visibility**
- Signage with logo placed outside of the session area
- Opportunity to provide one take-away item
- Name recognition in conference agenda (digital and print)
FIELD TRIPS (Saturday)

**Investment $7,500* (each)**

**Expected Attendance: 75**  
**Audience: Undergrad and grad students**

Bring a diverse group of qualified students to your organization, lab, or research center. SACNAS will secure transportation and provide student snack bags; your institution will manage all logistics. Facility required to be within a reasonable driving distance of the Long Beach Convention Center.

*Any applicable entrance fees are not included.

**BENEFITS:**

**Engagement**
- Design the visit and what you want your audience to experience
- Ability to recruit attendees from exclusive SACNAS travel scholarship list
- SACNAS provides student recruitment support via email marketing and social media

**Branding Visibility**
- Opportunity to provide one take-away item, 75 minimum

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**Equity & Inclusion Partners**

The uniqueness of the SACNAS National Diversity in STEM Conference lies in the celebration and awareness of our attendees’ cultures and identities. Cultural competence and awareness are at the core of our collective work. Through various platforms you can support our students and professionals while celebrating diversity and the importance of building equitable and inclusive environments in academia, government, and industry.

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**WOMEN IN STEM RECEPTION**

**Investment: $20,000**

**Expected Attendance: 300**  
**Audience: All attendees**

The Women in STEM reception celebrates and focuses on women at every stage of their education and career. The reception offers attendees the opportunity to network, exchange stories, and build community.

**BENEFITS:**

**Engagement**
- Speaking opportunity: 5-10 minute welcome and video option
- Opportunity to highlight your women leaders
- Four (4) full conference registrations
- Up to 8 reception-only passes/tickets (no Expo Hall or other sessions)

**Brand Visibility**
- Signage with logo placed outside of reception area
- Opportunity to provide one take-away item, 75 minimum
- Opportunity to provide marketing materials at designated partner table
- Name recognition in conference agenda (digital and print)
- Preconference promotions and social media highlight
LGBTQ+ RECEPTION

Investment: $10,000
Expected Attendance: 100
Audience: All attendees

This dessert reception celebrates LGBTQ+ students, professionals, and allies. The reception offers attendees the opportunity to network, exchange stories, and build community.

BENEFITS:

Engagement
• Five-minute speaking opportunity: welcome and video option
• Roundtable discussions and networking with attendees

Brand Visibility
• Signage with logo placed outside the reception area
• Opportunity to provide one take-away item, 75 minimum
• Opportunity to provide marketing materials at designated partner table
CHAPTER AWARDS CEREMONY & RECEPTION

**Investment:** $15,000  
**Expected Attendance:** 350  
**Audience:** Student and professional chapters

SACNAS has over 115 student and professional chapters nationwide that provide local support and leadership development for STEM. During this reception, we recognize chapter awardees, new chapters, host the much-anticipated SACNAS Chapter Chant, and provide chapters a space to network with each other.

**BENEFITS:**

**Engagement**
- Speaking opportunity: Three-minute welcome  
- Two (2) full conference registrations

**Brand Visibility**
- Recognition in chapter award press release  
- Signage with logo placed outside the reception area  
- Logo projected on screen  
- Opportunity to provide one take-away item  
- Opportunity to provide marketing materials at designated partner table  
- Special recognition in a preconference email to chapter members and social media highlight
STUDENT ORIENTATION

Investment: $15,000
Expected Attendance: 500
Audience: Undergrad and grad students

The goal of the student orientation is to motivate travel scholars and research presenters to effectively present their research and interact with mentor judges. The event includes a welcome speech and networking opportunities.

BENEFITS:

Engagement
- Speaking opportunity: Three-minute welcome
- Verbal recognition by presentations committee chair
- Provide three (3) or more mentor judges
- Three (3) full conference registrations

Brand Visibility
- Signage with logo placed outside of program area
- Logo projected on screen
- Opportunity to provide one take-away item
- Opportunity to provide marketing materials at designated partner table
- One lead retrieval device
- Postconference email (personalized by you) sent by SACNAS to orientation attendees

POW WOW

Investment: $10,000
Expected Attendance: 500
Audience: All attendees

The Annual SACNAS Pow Wow celebrates the diversity within our Native communities and shares tradition and culture with all conference attendees. This is one of the highest energy events during the conference.

BENEFITS:

Engagement
- Participate in the Grand Entry Procession alongside the SACNAS Board of Directors and your selected institutional representatives
- Four (4) full conference registrations

Brand Visibility
- Signage with logo placed outside of Pow Wow and Indigenous Marketplace
- Verbal recognition by SACNAS committee chair
**DISCIPLINE-SPECIFIC RECEPTION**

**Investment: $10,000 (each)**

**Expected Attendance: 100**

**Audience: All students**

Enjoy networking with students over light fare and refreshments at a discipline-specific reception focusing on promoting diversity and inclusion.

**BENEFITS:**

**Engagement**
- Speaking opportunity: 10-minute welcome and video option
- Two (2) full conference registrations
- Up to 10 reception-only passes (no Expo Hall or other sessions)
- Messaging from partner for SACNAS to send targeted communications to students
- Network with students and share your programs and opportunities

**Brand Visibility**
- Logo projected on screen
- Opportunity to provide recruitment materials at designated partner table
- Name recognition in conference agenda (digital and print)
THE STORY COLLIDER SHOW

**Investment: $3,500**

**Expected Attendance: 200 - 300**

**Audience: All Attendees**

The Story Collider is an internationally recognized live storytelling event that features true, personal stories about science. It debuted at 2018 SACNAS and continues to be one of the most celebrated events of the conference. The underwriter of this event will enjoy multiple forms of recognition at a deeply popular show and support the science communication training efforts of The Story Collider and SACNAS.

**BENEFITS:**

**Engagement**
- Speaking opportunity: Two-minute welcome at start of show
- Verbal recognition by show emcee
- One (1) full conference registration

**Brand Visibility**
- Signage with logo placed at entrance of the venue
- Opportunity to provide recruitment materials at entrance of the venue

INDIVIDUAL STUDENT PRESENTATION AWARDS

**Investment: $1,500 (each)**

**Expected Presenters: 600**

**Audience: Undergrad and grad students**

The main purpose of student presentations are to give students an opportunity to present their STEM research at a large national conference while judges evaluate their work and provide meaningful mentorship. As opposed to sponsoring the student presentation awards ceremony, sponsoring an individual award provides the opportunity for a member of your organization to recognize individual students for exemplary research and presentation skills, while gaining personalized visibility for your brand.

**BENEFITS:**

**Engagement**
- Participate as a mentor-judge and have the ability to nominate exemplary students for presentation awards
- Access to student awardee contact information for further communication

**Brand Visibility**
- Opportunity to provide recruitment materials and information on internships and fellowships
- Partner name displayed on Student Awards Ceremony PowerPoint during presentation of individual award
- Verbal recognition by Student Presentations Committee Chair during announcement of sponsored award(s)
Brand Visibility Partners

As a Brand Visibility Partner you can expand your brand recognition, increase your visibility, and support validity and credibility in the STEM diversity space while opening a pathway to an expanded target audience. Leverage our diverse platforms as part of your marketing and brand strategy to reach over 5,000 attendees and the city of Long Beach.

**Investment: $15,000**

<table>
<thead>
<tr>
<th>AIRPORT SIGNAGE</th>
<th>DIGITAL CONVERSATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome attendees to the beautiful city of Long Beach</td>
<td>Add your logo to our social media screens at the SACNAS booth</td>
</tr>
<tr>
<td>Develop message in multiple languages for all conference participants and for larger brand exposure</td>
<td>Be a part of our social media conversation with your social media team (similar to a Q &amp; A around conversations and buzz happening on-site)</td>
</tr>
<tr>
<td></td>
<td>Share your success story of engagement with conference attendees on Twitter as we retweet and engage via the SACNAS Twitter account</td>
</tr>
<tr>
<td></td>
<td>Share visual stores through Snapchat and Instagram as we re-share with our network</td>
</tr>
</tbody>
</table>

**Investment: $15,000 (each)**

<table>
<thead>
<tr>
<th>ESCALATOR CLINGS</th>
<th>STAIR CLINGS</th>
<th>RECRUITMENT GUIDE</th>
<th>HOTEL KEY CARDS*</th>
<th>WATER BOTTLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company logo and/or messaging prominently displayed on both sides of the escalator</td>
<td>Company logo and/or messaging prominently displayed on all steps (approx. 45) in the main convention center lobby</td>
<td>Name/logo recognition on the cover of the recruitment guide, which is included in every attendee bag at registration</td>
<td>Distribution of custom hotel key cards with your logo and welcome messages to conference attendees at the main hotel</td>
<td>Help promote healthy lifestyles by supplying nearly 5,000 conference attendees with a water bottle proudly displaying your logo</td>
</tr>
<tr>
<td>Production and installation included — Provide your own design if more than a logo</td>
<td>Production and installation included — Provide your own design if more than a logo</td>
<td>Full-page color ad on the inside front cover</td>
<td>*One partner limit</td>
<td>Provide your own design if more than a logo</td>
</tr>
<tr>
<td>Escalator runners will not be applied on top of an escalator with side clings</td>
<td></td>
<td>Specialty sponsor badge ribbons</td>
<td></td>
<td>Specialty sponsor badge ribbons</td>
</tr>
</tbody>
</table>
### $10,000 Investment (each)

<table>
<thead>
<tr>
<th>COLUMN WRAP</th>
<th>ESCALATOR RUNNERS</th>
<th>POCKET GUIDE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendees will see your logo/brand each time they walk through the main convention center area</td>
<td>Your brand will be showcased on the top of the convention center escalators</td>
<td>Gain exclusive exposure to all conference attendees from the very beginning! The pocket guide is a printed conference agenda-at-a-glance provided to all attendees at registration</td>
</tr>
<tr>
<td>Your logo and messaging prominently displayed on all four sides of a column in the main convention center lobby</td>
<td>Company logo and/or messaging prominently displayed on the upper railing of one set of escalators</td>
<td>Name/logo recognition on the cover of the pocket guide distributed to all attendees</td>
</tr>
<tr>
<td>Production and installation included — Provide your own design if more than a logo</td>
<td>Production and installation included — Provide your own design if more than a logo</td>
<td>Full-page, color ad on the inside of the pocket guide</td>
</tr>
</tbody>
</table>

### Investment: $7,500 (each)

<table>
<thead>
<tr>
<th>BUSINESS CARD RAFFLE</th>
<th>LUGGAGE TAGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Business Card Raffle allows you to collect critical contact information from attendees as they fill out entry forms or drop their business cards at the SACNAS booth each day to win an iPad</td>
<td>By providing luggage tags to nearly 5,000 conference attendees, you can guarantee they will think of you on their flights home and each time they travel</td>
</tr>
<tr>
<td>Signage with sponsor logo placed near/on the raffle area</td>
<td>5,000+ luggage tags with sponsor logo given to attendees at registration</td>
</tr>
<tr>
<td>Opportunity to provide table cover with sponsor logo for raffle table</td>
<td>Specialty sponsor badge ribbons</td>
</tr>
<tr>
<td>iPads included</td>
<td></td>
</tr>
<tr>
<td>Contact list of raffle participants including name, email, university/ company, and phone number</td>
<td></td>
</tr>
<tr>
<td>Specialty sponsor badge ribbons</td>
<td></td>
</tr>
</tbody>
</table>
**Investment: $5,000 (each)**

<table>
<thead>
<tr>
<th>BUSINESS CARD DROP</th>
<th>CHARGING STATION*</th>
<th>MAIN LOBBY BANNER (CLINGS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have your business card included in nearly 5,000 conference attendee bags</td>
<td>What happens at every conference? Cell phones and laptop batteries run out of charge! You can be the saving grace by sponsoring a charging station in the convention center.</td>
<td>Place your logo and messaging on the upper glass panel railing in the main lobby — Conference attendees are sure to see your brand every time they look up or as they go to sessions</td>
</tr>
<tr>
<td>Specialty sponsor badge ribbons</td>
<td>Sponsor logo and messaging prominently displayed on a main charging station</td>
<td>Sponsor logo and messaging prominently displayed on glass panels</td>
</tr>
<tr>
<td></td>
<td>Includes a sponsor flag</td>
<td>Production and installation included — Provide your own design if more than a logo</td>
</tr>
<tr>
<td></td>
<td>Production and installation included — Provide your own design if more than a logo</td>
<td></td>
</tr>
<tr>
<td></td>
<td>*EXCLUSIVE sponsorship of 2 main lobby charging stations is available for $10,000</td>
<td></td>
</tr>
</tbody>
</table>
**Investment: $2,500 (each)**

<table>
<thead>
<tr>
<th>WINDOW/DOOR CLINGS</th>
<th>ELEVATOR WRAP</th>
<th>SPONSOR FLAGS (limit of 3 flags per sponsor)</th>
<th>WALL CLINGS</th>
<th>MAIN LOBBY BANNER (CLINGS)</th>
<th>CONFERENCE MOBILE APP (five maximum)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Place your logo on windows within select exterior doors throughout the convention center. Conference attendees will see your brand every time they enter or exit the building.</td>
<td>Whenever conference attendees take an elevator in the convention center or their hotel, you will be right there</td>
<td>Create a visual impact at the conference with custom flags placed in high traffic areas.</td>
<td>Place your logo and messaging on select walls throughout the convention center — Attendees will see your brand every time they walk to/from sessions</td>
<td>Place your logo/brand on large windows and let the sun radiate your message to all the conference attendees</td>
<td>Mobile App banner visible to all attendees</td>
</tr>
<tr>
<td>Sponsor logo prominently displayed on a window or door cling</td>
<td>Sponsor logo and messaging prominently displayed on the front two panels of an elevator in the convention center or specific hotel (pending venue approval and availability)</td>
<td>Sponsor logo and messaging prominently displayed on a custom flag (approximately 10’ high) in the convention center</td>
<td>Sponsor logo and messaging prominently displayed on a large wall cling</td>
<td>Sponsor logo and messaging prominently displayed on windows (interior facing message)</td>
<td>Add link to your institution’s recruitment or homepage</td>
</tr>
<tr>
<td>Sponsor may place clings either facing outside or inside</td>
<td>Production and installation included — Provide your own design if more than a logo</td>
<td>Production and installation included — Provide your own design if more than a logo</td>
<td>Location is dependent on availability and convention center approval</td>
<td>Production and installation included — Provide your own design if more than a logo</td>
<td>Production and installation included — Provide your own design if more than a logo</td>
</tr>
<tr>
<td>Production and installation included — Provide your own design if more than a logo</td>
<td>Production and installation included — Provide your own design if more than a logo</td>
<td></td>
<td>Production and installation included — Provide your own design if more than a logo</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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**Arianna Gomez**
@gomezae_

@SACNAS conferences are always a space where I can feel reconnected with my culture and meet scientists from all backgrounds. Now I'm excited to finish my thesis work in the near-ish future and share it with all those who have helped me succeed!
$1,500 Investment (each)

SACNAS LOTERÍA (Bingo Game)

This game will take place on social media. There will be 16 challenges associated with the game, just like traditional Lotería, a Mexican game of chance similar to bingo. Complete each challenge to complete the associated Lotería square.

• Boost recruitment through social media engagement, inclusion in the mobile app, and the additional in-person traffic to your booth

• Challenge Example: Come to booth 604 and take a selfie of yourself with the Anteater (UCI). Post the selfie to one of your social media accounts and tag UC Irvine and SACNAS.

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Brittany Taylor, PhD
@BLT_BME

Truthfully, I am still on a high from attending #sacnas2019! The energy at diversity and/or minority STEM conferences is unmatched. We need these spaces to build confidence and community. This was my 1st time attending @sacnas, but it will not be my last!
## Graduate School and Career Expo

<table>
<thead>
<tr>
<th>EXHIBITOR BENEFITS</th>
<th>CHOICE $2,250</th>
<th>PREMIUM $2,750</th>
<th>CORPORATE $3,500</th>
<th>PREMIERE $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’ Booth</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Carpet Included</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Pipe &amp; Drape</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Booth Décor Package (2’ x 6' Skirted Table, 2 Chairs, 1 Wastebasket, carpet)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Booth Identification Sign</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Expo Hall–Only Registration</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Booth Placement</td>
<td>Outlier Areas</td>
<td>Normal Traffic</td>
<td>High Traffic and Industry Specific Area</td>
<td>High Traffic and at Main Entry</td>
</tr>
<tr>
<td>Expo Hall Lounge Access</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Transaction Processing Fee</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>Marketing and Promotions</td>
<td>X</td>
<td>X</td>
<td>Social Media Announcement for Corporate Area</td>
<td>Social Media Announcement for Premier Area; 1 Lotería challenge included</td>
</tr>
</tbody>
</table>

*Academic Department with an active chapter will receive a $150 discount on one (1) exhibit booth — upon approval from Chapter Programs Manager. Departments agree that an active chapter will benefit from this discount. Only one (1) discount per academic institution.

*Associations and nonprofits under $1 million organizational budget are eligible for $300 discount upon receipt of 990s.

## What is Not Included?

- Full conference registration (includes access to programming and meals)*
- Additional registrations**
- Lead retrieval device or app
- Internet/WiFi service or electrical outlets***

*Exhibitors may upgrade to a full conference registration at an additional $150 cost per individual registration.

**Exhibitors may purchase up to two (2) additional exhibitor registrations per 10’x10’ booth.

***Additional services can be purchased in the exhibitor portal.

## Ready to Partner?

Visit us online: 2020sacnas.org
Email partnerships@sacnas.org or call 831-459-0170