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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.
About Our Conference:

The *Virtual* National Diversity in STEM Conference brings our attendees and partners a unique blend of STEM, culture, and community, where you can bring your whole self via a brand new online experience.

This year’s conference will feature a rich agenda including virtual:

- Motivational keynote speakers
- Robust offering of STEM Symposia and Professional Development sessions
- Student research presentations
- Graduate School & Career Expo Hall — NEW! With non-competing hours*

  *Two full days with no other conflicting conference programming. Attendees and exhibitors alike will be able to maximize their networking opportunities!

- Cultural celebrations, art, and music
- Group and 1-on-1 mentoring opportunities
2019 SACNAS Conference
Demographics
Based on those who provided demographic information

OUR ATTENDEES

**ATTENDEE TYPE**
- 34% Undergraduate Student
- 16% Graduate Student
- 19% Exhibitor
- 23% Professional
- 4% Postdoc
- 1% Postbac Student
- 2% Sponsor
- 1% VIPs & Guests

**DISCIPLINE**
- 27% Life Sciences
- 27% Biomedical Research
- 15% Traditional Knowledge
- 3% Computer & Information Science
- 4% Health
- .29% Materials Research
- 4% Physics & Astronomy
- 6% Chemistry
- 4% Psychology & Social Sciences
- 4% GeoScience
- 9% Engineering
- 6% Mathematics
- 6% STEM Education & Learning
- 10% Other
- .29% Computer Science

**ETHNICITY**
- 63% White/Caucasian
- 17% Other Latino/a (Caribbean, Central, or South American)
- 10% Asian/Asian American
- 10% African American/Black
- 6% Native Hawaiian/Indigenous Pacific Islander
- 7% American Indian/Native American
- 6% Puerto Rican
- .29% Alaska Native
- 6% Other

**GENDER**
- 63% Female
- 35% Male
- 1% Prefer Not to Say
- 1% Non-Binary
- .02% Transgender
- 1% Transgender
- 1% Non-Binary
2019 SACNAS Conference
Digital Reach

**CONFERENCE WEBSITE**
*Month of Conference*
**FOLLOWERS:**
13.3K
(+31.7% from 2018)

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

**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: $225,000

BENEFITS:

Speaking Engagements

- Five-minutes: Pre-recorded welcome video at Opening Ceremony
- Three-minutes: Pre-recorded welcome video at American Indian Dance Performance
- Two-minutes: Pre-recorded video beginning of one Plenary session

Brand Visibility

- Visual acknowledgment (logo displayed) at all plenary sessions
- Level-specific recognition on the 2020 conference website and emails
- Level-specific recognition in virtual lobby and at all general sessions
- Virtual background co-branded with SACNAS and partner’s logo that will be sent to all participants prior to conference
- One electronic postcard (partner-created) to all registered attendees pre-conference
- Announcement of sponsorship on social media (with logo): Twitter, Facebook, and LinkedIn
- One email (partner-created) sent to all registered attendees post-conference
- Logo included on conference mobile app launch screen
- Featured banner (designed by you) on conference mobile app
- One (1) full-page ad with embedded video, in both the Digital Recruitment Guide (open to all) and the Pre-Released Partner Digital Recruitment Guide (15 spots only) sent to all attendees

Your Institutional Participation

- Virtual Expo Hall Booth — Two (2) full days of non-program competing recruitment hours and four (4) days of two (2) hour end-of-day recruitment hours
- Twenty (20) full conference registrations (access to full conference agenda, including Expo Hall)
- Ten (10) Expo Hall only registrations (does not include access to full agenda, i.e. breakout sessions, networking events, and keynote speakers)
- Eighteen (18) month access to SACNAS resumé database to set up virtual meetings and pre-screenings
- Twelve (12) month access to SACNAS staff curated, discipline-specific resumé pool for pre-screenings and virtual meetings

Programming Collaboration

- Opportunity to have a designated member of your team collaborate with SACNAS staff in order to produce robust career development and science programming
- Provide full registration scholarships to two (2) students; partner receives scholarship recipient contact information for direct follow-up
- Webinar with SACNAS Student Membership: Co-branded 30-45 minute webinar hosted by SACNAS with Partner-provided speaker and content, before the conference to prepare student attendees
Diamond Partner

Investment: $150,000

BENEFITS:

Speaking Engagements

• Three-minutes: Pre-recorded video at Closing Ceremony
• Two-minutes: Pre-recorded video greeting at one Plenary session

Branding Visibility

• Visual acknowledgment (logo displayed) at all plenary sessions
• Level-specific recognition on the 2020 conference website and emails
• Level-specific recognition in virtual lobby and at all general sessions
• One electronic postcard (partner-created) to all registered attendees
• Announcement of partnership on social media (with logo): Twitter, Facebook, and LinkedIn
• One (1) full-page ad with embedded video, in both the Digital Recruitment Guide (open to all) and the Pre-Released Partner Digital Recruitment Guide (15 spots only) sent to all attendees

Your Institutional Participation

• Five (5) VIP tickets to a virtual meet & greet with opening keynote speaker
• Virtual Expo Hall Booth — Two (2) full days of non-program competing recruitment hours and four (4) days of two (2) hour end-of-day recruitment hours
• Ten (10) full conference registrations, including Expo Hall access
• Seven (7) Expo Hall only registrations (does not include access to full agenda, i.e. breakout sessions, networking events, and keynote speakers)
• Twelve (12) month access to SACNAS resumé database to set up virtual meetings and pre-screenings
• Six (6) month access to SACNAS staff curated, discipline-specific resumé pool for pre-screenings and virtual meetings

“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: $125,000

**BENEFITS:**

**Speaking Engagements**
- Three-minutes: Pre-recorded video at one Plenary session

**Branding Visibility**
- Visual acknowledgment (logo displayed) at all plenary sessions
- Level-specific recognition on the 2020 conference website and emails
- Level-specific recognition in virtual lobby and at all general sessions
- One electronic postcard (partner-created) to all registered attendees
- Announcement of partnership on social media (with logo): Twitter, Facebook, and LinkedIn
- One (1) full-page ad with embedded video, in both the Digital Recruitment Guide (open to all) and the Pre-Released Partner Digital Recruitment Guide (15 spots only) sent to all attendees

**Your Institutional Participation**
- Five (5) VIP tickets to a virtual meet & greet with opening keynote speaker
- Virtual Expo Hall Booth — Two (2) full days of non-program competing recruitment hours and four (4) days of two (2) hour end-of-day recruitment hours
- Ten (10) full conference registrations (access to full conference agenda, including Expo Hall)
- Five (5) Expo Hall only registrations (does not include access to full agenda, i.e. breakout sessions, networking events, and keynote speakers)
- Six (6) month access to SACNAS resumé database to set up virtual meetings and pre-screenings
- Twelve (12) month access to SACNAS staff curated, discipline-specific resumé pool for pre-screenings and virtual meetings
Gold

**Investment: $64,000**

**BENEFITS:**

**Branding**
- Visual (logo) acknowledgement at Closing Ceremony
- Level-specific recognition on the 2020 conference website and emails
- Level-specific recognition in virtual lobby and at all general sessions
- Announcement of partnership on social media (with logo): Twitter, Facebook, and LinkedIn

**Access**
- Ten (10) full conference registrations (access to full conference agenda, including Expo Hall)
- Three (3) Expo Hall only registrations (does not include access to full agenda, i.e. breakout sessions, networking events, and keynote speakers)
- Twelve (12) months access to SACNAS resumé database to set up pre-screenings and virtual meetings
- Additional partnerships at a 30% discount

Silver

**Investment: $40,000**

**BENEFITS:**

**Branding**
- Visual (logo) acknowledgement at Closing Ceremony
- Level-specific recognition on the 2020 conference website and emails
- Level-specific recognition in virtual lobby and at all general sessions
- Announcement of partnership on social media (with logo): Twitter, Facebook, and LinkedIn

**Access**
- Eight (8) full conference registrations (access to full conference agenda, including Expo Hall)
- Two (2) Expo Hall only registrations (does not include access to full agenda, i.e. breakout sessions, networking events, and keynote speakers)
- Nine (9) months access to SACNAS resumé database to set up pre-screenings and virtual meetings
- Additional partnerships at a 20% discount
**Bronze**

**Investment:** $24,000

**BENEFITS:**

**Branding**
- Visual (logo) acknowledgement at Closing Ceremony
- Level-specific recognition on the 2020 conference website and emails
- Level-specific recognition in virtual lobby and at all general sessions
- Announcement of partnership on social media (with logo): Twitter, Facebook, and LinkedIn

**Access**
- Four (4) full conference registrations, including Expo Hall access
- Six (6) months access to SACNAS resumé database to set up pre-screenings and virtual meetings
- Additional partnerships at a 15% discount

**Impact Partners**

**NEW THIS YEAR**

**PARTNER PUSH PRESENTATION**

**Investment:** $25,000 Each (Limit 8)

Elevate your company or institution to the Expo Hall’s main stage with an exclusive non-competing 1-hour session and push notification. All participants will receive a “Push” notification via the conference mobile app to join your session, where you will speak to up to 500 participants and present career-advancement content of your choosing. There will be four (4) Partner Pushes on day one and four (4) Partner Pushes on day two. Do not miss out on this very exclusive opportunity to get your message heard!
CONVERSATIONS WITH SCIENTISTS

**Investment: $16,000**

**Co-Sponsorship @ $20,000 (Limit 2)**

**Expected Attendance based on previous in-person registrations: 1,500**

**Audience: Students and Professionals**

Conversations with Scientists is a signature event—gathering student and professional attendees in informational, roundtable-style, 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 pre-recorded welcome video played in each discipline-specific room
- Eight (8) full conference registrations (access to full conference agenda, including Expo Hall)
- Lead discussions at selected pre-assigned networking rooms

**Brand Visibility**
- Visual acknowledgement in virtual session room
- Post-conference email (created by partner) sent by SACNAS to Conversation with Scientist attendees on your behalf
- Session is highlighted in agenda 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 $28,000

Expected Attendance based on previous in-person registrations: 300

Audience: Undergraduate students

This event offers community college students across the country the opportunity to learn more about academic opportunities and careers in STEM while building a national 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: pre-recorded 3-minute welcome video
- Exclusive opportunity: Thirty-minute workshop presentation
- Collaborate on program design with SACNAS programs team to ensure best outcomes
- Speaking opportunity: 3-minute pre-recorded closing video

Brand Visibility
- Visual acknowledgement (logo projected on screen) in virtual session room
- Six (6) full conference registrations (access to full conference agenda, including Expo Hall)
- Post-conference email (created by partner) sent by SACNAS to Community College Day attendees on your behalf
STEM EDUCATION, ENTREPRENEURSHIP, & INNOVATION SHOWCASE

Investment: $12,500 (Limit 3)

*For a higher level of participant engagement, add a food option via a home delivery vendor for an additional $7,500 (Coordinated by SACNAS)

Expected Attendance based on previous in-person registrations: 75
Audience: All Attendees

The showcase will be an opportunity for your company or institution to support entrepreneurship and innovation. This is an opportunity to share the great work your team is doing in STEM with our diverse community.

**BENEFITS:**

**Engagement**
- Lead a pre-recorded 60-minute panel discussion on STEM education, entrepreneurship, and innovation
- Three (3) full conference registrations (access to full conference agenda, including Expo Hall)

**Branding Visibility**
- Written acknowledgement in conference agenda (Partner name listed next to session name, i.e. “[Session Name] — Presented by [your institution/company name]”)
- Visual acknowledgement (logo projected on screen) in virtual session room(s)
- Post-conference email (created by partner) sent by SACNAS to think tank visitors on your behalf

PROFESSIONAL DEVELOPMENT SESSIONS

Investment: $12,500

Expected Attendance based on previous in-person registrations: 75
Audience: Students and Professionals

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

**BENEFITS:**

**Engagement**
- Lead a pre-recorded panel on professional development
- Three (3) full conference registrations (access to full conference agenda, including Expo Hall)

**Branding Visibility**
- Written acknowledgement in conference agenda (Partner name listed next to session name, i.e. “Presented by [your institution/company name]”)
- Visual acknowledgement (logo projected on screen) in virtual session room
- Post-conference email (created by partner) sent by SACNAS to session attendees on your behalf
STEM SYMPOSIA SESSIONS

**Investment:** $12,500

**Expected Attendance based on previous in-person registrations:** 75

**Audience:** Students and Professionals

Present a STEM symposium session during the conference. Each session should consist of four researchers presenting original research and a moderator, all of your choice. Highlight your scientists, their latest research, and increase science education and awareness.

**BENEFITS:**

**Engagement**
- Lead a pre-recorded panel to highlight your scientists and their research
- Three (3) full conference registrations (access to full conference agenda, including Expo Hall)

**Branding Visibility**
- Written acknowledgement in conference agenda (Partner name listed next to session name, i.e. “Presented by [your institution/company name]"
- Visual acknowledgement (logo projected on screen) in virtual session room
- Post-conference email (created by partner) sent by SACNAS to session attendees on your behalf
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.

STUDENT PRESENTATION AWARDS CEREMONY

Investment: $20,000

Expected Attendance based on previous in-person registrations: 3,000

Audience: Undergraduate and graduate students

Our Student Awards Ceremony is a celebration of our research presentation award recipients — their accomplishments, determination and persistence, and successes yet to come. This non-competing event is part of our closing ceremony, bringing together approximately 3,000 attendees and recognizing award winners for their outstanding achievements.

BENEFITS:

Engagement

• Speaking opportunity: 2 minute pre-recorded welcome and video option
• Four (4) full conference registrations (access to full conference agenda, including Expo Hall)
• Contact information of all student awardees for direct follow-up (no Expo Hall)

Brand Visibility

• Visual (logo) and pre-recorded verbal acknowledgement of partnership during the Awards Ceremony
CHAPTER AWARDS CEREMONY & NETWORKING ROOMS

**Investment: $15,000**

*For a higher level of participant engagement, add a food option via a home delivery vendor for an additional $7,500 (Coordinated by SACNAS)*

**Expected Attendance based on previous in-person registrations: 350**

**Audience: Student and Professional chapter members**

SACNAS has over 118 student and professional chapters nationwide that provide local support and leadership development for their members and local communities. During this session, we recognize the work chapters have done in the past year to expand SACNAS’ movement to achieve true Diversity in STEM.

**BENEFITS:**

**Engagement**
- Speaking opportunity: Three-minute pre-recorded welcome video at Ceremony
- Participate in live discussions and networking with event attendees
- Four (4) full conference registrations (access to full conference agenda, including Expo Hall)

**Branding Visibility**
- Written acknowledgement in chapter award press release
- Visual acknowledgement (logo projected on screen) in all virtual chapter networking rooms (up 118 total)
- Preconference promotions via email and social media spotlight (Twitter, Facebook, and LinkedIn)

**STUDENT ORIENTATION**

**Investment: $12,000**

**Expected Attendance based on previous in-person registrations: 500**

**Audience: Undergraduate and graduate 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 exclusive networking opportunities.

**BENEFITS**

**Engagement**
- Speaking opportunity: Three-minute pre-recorded welcome video
- Verbal recognition by student presentations committee chair
- Provide three (3) or more mentor judges to connect with student presenters
- Three (3) full conference registrations (access to full conference agenda, including Expo Hall)

**Brand Visibility**
- Visual acknowledgement (logo projected on screen) in virtual session room
- Post-conference email (created by partner) sent by SACNAS to orientation attendees on your behalf
WOMEN IN STEM NETWORKING EVENT

**Investment: $10,000**

*For a higher level of participant engagement, add a food option via a home delivery vendor for an additional $7,500 (Coordinated by SACNAS)*

**Expected Attendance based on previous in-person registrations: 300**

**Audience: All Attendees**

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

**BENEFITS:**

**Engagement**
- Speaking opportunity: 5-minute pre-recorded welcome video
- Participate in live discussions and networking with event attendees
- Two (2) full conference registrations (access to full conference agenda, including Expo Hall)

**Brand Visibility**
- Visual acknowledgement (logo projected on screen) in virtual event room
- Written acknowledgement in conference agenda (Partner name listed next to event name, i.e. “Women in STEM Networking Event — Presented by [your institution/company name]"
- Preconference promotions via email and social media spotlight (Twitter, Facebook, and LinkedIn)
- Post-conference email (created by partner) sent by SACNAS to event attendees on your behalf

LGBTQ+ NETWORKING EVENT

**Investment: $10,000**

*For a higher level of participant engagement, add a food option via a home delivery vendor for an additional $7,500 (Coordinated by SACNAS)*

**Expected Attendance based on previous in-person registrations: 100**

**Audience: All Attendees**

This networking celebration includes LGBTQ+ students, professionals, and allies. The event offers attendees the opportunity to network, exchange stories, and build community in a welcoming and inclusive space.

**BENEFITS:**

**Engagement**
- Speaking opportunity: 5-minute pre-recorded welcome video
- Participate in live discussions and networking with event attendees
- Two (2) full conference registrations (access to full conference agenda, including Expo Hall)

**Branding Visibility**
- Visual acknowledgement (logo projected on screen) in virtual event room
- Preconference promotions via email and social media spotlight (Twitter, Facebook, and LinkedIn)
- Post-conference email (created by partner) sent by SACNAS to event attendees on your behalf
AMERICAN INDIAN DANCE PERFORMANCE

Investment: $10,000

Expected Attendance based on previous in-person registrations: 500

Audience: All attendees

The SACNAS American Indian Dance Performance 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
- Pre-recorded welcome video at beginning of the performance
- Two (2) full conference registrations (access to full conference agenda, including Expo Hall)

Branding Visibility
- Logo as virtual background for American Indian Dance Performance and Indigenous Marketplace
- Verbal recognition by SACNAS committee chair

INDIVIDUAL STUDENT PRESENTATION AWARDS

Investment: $1,500 (each)

Expected Attendance based on previous in-person registrations: 600

Audience: Undergraduate and graduate students

The main purpose of student presentations is 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 and follow-up for your company/institution.

BENEFITS:

Engagement
- Participate as a Mentor Judge and have the ability to nominate exemplary student presenters for presentation awards
- Access to student awardee contact information for direct follow-up

Branding Visibility
- Opportunity to provide recruitment materials (information on applications, internships, and fellowships) via email to student awardees
- Written acknowledgement (Partner name displayed on Student Awards Ceremony PowerPoint during presentation of individual award)
- Verbal recognition by student presentations
Virtual 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>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual Booths include the following:</td>
<td>• 1 to group appointment setting</td>
<td>• 1 to group appointment setting</td>
<td>• 1 to group appointment setting</td>
</tr>
<tr>
<td>✓ Customized booth background</td>
<td>• 1 to 1 appointment setting</td>
<td>• 1 to 1 appointment setting</td>
<td>• 1 to 1 appointment setting</td>
</tr>
<tr>
<td>✓ Virtual Lounge Access</td>
<td>• Leave a card feature</td>
<td>• Leave a card feature</td>
<td>• Leave a card feature</td>
</tr>
<tr>
<td>✓ See level-specific additional benefits to the right</td>
<td>• Upload a resume feature</td>
<td>• Upload a resume feature</td>
<td>• Upload a resume feature</td>
</tr>
</tbody>
</table>

✓ NON-COMPETING VIRTUAL EXPO HALL HOURS
*Non-competing means there are no other SACNAS programs scheduled during these hours
- Mon: All day
- Tue: All day
- Wed: 1 hour
- Thurs: 1 hour
- Fri: 1 hour

- Mon: All day
- Tue: All day
- Wed: 2 hours
- Thurs: 2 hours
- Fri: 2 hours
- Sat: 2 hours

- Mon: All day
- Tue: All day
- Wed: 2 hours
- Thurs: 2 hours
- Fri: 2 hours
- Sat: 2 hours

✓ REGISTRATIONS
- 6 total registrations: 6 Expo Hall Only, 4 of which can be upgraded to a full conference registration (for an additional $150 per individual/registration)
- 8 total registrations: 8 Expo Hall Only, 6 of which can be upgraded to a full conference registration (for an additional $150 per individual/registration)
- 8 total registrations: 8 Expo Hall Only, 6 of which can be upgraded to a full conference registration (for an additional $150 per individual/registration)

✓ MARKETING
- Listing in conference exhibitors list pre-conference
- • Listing in conference exhibitors list pre-conference
- • Mobile banner ad
- • Social media announcement
- • Discipline-specific e-blast prior to conference
- • 1 Virtual Lotería challenge included
- • Listing in conference exhibitors list pre-conference
- • Mobile banner ad
- • Social media announcement
- • Discipline-specific e-blast prior to conference
- • 1 Virtual Lotería challenge included

To purchase your booth, visit 2020sacnas.org/exhibit
Scholarship Partners

As a Registration Scholarship Partner, you have the opportunity to directly support a student’s career path and invest in the future of STEM! Partners will be sponsor STEM students in the discipline of your choice.

**Investment: $20,000**
- 100 student scholars in the discipline of your choice
- SACNAS Staff-curated resumés from our resumé database
- Special meet and greet virtual event for you and your sponsored students only
- Students will receive notification that their scholarship was provided by you in advance of conference

**Investment: $15,000**
- 75 student scholars in the discipline of your choice
- SACNAS Staff-curated resumés from our resumé database
- Special meet and greet virtual event for you and your sponsored students only
- Students will receive notification that their scholarship was provided by you in advance of conference

**Investment: $10,000 (5 available)**
- 50 student scholars in the discipline of your choice
- SACNAS Staff-curated resumés from our resumé database
- Special meet and greet virtual event for you and your sponsored students only
- Students will receive notification that their scholarship was provided by you in advance of conference

**Investment: $5,000 (5 available)**
- 25 student scholars in the discipline of your choice
- SACNAS Staff-curated resumés from our resumé database
- Special meet and greet virtual event for you and your sponsored students only
- Students will receive notification that their scholarship was provided by you in advance of conference
A La Carte & Ad-Ons

Mobile App Banner Ad $1,750 – 10 available

Cycling Promo Ads in Virtual Lobby or Virtual Expo Hall $1,500 – 10 available

Survey Ad-On for your Virtual Session $3,500 – 50 available
  • Partner-created survey — ask the questions you want to ask about your session!
  • NOTE: This is for a survey ad-on only – cost is in addition to the sponsored session price

Give Away Sponsorship $1,000 – 10 available

Half-Page Ad in Digital Recruitment Guide $950

Half-Page Ad with embedded Video in Digital Recruitment Guide $1,400

Full-Page Ad with embedded Video in Digital Recruitment Guide $9,550 - 12 available
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 thousands of attendees.

True Diversity Brand Package

**Investment: $15,000 (Limit 2)**

- Name/logo on cover of digital recruitment guide
- Full-page ad with embedded video on inside cover of recruitment guide
- Virtual Background co-branded with SACNAS and partner’s logo, sent to all participants prior to conference
- One electronic postcard (partner-created) to all registered attendees post-conference

Community Brand Package

**Investment: $10,000 (Limit 2)**

- Full-page ad in digital recruitment guide
- Virtual Background co-branded with SACNAS and partner’s logo, sent to all participants prior to conference
- One electronic postcard (partner-created) to all registered attendees post-conference

STEM Brand Package

**Investment: $7,500 (Limit 2)**

- Half-page ad in digital recruitment guide
- Virtual Background co-branded with SACNAS and partner’s logo, sent to all participants prior to conference
- One electronic postcard (partner-created) to all registered attendees post-conference

Culture Brand Package

**Investment: $5,000 (Limit 2)**

- ¼ page ad in digital recruitment guide
- Virtual Background co-branded with SACNAS and partner’s logo, sent to all participants prior to conference
- One electronic postcard (partner-created) to all registered attendees post-conference

Equity Brand Package

**Investment: $2,500 (Limit 25)**

- ¼ page ad in digital recruitment guide
- Virtual Background co-branded with SACNAS and partner’s logo, sent to all participants prior to conference
SACNAS LOTERÍA (Bingo Game)

**Investment: $1,200**

The SACNAS Lotería game takes place on social media. There are 16 challenges, just like traditional Lotería — a Mexican game of chance similar to bingo. Participants are encouraged to complete a challenge to check off the associated Lotería square and be entered to win fun prizes!

- Boost recruitment through social media engagement, inclusion in the mobile app, and traffic to your virtual booth
- **Challenge Example:** Visit booth 604 UC Irvine and ask about their internship application deadline. Post the answer on one of your social media accounts and tag @UCI and @SACNAS.
Ready to partner?
Visit 2020sacnas.org > partner & exhibit
Contact partnerships@sacnas.org