Dear Partner,

We are pleased to invite you to the National Society of Black Engineer’s (NSBE) 45th Annual Convention in Detroit, Michigan. As the premier event for Black STEM talent, the NSBE Annual Convention attracts the best and brightest engineering students and professionals from around the globe.

Between March 27–31, 2019, more than 14,000 current and future engineers and technologists will convene at the Cobo Center for professional and leadership development, technical training, networking, and job opportunities. Be sure you’re there to meet them. No other event provides access to so many highly qualified, motivated Black students and professionals from diverse backgrounds and levels of experience in all engineering disciplines.

The Annual Convention is the perfect place to recruit top talent from NSBE’s membership, and it also offers the unique opportunity to engage directly with our chapter officers and national leaders. We invite you to partner with us for this important event. Your support will help provide participants with a first-class convention and ensure that they leave with the information, tools and skills they need to take their education and careers to the next level.

The NSBE Annual Convention hosts programming and activities geared toward undergraduate students in engineering and other STEM fields, and features sessions, workshops and networking events designed for all audiences and participant categories.

Additionally, NSBE’s Annual Convention includes three “mini-conferences,” designed for our other membership demographics: pre-collegiate students, graduate students and technical professionals.
The Graduate School Conference (GSC) offers a unique, diverse and inclusive experience geared towards graduate students, as well as faculty members, administrators, and undergraduate students. The GSC aims to provide an open platform for great minds to share their ideas, receive invaluable feedback on ongoing research projects, explore new interests presented by their peers, debate and discuss contemporary and future topics, hone their presentation skills, and much more. The GSC features focused, stimulating workshops supporting and enhancing academic and professional development.

The Pre-College Initiative (PCI) Conference draws NSBE Jr. students and advisors, as well as other pre-college students and their parents and chaperones, from all over the country and beyond. Detroit provides great access to universities, science centers, museums and other venues of interest to the PCI participants. It is our goal for students to leave the convention invigorated and excited to take the journey into careers in science, technology, engineering and math.

The Technical Professionals Conference (TPC) provides an unforgettable educational and social experience current engineers and technologists. Highlights include training certifications, special interest group discussions and executive mentoring sessions. This event also strongly promotes entrepreneurship and technical training. The diverse array of workshops and events encourage the creation of new professional and personal relationships.

The NSBE 45th Annual Convention — #NSBE45 — promises to be our most exciting and rewarding yet! Inspiring keynote speakers, innovative talks, informational workshops and roundtables, hands-on training, technical competitions, plenty of networking opportunities and more are waiting for you.

We invite you to “Explore. Engineer. Elevate.” Make plans now to join us in Detroit!

Learn more at convention.nsbe.org.
Founded in 1975, the National Society of Black Engineers (NSBE) is one of the largest student-governed organizations based in the United States. With more than 19,500 members and 598 chapters in the U.S. and abroad, NSBE supports and promotes the aspirations of collegiate and pre-collegiate students and technical professionals in engineering and technology. NSBE’s mission is “to increase the number of culturally responsible Black Engineers who excel academically, succeed professionally and positively impact the community.” For more information, visit NSBE.ORG.

**REGION VI**
AK, AZ, CA, CO, HI, ID, NM, NV, OR, MT, UT, WA, WY, West Canada, Baja Mexico, Asia, Australia, South Pacific

**REGION IV**
IL, IN, MI, MN, OH, WI, Central Canada, Central Africa, East Africa

**REGION I**
CT, MA, ME, NH, NJ, NY, RI, VT, East Canada, West Africa

**REGION II**
DC, DE, MD, NC, PA, SC, VA, WV, Europe, North Africa, Middle East

**REGION III**
AL, FL, GA, KY, MS, TN, Caribbean, South America

**REGION V**
AR, IA, KS, LA, MO, ND, NE, OK, SD, TX, Central America, Mexico, South Africa, Dominican Republic

**TOTAL MEMBERS**

- **NSBE JR.** 4,032
- **COLLEGIATE** 12,088
- **PROFESSIONALS** 3,014
- **LIFETIME** 370

**TOTAL MEMBERSHIP:** 19,504

*Current as of July 1, 2018*
**TOP 5 MAJORS**

- MECHANICAL ENGINEERING: 21%
- ELECTRICAL ENGINEERING: 13%
- CHEMICAL ENGINEERING: 11%
- COMPUTER SCIENCE: 10%
- CIVIL ENGINEERING: 6%
- COMPUTER ENGINEERING: 6%

**DEGREES EARNED**

- HIGH SCHOOL DIPLOMA: 44%
- BACHELOR’S DEGREE: 27%
- MASTER’S DEGREE: 13%
- ASSOCIATE’S DEGREE: 7%
- OTHER: 7%
- DOCTORATE: 2%

**TOTAL ANNUAL CONVENTION ATTENDEES**

- 2010: 6,592
- 2011: 7,394
- 2012: 7,961
- 2013: 8,288
- 2014: 9,035
- 2015: 9,295
- 2016: 11,592
- 2017: 10,053
- 2018: 13,422

**Percentage Breakdown**

- Collegiate: 52%
- Professional: 24%
- NSBE Jr.: 11%
- Exhibitor/Sponsor: 7%
- Other: 5%

*Total is less than 100 percent because of rounding.*

*Current as of July 1, 2018*
NSBE partners are encouraged to engage with NSBE, including through strategic planning to strategic planning meetings that work to advance dialogue and collaboration with the Society and move NSBE forward.

Partners receive year-round recognition and enjoy exclusive access to NSBE officers and executives. In addition to discount pricing and priority consideration at NSBE national and regional events, our partners also receive special branding and marketing benefits to help them stand out from the crowd. NSBE accepts new BCA and Affiliate Partners all year long, however, membership is based on an August 1-July 31 fiscal year.

We are grateful to our partners for their commitment, their dedication and their generous support of NSBE. If you would like to become a national partner, please contact us via email at corp_relations@nsbe.org or by phone at (703) 549-2207. Thank you for your interest.

Our national partners are committed to helping NSBE achieve its mission. Their partnership supports and funds programs and initiatives aimed at strengthening the STEM pipeline, encouraging academic excellence and helping our members succeed professionally.

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NUMBER OF BOARD OF CORPORATE AFFILIATES MEMBERS*

*as of July 31, 2018
Board of Corporate Affiliates Partner

**Investment: $40,000**

Our Board of Corporate Affiliates (BCA) consists of National Society of Black Engineers’ (NSBE’s) top corporate and government partners, who work strategically with the Society’s leadership to fulfill NSBE’s mission: “to increase the number of culturally responsible Black Engineers who excel academically, succeed professionally and positively impact the community.”

The BCA provides long-term support to the National Society of Black Engineers in the following ways:

- Strategic consultation with NSBE leadership
- Funding of student scholarships, the Fellows Program and the Pre-College Initiative (PCI) Program
- Support of regional events and NSBE’s Annual Convention
- Donation of in-kind services and funding for NSBE initiatives

Board of Corporate Affiliate partners are employers with strategic recruiting goals and a commitment to increasing their visibility and support of quality talent. They have found NSBE to be a primary resource for technical and diversity recruiting. The BCA offers the best value, premiere branding and unrivaled name recognition with your target audience, and provides a comprehensive approach to achieving your diversity recruiting goals.

**Annual Convention Benefits:**

- Priority booth space selection for the Annual Convention Career Fair. Take advantage of early booth selection to guarantee prime space on the Career Fair floor. Selection will take place prior to that of all non-BCA partners, typically in July.
- 1 complimentary 10’ x 20’ booth at the Career Fair, with priority placement
- Discounted rate for additional 10’ x 10’ booths. Stand out from the crowd, and increase your presence in the Career Fair. Additional booths may be rented at $2,500 per booth, compared with the standard price of $4,000 per additional booth.
- 1 complimentary Interview Booth at $1,000 value
- 20 complimentary full-access Convention registrations
- Discounted pricing on additional full-access Convention registrations
- First option to sponsor key Annual Convention events
- Priority access to host a Hospitality Suite
- Discounted pricing on Hospitality Suites
- Complimentary meeting space for team strategy/business meetings (based on availability)
- Guaranteed workshop at the Annual Convention (if submitted by Aug. 5, 2018) - topic must be educational in nature and must be approved by the planning committee

**Virtual Recruiting Benefits:**

- Complimentary access to the Pre-Screening Portal for NSBE’s Annual Convention (three logins per BCA partner). Recruit more effectively by viewing resumes and scheduling interviews with Convention attendees prior to arriving on site.

**Branding Benefits:**

- Logo or organization listing prominently displayed on Career Fair entrance unit
- Recognition in the convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)
- Recognition as a BCA partner on the Annual Convention website (includes logo and hyperlink)
- Recognition in the NSBEGuide Convention mobile app (if confirmed by Jan. 31, 2019)
- 1 complimentary insert in the attendee bags (if provided by the if provided by Dec. 4, 2018)
- Recognition in the printed Convention Career Guide (if confirmed by the deadline)
**Other Exclusive Benefits:**

- Invitation to NSBE’s Senior Executive Leadership Forum
- VIP seating at the NSBE Golden Torch Awards
- Early access to Convention housing, including a designated customer service phone line

In addition, to the Annual Convention, BCA members receive complimentary access to NSBE’s regional events. Also, 500 complimentary Career Center Job Postings, UNLIMITED 12-month access to the NSBE Resume Database and recognition in *NSBE Magazine*. For more information, or to view the complete list of benefits, please visit our website, call us at (703) 549-2207, or email us at corp_relations@nsbe.org.

**Affiliate Partner**  
**Investment: $26,000**

Affiliate Partners are our second-highest-level supporters. As an esteemed group of partners who also work to help the Society achieve its mission and objectives, this group supports the National Society of Black Engineers by funding student scholarships, the Annual Convention and more.

**Annual Convention Benefits:**

- Priority booth space selection for the Annual Convention Career Fair (Booth selection is made after the BCA and before that of other non-BCA organizations)
- 1 complimentary 10’ x 20’ booth at the Annual Convention Career Fair, with priority placement
- 15 complimentary full-access Annual Convention registrations
- Opportunity to submit a workshop proposal for the Annual Convention. All submissions must be submitted by August 5, 2018
- Recognition in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)
- Recognition as an Affiliate Partner on the Annual Convention website (includes logo and hyperlink)
- VIP seating at the NSBE Golden Torch Awards
- Recognition in the NSBEGuide Convention mobile app (if confirmed by Jan. 31, 2019)
- Invitation to NSBE's Senior Executive Leadership Forum (held during the Annual Convention)
- 50% discount on the purchase of a bag stuffer for the Convention bags (one item per partner)
- 12 MONTH access to the NSBE Resume Database (starting Nov. 2, 2018)
- 5 complimentary Career Center Job Postings
- Discounted rates on additional Career Center Job Postings
- Logo with hyperlink on the Affiliate Partner page of NSBE’s website
- Personal customer service representative to manage your partnership and help you become more engaged with NSBE
The NSBE Annual Convention Career Fair connects more than 200 companies, universities, government agencies and nonprofit organizations with thousands of highly qualified, motivated black engineering students.

With more than 14,000 enthusiastic and motivated STEM students, this event provides the perfect opportunity for employers from a wide range of industries to meet with the best and the brightest prospective employees in engineering and other STEM-related fields. Take advantage of the opportunity to share information about your organization and its mission, culture and career opportunities.

The Career Fair is not limited to corporations and government agencies: it also includes higher educational institutions and other academic organizations. This is the ideal place for colleges and universities to recruit students for graduate and undergraduate engineering programs as well as to provide information about fellowship and/or research opportunities.

Whether you’re looking for interns, recent graduates or experienced engineers, you’ll find them at the NSBE Career Fair. Sign up to secure your spot today!

NSBE Board of Corporate Affiliates (BCA) Partners and Affiliate Partners receive a complimentary 10’ x 20’ booth at the Annual Convention Career Fair, as well as several other branding and recruiting opportunities. Additional booths are $2,500 for BCA and $4,000 for Affiliate Partners and other exhibitors. Corporate registration includes full access to all general events. BCA investment is $300. All other investors contribute $475 per registrant. There are no career fair-only registration options available. See nsbe.org or convention.nsbe.org for more information.

**Corporation/Federal Agency**

**Investment: $11,500**

*This rate applies to all for-profit organizations, large- and mid-sized corporations and federal government agencies.*

- Four complimentary Convention registrations
- One 10’ x 10’ exhibit space – 8’ high back drape and 3’ high side drape in show colors, one 6’ table and two chairs, and one 7” x 44” booth identification sign with organization name and booth number. Carpet is required and must be purchased separately.
- Recognition on the NSBE Annual Convention website
- Recognition in the NSBE Guide Convention mobile app (if confirmed by Jan. 31, 2019)
- Complimentary 3-month access to the NSBE Resume Database (starts on Jan. 15, 2019)
- Discounted rates on Career Center Job Postings (eligible for national supporter pricing)

**Small Business/Local Government**

**Investment: $6,500**

*This rate applies only to small businesses and/or state, city and other municipal government agencies. A small business is defined as a company operating with less than 200 employees whose gross annual revenue is less than $1 million.*

- Four complimentary Convention registrations
- One 10’ x 10’ exhibit space – 8’ high back drape and 3’ high side drape in show colors, one 6’ table and two chairs, and one 7” x 44” booth identification sign with organization name and booth number. Carpet is required and must be purchased separately.
- Recognition on the NSBE Annual Convention website
- Recognition in the NSBE Guide Convention mobile app (if confirmed by Jan. 31, 2019)
- Complimentary 3-month access to the NSBE Resume Database (starts on Jan. 15, 2019)
- Discounted rates on Career Center Job Postings (eligible for national supporter pricing)
ANNUAL CONVENTION PARTNERSHIP OPPORTUNITIES
Career Fair and Direct Recruiting

Nonprofit
Investment: $3,500
This rate applies to 501(c)3 organizations only.

- Two complimentary Convention registrations
- One 10’ x 10’ exhibit space – 8’ high back drape and 3’ high side drape in show colors, one 6’ table and two chairs, and one 7” x 44” booth identification sign with company name and booth number. Carpet is required and must be purchased separately.
- Recognition on the NSBE Annual Convention website
- Recognition in the NSBEGuide Convention mobile app (if confirmed by Jan. 31, 2019)
- Complimentary 3-month access to the NSBE Resume Database (starts on Jan. 15, 2019)
- Discounted rates on Career Center Job Postings (eligible for national supporter pricing)

College/University
Investment: $950
This rate applies only to colleges, universities and other higher education and/or academic institutions that are recruiting for undergraduate and graduate students.

- Two complimentary Convention registrations
- One 10’ x 10’ exhibit space – 8’ high back drape and 3’ high side drape in show colors, one 6’ table and two chairs, booth carpet and one 7” x 44” booth identification sign with organization name and booth number.
- Recognition on the NSBE Annual Convention website
- Recognition in the NSBEGuide Convention mobile app (if confirmed by Jan. 31, 2019)
- Booth carpet is included for college and university exhibitors.

Exhibitor Move-In
Tuesday, March 26, 1 p.m.–4:30 p.m.
Wednesday, March 27, 8 a.m.–4:30 p.m.
All exhibits must be fully installed by 4:30 p.m., Wednesday, March 27, 2019

Career Fair Show Hours
Thursday, March 28, 11 a.m.–5 p.m.*
Friday, March 29, 11 a.m.–5 p.m.*
*The Career Fair is open exclusively to our Academic Pyramid of Excellence (APEx) students, with GPAs of 3.0 or higher, and NSBE Senators each day from 11 a.m.–1 p.m. The Career Fair is open to all Convention registrants from 1 p.m.–5 p.m.

Career Fair Exhibitor Move-Out
Friday, March 29, 5 p.m.–10 p.m.
Saturday, March 30, 8 a.m.–12 p.m.

Please note: The exhibit area is not carpeted. However, carpet is required of all exhibitors. Carpet and other products can be obtained through the exhibit service contractor. Details and pricing will be available in the exhibitor kit.
Interview Booths

Investment: $1,000

Take advantage of NSBE’s Annual Convention Career Fair by connecting with top engineering talent and getting face time with the job candidates who best suit your immediate needs. Interview booths give you the opportunity to meet candidates and conduct on-site interviews.

An interview booth includes one 10’ x 10’ exhibit space with 8’ high drape in show colors, one 6’ table and two chairs. **Branding and signage placed outside the booth space is strictly prohibited.**

**Interview Booth Schedule:**
Thursday, March 28, 8 a.m.–6 p.m.
Friday, March 29, 8 a.m.–6 p.m.

Hospitality Suites

Wednesday, March 27–Friday, March 29

Investment:
$3,000 (BCA and Affiliate Partners) + Food & Beverage
$3,500 (Exhibitors and Convention Supporters) + Food & Beverage

Wednesday-Thursday, March 27-28, 2018 (Limit 21)
Friday, March 28-29 (Limit 17)

**Hospitality Suites Schedule:**
Wednesday, March 27, 9–11 p.m. Limit: 21 Per Night
Thursday, March 28, 8:30–10:30 p.m Limit: 21 Per Night
Friday, March 29, 8:30–10:30 p.m Limit: 17 Per Night

Host a Hospitality Suite to get exclusive access to undergraduate and graduate students and NSBE Professionals. The Hospitality Suites are a perfect way to meet prospective candidates in a more relaxed, noncompetitive and informal setting.

Hospitality Suites are open to all registered collegiate, graduate student and professional attendees. Please note, all Hospitality Suites will be promoted on the NSBEGuide Convention mobile app and on the NSBE website. If you wish to host an invitation-only hospitality event, please let us know by January 15, 2019. After that time there is no guarantee of NSBE advertisement. **NOTE: There will be NO ALCOHOL allowed for distribution in these events, because of attendance by minors.**

The event investment pricing shown is for the Hospitality Suite only. Required food and beverage charges and optional audio/visual or décor charges are at an additional cost and must be coordinated by the sponsor and paid directly to the venue or service provider.
ANNUAL CONVENTION PARTNERSHIP OPPORTUNITIES
Career Fair and Direct Recruiting

Convention Career Guide
Investment: $3,000
Limit: 1
The Career Fair Guide gives attendees quick access to all career-related Convention programs and activities — such as the Career Fair, workshops and networking events — and provides tips on the best practices for job searching. The Career Fair Guide compiles events and tips in one easy to read booklet for job seekers who are attending the Annual Convention. The guide is emailed to all registrants who have uploaded their resumes in the Career Center prior to the event. A limited number of printed copies will also be distributed on site.

- Logo on the cover of the Career Fair Guide
- Opportunity to contribute content for the “Job Seeker Do’s and Don’ts” section of the Career Fair Guide
- Logo on the back cover of the Career Fair Guide
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)

Career Fair Prep Center
Investment: $40,000 (Exclusive)/$6,750 (Per Room)
NSBE’s Career Fair Prep Center is the first stop NSBE job seekers make before entering the Career Fair. This is a great way to ensure a successful Convention experience for your organization and job seekers. Partnership for the Career Fair Prep Center ensures you will be one of the first employers to interact with candidates. This high-traffic area includes several rooms that focus on essential career prep services, such as resume review, resume printing, mock interviews, professional image consulting, application station and career prep chats.

- Branding in Convention materials in which the Career Fair Prep Center is mentioned
- Branding on all Career Fair Prep Center flyers
- Branding in email blasts to members in which the Career Fair Prep Center is mentioned
- Access to job seekers BEFORE they visit the Career Fair
- Opportunity to provide volunteers to critique resumes and provide other career consulting services
- Complimentary upgrade to a Featured Employer on the NSBE Career Center homepage
- 20% discount on spider wrapping packages (automatic job postings)
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
ANNUAL CONVENTION PARTNERSHIP OPPORTUNITIES
General Convention Branding

NSBE Convention Marketing Policy (NSBE eNews, Corporate Corner Ads, and Images)

The National Society of Black Engineers (“NSBE”) and the Convention Planning Committee (“CPC”) strives to deliver excellent and favorable content to their membership.

Partners should identify the targeted audience for their eNews. (Collegiate, Graduate, Professionals, NSBE Jr.) All partner communication to our membership should adhere to the NSBE and/or Convention Branding Guidelines.

NSBE Branding Guidelines

- All artwork with the NSBE Logo must follow the Official NSBE Logo Guidelines. In certain instances, National Society of Black Engineers may be substituted for the NSBE block lettering.
- All artwork must follow the approved NSBE fonts of Montserrat and Arial.
- When used with other logos such as company logos, the NSBE Torch should be as prominent as to, if not more prominent than, any other logo.

Convention Branding Guidelines

- All references to the Convention shall use one of the official names below:
  - 2019 Annual Convention, 45th Annual Convention or #NSBE45
  - The Convention logo should always have clear space around it equal to at least 1⁄4 the width of the logo
  - All official Convention documents must have the Convention logo with the Convention colors

With the use of images in NSBE eNews, the goal is not only to inform the membership but engage them with positive images and graphics.

As such, below is the policy regarding content photos submitted by partners to NSBE and the CPC:

- Images may be resized by the CPC to ensure quality resolution
- Images submitted by the partner should not be offensive. “ Offensive” may include but is not limited to:
  - Aggressive facial features
  - Inappropriate hand gestures
  - Racist caricatures
  - Inappropriate captions
- Images should not focus solely on the partner’s products
- Images should focus on having diverse models
Email Marketing

NSBE eNews is a great way to engage with a wide cross-section of our membership. We have the ability to target our emails to all or a specified membership demographic.

Partner Spotlight eNews
Investment: $2,500/opportunity
Limit: 8 (2 emails with 4 opportunities each)

Partner Spotlight allows partners to promote their organization and events during the 45th Annual Convention. In addition to images, Partner Spotlights are different than Corporate Corner ads. Corporate Corner ads are included in the Convention issues of NSBE eNews sent to the collegiate and professional membership.

Dedicated Partner Spotlight eNews*
Investment: $5,000 (targeted), $8,500 (full list)
Limit: 5

Dedicated Partner Spotlight eNews provides you with the opportunity to connect directly with our members. With this opportunity, you will increase exposure, drive engagement and loyalty with our attendees through this exclusive communication.

*Distribution date for all Partner Spotlight eNews is at the sole discretion of the Convention Planning Committee.

NSBEGuide Convention Mobile App
Investment: $7,500 Power / $3,000 Supporter
Limit: 1 Power / 3 Supporter

The NSBEGuide Convention mobile app gives your organization the unique opportunity to get your branding and corporate message in front of thousands of attendees — even before they arrive at the Convention! The mobile app puts all event information at attendees’ fingertips, anytime, anywhere. Not to mention that the app is equipped with real-time updates and breaking news blasts sent during the Convention. Because the app is free and easy to download, you are able to connect with a large audience of tablet, iPhone or Android users.

- Logo prominently displayed on the app’s splash page (Power Sponsor Only)
- Listing on Corporate Corner Tab (Power Sponsor Only)
- Rotating banner ad on the app for greater exposure
- Ability to have Push Notifications sent on app (2 Power, 1 Supporter)
- Acknowledgement in social media posts on NSBE’s social media platforms
- Acknowledgement in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
Backpacks
Investment: $40,000 and up
Limit: 3
Put your message in the hands of attendees, and guarantee that it’s seen by everyone...everywhere. The bags will be printed with your logo and distributed to all Convention registrants. The stylish bags will get long-lasting use as they are a popular keepsake, increasing your exposure beyond the Convention.

- Logo prominently displayed on the bags along with the NSBE logo
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)

Bag Stuffes
Investment: $1,500 and up
Limit: 5
Put your message in the bag, even if you can’t attend Convention! One promotional item of your choice will be inserted into the registration tote bags. Provide copies of your pre-printed material or giveaway(s) to a NSBE representative, and we’ll take care of the rest for you. Partners are responsible for shipping their materials in time to be placed in the bags prior to the opening of the show.

Items may include but are not limited to: marketing brochures (10-page maximum), pens, calculators, luggage tags and other promotional items not already sponsored by NSBE. Items must weigh less than 12 ounces, be no larger than 12” x 9” and must be approved by NSBE.

- Opportunity to insert one promotional item into the Convention bags

Lanyards
Investment: $20,000 and up
Limit: 1
Let the attendees do the advertising for you! Your organization’s name, logo and booth number will be prominently displayed and worn by every attendee throughout the Convention. Lanyards will be distributed to all attendees when they pick up their name badge at registration. Sponsor the lanyards, and your name will never be out of sight.

- Logo and booth number prominently displayed on the lanyards along with the NSBE logo
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)

Registration Area
Investment: $30,000
Limit: 2
Be one of the first organizations attendees see as they arrive at the Convention! Partnership of the Registration Area offers great visibility. Your logo will be front and center as attendees check in and stop by for information.

- Logo prominently displayed on registration counters’ kick panels
- Logo on signage at self-registration kiosks
- Recognition in social media posts on NSBE’s social media platforms
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
ANNUAL CONVENTION PARTNERSHIP OPPORTUNITIES
General Convention Branding

Cyber Café
Investment: $15,000 and up
Limit: 2
Your name will be in front of thousands of engineering students as they check their email, update their resumes, search for jobs, tweet or look at the latest happenings on the NSBE website. Located in a high-traffic area, the Cyber Café is a popular stop among Convention attendees. Laptops will open to a specially branded splash page, and customized screen savers will ensure your logo is never out of sight. You may also bring branded flash drives, pens or notepads for added visibility.

- Premier placement of partner’s logo on Cyber Café signage
- Laptops will open a branded splash page with partner’s logo
- Customized screen savers with partner’s logo
- Opportunity to place mouse pads, pens and other promotional items at the computer stations
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)

Photo Booth
Investment: $5,000
Minimum: 2
Limit: 8
Are you prepared to draw big crowds and have steady lines of people eager to check out your booth? The Photo Booth is a fun and popular destination for attendees and gives your organization the opportunity to extend its marketing reach well beyond the Convention. The photo booth includes an interactive green screen photo experience, as well as selfie stations located throughout the venue. Photo booth users will have the option to print an instant 4’ x 6’ color print, and they can post the pic to social media or send the image to their smartphone. Deadline for sponsorship of this item is Dec. 26, 2018.

- Logo displayed prominently on photos
- Customized background options for photos
- Prominent branding on photo booth signage
- Acknowledgement in social media posts on NSBE’s social media platforms
- Acknowledgement in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)

Charging Station
Investment: $15,000
Limit: 2
Help students stay plugged in by sponsoring the Charging Station. The frequently visited Charging Station provides attendees with a convenient way to charge their mobile devices without leaving the Convention facility. Each kiosk has multiple charging ports for cellphones and portable devices. This sponsorship allows you to brand the Charging Station with your logo, giving you optimum visibility among attendees. Deadline for sponsorship of this item is Dec. 26, 2018.

- Prominent branding on charging stations if committed
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
Hotel Room Key Cards
**Investment:** $15,000  
**Limit:** 1  
Open the door to new talent. Your organization’s logo and message will appear on the room key cards of every attendee staying at the official Convention hotels. Key cards are distributed at hotel check-in. This is a great opportunity to put your message and logo at everyone’s fingertips. Deadline for sponsorship of this item is Feb. 1, 2018.  
- Logo or full-color advertisement prominently displayed on the front of key cards  
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)

People Mover Tram Wrapping
**Investment:** $45,000  
**Friday, March 1–Saturday, March 30**  
**Limit:** 4  
Sponsor a People Mover tram, and give Downtown Detroit exposure to your organization! Your logo will be seen on the tram’s sides as it travels through downtown districts. Convention attendees and Detroit residents alike will know your presence. Branding covers 1 tram. Four (4) trams are available in total, with the sponsored wrapping lasting a month.

Shuttle Bus Transportation
**Investment:** $40,000–$100,000  
**Limit:** 8  
Rev up your booth traffic by sponsoring the shuttle bus transportation. Don’t miss the opportunity to catch the attention of thousands of attendees as well as local drivers and tourists with this high-visibility partnership. Everyone will see your logo and message prominently displayed on the side of shuttle buses that transport attendees to and from the convention center. Seatback headrests, video messages and bus shelters, etc. may also be branded at an additional cost, to maximize your marketing reach. The Shuttle Bus Transportation partnership covers branding for up to six buses. Contact us for a customized partnership opportunity.  
- Logo and branding prominently displayed on the buses  
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)

Creative Lounge
**Investment:** $15,000  
**Limit:** 1  
**Expected Attendance:** 150  
**Date:** Ongoing during the Convention. All day Saturday, March 30  
*The lounge is an opportunity for engineers interested in “creative” opportunities such as podcasting, blogging, vlogging, streaming. The programming for this room would consist of opportunities for live shows, workshops on starting projects or ventures, analysts and metrics, and networking.*  
**Target Audience:** NSBE Collegiate and Professional Members  
**Potential learning outcomes:** relevant software/hardware training, video/audio recording, video/audio editing, social media presence, digital marketing, analytics, potential business models and guest panel
Afternoon “Pick Me Up” Power Bar
Thursday, March 28–Friday, March 29
Investment: $5,000 + Food & Beverage
Limit: 2

Afternoon “Pick Me Up” Power Bar provides an opportunity for attendees that are participating in workshops to get an afternoon complimentary snack to recharge and finish the rest of their day strong. Snacks will be provided in the afternoon workshops that are going on between 2 and 5 p.m. on March 28 and March 29. This will help keep the audience refreshed and engaged.

Target: People in workshops between 2 and 5 p.m.
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- Acknowledgement in social media posts on NSBE’s social media platforms
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed by the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
- Logo displayed inside the room

Rest & Relaxation Lounges
Thursday, March 28, 10 a.m.–5 p.m.
Friday, March 29, 10 a.m.–5 p.m.
Saturday, March 30, 10 a.m.–5 p.m.
Investment: $15,000
Limit: 2

The Rest & Relaxation Lounge is a perfect way for attendees to relax, recharge and prepare for the Convention. Meet prospective candidates in a relaxed, non-competitive and informal setting.

Lounges are open to all registered collegiate, graduate student and professional attendees, and exhibitors. Rest & Relaxation lounges will feature a massage parlor (Explore Lounge), Techno lounge & Motown sound jazz café (Engineer Lounge) and a barber shop & salon (Elevate Lounge).

If you wish to host an invitation-only Rest & Relaxation Lounge, please let us know.
- Naming rights to the lounge (e.g., “Rest & Relaxation Lounge brought to you by...”)
- Recognition in the NSBE Guide Convention mobile app and on the NSBE website (if confirmed by Dec. 26, 2018)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
Cobo Center Marketing and Engagement

Cobo Center Marquee & Corner Digital Display

Investment:
$5,000 (BCA Partners)/slide/day
$7,500 (non-BCA Partners)/day

Limit: 11

Nearly 160 feet tall and providing a display area of 3,000 square feet, the Marquee reaches a daily audience of more than 100,000 pedestrians and motorists, and is visible a half-mile away. Guaranteed to be the first thing attendees see when they approach the Cobo Center.

Cobo Center Cork & Grind Digital Signage

Investment:
$1,000/slide/day (BCA Partners)
$2,000/slide/day (Non-BCA Partners)

Limit: 4

Display your organization at The Cork & Grind video board, located at the coffee and wine bar in the main concourse of Cobo Center. The 10 displays are split into two configurations (2x2, 3x2) to allow unique side-by-side displays.

Cobo Center Concourse Digital Signage

Investment:
$2,500/slide/day (BCA Partners)
$3,500/slide/day (Non-BCA Partners)

Limit: 11

Display your organization on the main concourse at the Jefferson entrance above the hospitality desk, right behind the Joe Louis Statue. Be one of the first displays seen when attendees enter the convention center!
Cobo Center Food Court Digital Signage

**Investment:**
- $2,000/slide/day (BCA Partners)
- $3,000/slide/day (Non-BCA Partners)

**Limit:** 11

Display your organization around the food court. 5 total displays will promote your organization at the entrance of the food court, atrium, and ballrooms.

Cobo Wireless Network Splash Page

**Investment:**
- $20,000 Power/$7,500 Individual
- Wednesday, March 27—Saturday, March 30
- **Limit:** 1 Power/3 Individual

Individual days are first come, first served.

Attendees are always looking for Wi-Fi. The Cobo Center wireless network provides an internet-based splash page that is accessed as attendees log on to the complimentary, facility-wide network. Customize the splash page with your logo, key messages and/or specific calls to action, to directly influence attendees’ experience and impressions.
Other Cobo Center Marketing Opportunities

**Cobo Center Banners**

*Investment: Starting at $3,500*  
Wednesday, March 27–Sunday, March 31  
**Limit:** 3

Be seen throughout Cobo Center! Choose from a variety of banners displayed throughout the convention center. Options include logo branding on escalators, glass panes and hanging ceiling banners. Contact us for a customized partnership opportunity.

*Pricing depends on type of banner and location. Banners sold on a first come first served basis.*

**Available Items Include:**
- Atrium Ceiling – River View
- People Mover Area – Ceiling Sign
- Congress Entrance – Ceiling Banner
- Concourse Between Halls A&B – Ceiling Banner
- Bulkhead Single-Sided Banner
- Column Wraps
- Atrium Balcony Banner
- Atrium Bridge Decals
- Atrium Bridge Banner and more!

See Cobo Center Marketing listings following this page for more details.

**Location: Atrium Ceiling - River View**

*Investment:*
- $7,500/for first banner
- $5,000/for second and third banner

**Atrium Ceiling**

- River View Banners
- Printed 13 oz. Vinyl
- 14’ wide x 16’ high
- Double Sided Only
- 3 Available

(This includes: Production, Rental, Installation, & Removal)

**Location: Concourse Between Halls A&B**

*Investment:*
- $5,000/banner

**Concourse Between Halls A&B**

- 14’ wide x 16’ high
- Ceiling Banner - Double Sided

(This includes: Production, Rental, Installation, & Removal)
ANNUAL CONVENTION PARTNERSHIP OPPORTUNITIES
General Convention Branding

Location: Atrium Bridge
Investment: $3,500/each, Single-Sided
Atrium Bridge Decals
- 30’ wide x 36” high Single or Double Sided
- 2 Available
(Production & Installation are to be handled through the show general contractor)

Location: Atrium Escalators - Next to Grand Staircase
Investment: $4,000/single-sided decal
$6,000/double-sided decal
Atrium Escalators
- 36’ long x 26” high
- Single Sided or Double Sided
- 6 Available
(Production & Installation are to be handled through the show general contractor)

Location: Atrium Grand Staircase - Marble Sides
Investment: $5,000/each side
Atrium Grand Staircase - Runners
- 70’ long x 24” wide
- Vinyl Decal
(Production & Installation are to be handled through the show general contractor)

Location: People Mover Area - Escalator Glass Rails
Investment: $4,000/double-sided decal
People Mover Escalators
- 20’ long x 26” high
- Vinyl Decals
- Double Sided Only
- 2 Graphics per Rail
- 4 Available
(Production & Installation are to be handled through the show general contractor)
ANNUAL CONVENTION PARTNERSHIP OPPORTUNITIES
General Convention Branding

**Location: People Mover Area - Escalator Slide**

**Investment:**
$5,000

**People Mover Escalators**
- 40’ long x 54” high
- Vinyl Decals
- 1 Available

(Production & Installation are to be handled through the show general contractor)

**Location: People Mover Area - Overlooking Congress Entrance**

**Investment:**
$3,500 /decal

**People Mover Glass Railing**
- 15’ wide x 36” high
- Vinyl Decals - Double Sided
- 4 Available

(Production & Installation are to be handled through the show general contractor)

**Location: Lobby - Joe Louis Statue - Ceiling**

**Investment:**
$7,500/banner

**Lobby - Joe Louis Statue - Ceiling**
- 14’ wide x 8’ high
- Ceiling Banner - Single Sided
- 2 Available

(Production & Installation are to be handled through the show general contractor)

**Location: Halls A&B - Balcony Area**

**Investment:**
$3,500/each

**Halls A&B - Balcony Area**
- 14’ wide x 8’ high
- Ceiling Banner - Single Sided
- 2 Available

(Production & Installation are to be handled through the show general contractor)
Location: Halls A&B - South Bulkhead
Investment: $6,000
Halls A&B - South Bulkhead
- 16’ wide x 9’ high
- Single Sided
- 1 Available
(Production & Installation are to be handled through the show general contractor)

Location: Halls A&B - North Bulkhead
Investment: $6,000
Halls A&B - North Bulkhead
- 16’ wide x 9’ high
- Single Sided
- 1 Available
(Production & Installation are to be handled through the show general contractor)
**Opening Session**  
**Wednesday, March 27, Time TBD**  
**Investment:** $75,000  
**Limit:** 1

The excitement starts here! Be the first to welcome attendees to Detroit-land and the 45th NSBE Annual Convention. The Opening Session is the kickoff event of the Convention and sets the tone for the week’s activities.

**Expected Attendance:** 5,000

- Opportunity to provide a keynote speaker for the event (15–20 minutes)
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)
- Logo displayed prominently inside the room
- Recognition on the Convention website

**General Session**  
**Thursday, March 28- Saturday, March 30**  
**Investment:** $30,000  
**Limit:** 1 per day

The main event of any convention is the keynote speaker and general session. Choose this high-visibility, well-attended event to gain access to NSBE Annual Convention attendees. The Thursday and Friday General Sessions take place in the evening and the Saturday general session takes place from 10 a.m.–12 p.m.

**Expected Attendance:** 5,000

- Opportunity to provide a keynote speaker for the event (15 minutes)
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
- Recognition on the Convention website

**Power Luncheons**  
**Thursday, March 28–Saturday, March 30, 12–1:30 p.m.**  
**Investment:** $18,000  
**Limit:** 1 per day

This is a high-profile, high-visibility opportunity to address our collegiate attendees. Power Luncheons give students an opportunity to hear from speakers on various topics related to STEM and engineering. Your featured speakers will share their insights on a specific STEM industry topic, aimed at educating, enlightening and empowering participants. Presenters should be engaging, interactive and speak on a topic that is relevant to the Annual Convention theme. Topics, speaker bios and a description of the presentation will be reviewed by the Convention Planning Committee. Highly interactive panel presentations are recommended for this event.

**Expected Attendance:** 100

- Opportunity to provide a keynote speaker for the event
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)
Graduate School Conference (GSC) Opening Reception
Wednesday, March 27, 7–9 p.m.
Investment: $7,500 + Food and Beverage
NSBE graduate students have successfully navigated their undergraduate programs and are continuing to be excellent students, future leaders and thinkers by pursuing doctoral or master’s degrees. Sponsoring this event shows a commitment to furthering education and provides an opportunity to connect with graduate students and prospective graduate students in an informal setting.

Expected Attendance: 200
Target Audience: Graduate Students

- Opportunity to provide welcome remarks during the event
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed by the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
- Recognition on the Convention website

Academic Technical Bowl
Friday, March 29, 1–3:30 p.m.
Investment: $3,000
Limit: 1

This competition was implemented in an effort to develop and sharpen the quest for technical expertise and to encourage healthy competition through a game show-type environment. The questions cover a wide variety of topics, from NSBE history to fundamental science and engineering courses.

Expected Attendance: 60

- Opportunity to provide welcome remarks during the event (3-5 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed by the editorial deadline: Dec. 26, 2018)

Academic Pyramid of Excellence (APEx) Reception
Friday, March 29, Time TBD
Investment: $6,500 + Food & Beverage
Limit: 3

Our APEx students have a cumulative GPA of 3.0 or higher. Partnership of this event shows your commitment to fostering academic excellence and provides you with exclusive access to these accomplished undergraduate and graduate students outside of the Career Fair in a more informal setting.

Expected Attendance: 250

- Opportunity to provide welcome remarks during the event (3-5 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
Hackathon
Friday, March 29, 10 p.m.–12 a.m.
Saturday, March 30, 12 a.m.–2 p.m.
**Investment:** $18,000 Power/$12,000 Supporter
**Limit:** 1 Power/3 Supporter

The Hackathon showcases the technical and design skills of NSBE members. This event is exclusively for college students, programmers and non-programmers. The Hackathon gives participants the opportunity to bring new and innovative ideas to life by building a working prototype alongside their peers and industry professionals. Both veteran hackers and first-timers have the opportunity to learn something new. This overnight, 18-hour event includes food, snacks and caffeine to keep the hackers energized, as well as great prizes for the winners.

**Expected Attendance:** 100
- Primary responsibility for planning the content, format and logistics of the Hackathon (Power Sponsor Only)
- Opportunity to provide welcome remarks during the event (3-5 minutes)
- Opportunity to provide judges for the Hackathon
- Opportunity to provide mentors for the Hackathon
- Opportunity to provide input on prize categories
- Opportunity to provide prizes for Hackathon winners
- 1 complimentary exhibit table at the event. Take advantage of the opportunity to provide literature, giveaways and other branded items.
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
- Recognition on the Convention website

*The Hackathon is contingent upon sponsorship. NSBE reserves the right to cancel this event if there are fewer than three confirmed partners and the required funding is not met by December 14, 2018.*

NSBE Debaters Competition
Thursday, March 28, 12–4 p.m.
**Investment:** $5,000
**Limit:** 1

NSBE Debaters showcases both the technical and soft skills of members through culturally relevant debates. Teams will compete against each other to prove why their side of the argument is the most correct. Teams will be judged by content, style and strategy to determine the overall winner. The winning team will receive an award. The purpose of the event is to train and educate participants about matters of concern to society while advocating an effective method of resolving them.

**Expected Attendance:** 70
- Opportunity to provide welcome remarks during the event (3-5 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- One (1) post on a NSBE social media platform
- Signage with logo at the event
- Recognition on the Convention website
NSBE Fire Pit Entrepreneurship and Elevator Pitch Competition
Friday, March 29, 12–4 p.m.
Investment: $3,000
Limit: 1

NSBE’s Fire Pit Entrepreneurship and Elevator Pitch Competition provides members the opportunity to showcase themselves, their ideas and innovations while presenting a business plan, product or service. Individuals and teams have the opportunity to network with other NSBE entrepreneurs, industry leaders and business leaders who will serve as judges for the competition to evaluate and give feedback to competitors on ways to improve.

Expected Attendance: 70
- Opportunity to provide welcome remarks during the event (3-5 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- Acknowledgement in social media posts on NSBE’s social media platforms
- Opportunity to provide signage with logo at the event
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed by the editorial deadline: Dec. 26, 2018)

Chapter Officers Luncheon
Friday, March 29, 12–1:30 p.m.
Investment: $15,000
Limit: 1

Our Chapter Officers Luncheon is an invitation-only event that honors NSBE collegiate chapter officers and the contributions they have made to the Society over the past year. Get exclusive access and face-to-face interaction with the leaders across all six NSBE regions.

Expected Attendance: 100
- Opportunity to provide welcome remarks during the event (5-10 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
- Naming Rights for event (i.e., “Chapter Officers Luncheon sponsored by …”)
Lifetime Members Reception  
Saturday, March 30, 5–6:30 p.m.  
**Investment:** $4,500 + Food & Beverage  
**Limit:** 3

This prestigious event acknowledges NSBE’s newest Lifetime Members. This event, immediately before the NSBE Golden Torch Awards, gives you the unique opportunity to mix and mingle with very experienced talent, NSBE’s leaders and national officers, as well as NSBE Golden Torch Award winners and their guests. Partnership of this event gives your organization face-to-face interaction with some of the best and the brightest in the industry.  

**Expected Attendance:** 75

- Opportunity to provide welcome remarks during the event (3–5 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo outside the room
NSBE Golden Torch Awards
Saturday, March 30, 7–10 p.m.
Investment: $25,000–$100,000
Limit: 10

The NSBE Golden Torch Awards (GTA) ceremony is the closing extravaganza of the Annual Convention. Featuring a celebrity emcee and nationally recognized entertainers, this festive, high-profile event celebrates the accomplishments and achievements of the best and the brightest in engineering and other STEM fields. Join us as we acknowledge excellence among technical professionals, corporate, government and academic leaders as well as university and pre-college students. The NSBE Golden Torch Awards are the highest-attended event of the Convention and give your organization the opportunity to shine.

Expected Attendance: 5,000

Partnership Level: Platinum
Limit: 2
Investment: $100,000

- Opportunity to provide a keynote speaker for the event (8-10 minutes)
- 15 complimentary Convention registrations
- Logo prominently displayed on screens inside the room
- Verbal acknowledgement by the Master of Ceremonies during the event
- Photo opportunity with award winners and GTA Host
- VIP seating for all partner representatives
- Opportunity to show a 1-minute video vignette during the event
- Invitation to Lifetime Members Reception (pre-GTA event)
- Logo displayed prominently on a Step and Repeat, (if sponsorship is confirmed by Dec. 20, 2018)
- Opportunity to have two representatives present awards during the event
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- One complimentary listing in the “Corporate Corner” section of the NSBE website home page
- Recognition on the NSBE Annual Convention website (section content must be approved by the Convention Planning Committee’s Communication Zone)
- Recognition in the NSBEGuide Convention mobile app (if confirmed by Jan. 31, 2019)
- One (1) post on a NSBE social media platform
- 1 complimentary full-page ad in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
- 1 complimentary banner ad or article with hyperlink in NSBE eNews

Partnership Level: Gold
Limit: 2
Investment: $65,000

- Opportunity to provide a keynote speaker for the event (3-5 minutes)
- 10 complimentary Convention registrations
- Verbal acknowledgement by the Master of Ceremonies during the event
- Photo opportunity with award winners and GTA Host
- VIP seating for all partner representatives
- Opportunity to show a 1-minute video vignette during the event
- Invitation to Lifetime Members Reception (pre-GTA event)
ANNUAL CONVENTION PARTNERSHIP OPPORTUNITIES
Undergraduate, Graduate and General Convention Events

- Logo displayed prominently on a Step and Repeat, (if sponsorship is confirmed by Dec. 20, 2018)
- Opportunity to have 1 representative present awards during the event
- 1 complimentary listing in the “Corporate Corner” section of the NSBE website home page
- Recognition on the NSBE Annual Convention website (section content must be approved by the Convention Planning Committee’s Communication Zone)
- Recognition in the NSBEGuide Convention mobile app (if confirmed by Jan. 31, 2019)
- One (1) post on a NSBE social media platform
- 1 complimentary full-page ad in the NSBE Golden Torch Awards printed program (if confirmed before Jan. 31, 2019)
- 1 complimentary half-page ad in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
- 1 complimentary banner ad or article with hyperlink in NSBE eNews

**Partnership Level: Silver**

**Limit:** 3

**Investment:** $45,000

- Opportunity to provide welcome remarks during the event (3-5 minutes)
- 10 complimentary Convention registration
- Verbal acknowledgement by the Master of Ceremonies during the event
- Photo opportunity with award winners and GTA Host
- VIP seating for all partner representatives
- Opportunity to show a 1-minute video vignette during the event
- Invitation to Lifetime Members Reception (pre-GTA event)
- Logo displayed prominently on a Step and Repeat (if sponsorship is confirmed by Dec. 20, 2018)
- Opportunity to have 1 representative present awards during the event
- Recognition on the NSBE Annual Convention website (section content must be approved by the CPC Communication Zone)
- Recognition in the NSBEGuide Convention mobile app (if confirmed by Jan. 31, 2019)
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)

**Partnership Level: Bronze**

**Limit:** 3

**Investment:** $25,000

- Opportunity to provide welcome remarks during the event (2-3 minutes)
- 10 complimentary Convention registrations
- Verbal acknowledgement by the Master of Ceremonies during the event
- Photo opportunity with award winners and GTA Host
- VIP seating for all partner representatives
- Opportunity to show a 1-minute video vignette during the event
- Invitation to Lifetime Members Reception (pre-GTA event)
- Logo displayed prominently on a Step and Repeat, (if sponsorship is confirmed by Dec. 20, 2018)
- Opportunity to have one representative present awards during the event
ANNUAL CONVENTION PARTNERSHIP OPPORTUNITIES
Undergraduate, Graduate and General Convention Events

- Recognition on the NSBE Annual Convention website (section content must be approved by the CPC Communication Zone)
- Recognition in the NSBEGuide Convention mobile app (if confirmed by Jan. 31, 2019)
- One (1) post on a NSBE social media post
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)

NSBE Golden Torch Awards Drone Show
Saturday, March 30
Investment: $20,000–$40,000
Limit: 4
Help us Explore, Engineer and Elevate emerging technologies through a drone show at NSBE’s 45th Annual Convention! A beautiful drone light show during the golden torch awards will capture the audience and make NSBE45 a convention to remember. The drone show will be a NSBE first, but surely not the last.
- Opportunity to have your company name and logo display for all attendees to see.
- Opportunity for input on drone maneuvers and displays
- Social media acknowledgment for sponsorship

NSBE Golden Torch Awards Fireworks
Saturday, March 30
Investment: $15,000–$30,000
Limit: 1
Help us end NSBE’s 45th Annual Convention with a bang! A beautiful display of fireworks will cinch the ending of the NSBE Golden Torch Awards. The fireworks will be seen from the Cobo Center, the Detroit Riverwalk and even Canada! Options range between a two (2)-minute or 20-minute show.

NSBE Golden Torch Awards Wall of Fame
Investment: $5,000
Limit: 5
The NSBE Golden Torch Awards (GTA) Wall of Fame is a special branding opportunity that provides high visibility during the event. The Wall of Fame will be placed inside the NSBE Golden Torch Awards venue. Similar to the Hollywood Walk of Fame, the GTA Wall of Fame will feature NSBE scholarship recipient names as well as your organization’s logo and name. This wall will be featured all over social media to give you even more promotion and marketing exposure to our membership.
- Logo displayed prominently on the Wall of Fame
- Acknowledgement in social media posts on NSBE’s social media platforms
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
Graduate School Conference (GSC) Dissertation House
Friday, March 29–Saturday, March 30
**Investment:** $12,000
**Limit:** 2

Support students as they near completion of the highest degrees in their fields. Dissertation House is a critical component of NSBE’s mission to increase the number of Black Engineers who excel academically. At Dissertation House, graduate students are coached through difficult writing stages of the dissertation process, toward its completion.

**Expected Attendance:** 25
**Target Audience:** Graduate Students

- Naming rights to the event (e.g., “Dissertation House brought to you by...”)
- Opportunity to provide welcome remarks during the event
- Workshop slot and recognition during the event
- Opportunity to interact and network with graduate students over meal
- Resumes and CVs of event participants.
- One (1) post on a NSBE social media platform
- Recognition at the GSC Kickoff
- Recognition on the Convention website

Graduate School Conference (GSC) Self-Care Series
Thursday, March 28–Saturday, March 30
**Investment:** See each event below
**Limit:** 2 per event

Be one of the first organizations to sponsor part of the first-ever GSC Self-Care Series, and invest in a core component of education: mental health. As NSBE makes it a point for students to “excel academically and succeed professionally,” it is important to acknowledge self-care. Graduate students often experience burnout in the same ways as undergraduate students, but without the same support networks in place. The new GSC Self-Care Series will provide two interactive networking opportunities for students to connect with one another and with sponsors.

Mindfulness for Graduate Students
Thursday, March 28, 2018, 1–3 p.m.
**Investment:** $10,000

A paint-and-sip event with mocktails will engage graduate students and undergraduate students in a relaxing environment. A local Detroit artist will instruct attendees on how to produce two different types of artwork: a personal artifact attendees can take home and a mural that will stay in Detroit post-convention. Be part of this unique experience that will leave an everlasting impression on the city while instilling the importance of mindfulness when in stress-filled educational environments.

**Expected Attendance:** 150 students
**Target Audience:** Graduate Students, Collegiate Students, Professionals

- Opportunity to provide welcome remarks during the event
- Opportunity to describe how people in your organization practice self-care
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed by the editorial deadline: Dec. 26, 2018)
- One (1) post on a NSBE social media platform
- Signage with logo at the event
- Recognition on the Convention website
ANNUAL CONVENTION PARTNERSHIP OPPORTUNITIES
Graduate School Conference (GSC) Events

Graduate Student Brunch
Saturday, March 30, 2018, 10 a.m.–12 p.m.
Investment: $10,000
This high-visibility event will engage NSBE graduate students in an intimate environment over the course of 2 hours. Food will be provided.
Expected Attendance: 100 students
Target Audience: Graduate Students
- Opportunity to provide welcome remarks during the event
- Opportunity to describe how people in your organization practice self-care
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed by the editorial deadline: Dec. 26, 2018)
- One (1) post on a NSBE social media platform
- Signage with logo at the event
- Recognition on the Convention website

Finding a Mentor (F.A.M.) Luncheon
Friday, March 29, 12–2 p.m.
Investment: $20,000
Invest in NSBE members across all demographics. Having access to mentors greatly improves the success of people of color throughout their education and careers levels. Therefore, this lunch will provide an opportunity for finding and starting mentorship relationships intended to last for years to come.
Expected Attendance: 250
Target Audience: NSBE Jr., Collegiate, Graduate Students, Professionals
- Opportunity to provide welcome remarks during the event
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
- One (1) post on a NSBE social media platform
- Signage with logo at the event
- Recognition on the Convention website
Technical Research Exhibition
Friday, March 29, 7–9 p.m.
**Investment:** $7,500
**Limit:** 1

The Technical Research Exhibition (TRE) provides an opportunity for undergraduate and graduate students to present their research in oral and poster form while encouraging students to pursue research and graduate degrees. Hear from the best and the brightest minds in research, and take advantage of this opportunity to mix and mingle with potential candidates who can provide solutions to your engineering needs.

**Expected Attendance:** 100
**Target Audience:** Collegiate Students, Graduate Students, Professionals

- Opportunity to provide welcome remarks during the event
- Opportunity to provide judges for the competition
- Opportunity to provide prizes for the winners
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed by the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event

GEM GRAD Lab and Luncheon
Saturday, March 30, 12–5 p.m.
**Investment:** $15,000

The Getting Ready for Advanced Degrees (GRAD) Lab is presented by The National GEM Consortium and offers underrepresented students exposure to the benefits of research and technology careers in a highly interactive, one-day event. College juniors and seniors are encouraged to consider graduate engineering or science education and applying for the GEM Fellowship.

**Expected Attendance:** 125
**Target Audience:** Collegiate and Graduate Students

- Opportunity to provide welcome remarks during the event
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
Pre-College Initiative (PCI) Conference Events

The Pre-College Initiative Conference is a unique and exciting event within the Annual Convention, in which NSBE Jr. students in grades K-12 convene, learn and compete in the areas of science, technology, engineering and mathematics.

**PCI Conference Supplies**

**Investment:** $5,000

This is a great opportunity to support our students and help us offer engaging hands-on workshops by providing essential supplies to ensure the PCI Conference is a success.

- VIP invitation to attend the entire PCI Conference
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)

**NSBE45 Interactive LEGO Display**

**Investment:** $15,000

**Limit:** 2

NSBE LEGO® World is an interactive display composed of LEGOS®. NSBE has previously purchased all the supplies from Play-Well for a two-day interactive LEGO® build and display of the Golden Triangle and City of Pittsburgh, featuring the iconic bridges and hills of the Steel City (picture below). NSBE45 will be even better! Participants will get to play with 40,000+ LEGO® pieces in more than 400 sq. ft. of space to build their interpretation of Downtown Detroit incorporating Motown, the auto industry and other important historical Detroit landmarks.

- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- VIP Invitation to attend the entire PCI Conference
- Opportunity for exclusive photo sessions
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
**PCI Coding Workshops**
Thursday, March 28 and Friday, March 29

**Investment:** $5,000 Per Sponsor  
**Minimum:** 8 sponsors  
**Exclusive sponsor:** $50,000

NSBE 2025’s goal is to increase the number of black students graduating with a bachelor’s degree in engineering in the U.S. to 10,000 annually. In this four-hour workshop series, we will expose PCI conference attendees to the introductory skills and various opportunities within STEM skills to occupy some of the 1.4 million computing job openings expected to be available in the U.S. by 2020, and to train 1 million girls by 2040. We aim to empower our attendees to become innovators in STEM fields, leaders in their communities and builders of their own futures through exposure to computer science and technology.

**Expected Attendance:** 400
- Opportunity to provide welcome remarks during the event (3-5 minutes), before each session
- Organization laptop stickers on all laptops
- VIP invitation to attend the entire PCI Conference
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)
- Recognition on the Convention website

**NSBE Jr. Pre-Torch Awards**
Saturday, March 30, 3–6 p.m.

**Investment:** $20,000  
**Limit:** 2

The Pre-Torch Awards event recognizes the accomplishments of our NSBE Jr. students. Awards will be presented to the winners of competitions that took place during the Convention. Partnership of this event puts your name and logo in front of future leaders in STEM.

**Expected Attendance:** 1,500
- Opportunity to provide welcome remarks during the event (3-5 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- VIP Invitation to attend the entire PCI Conference
- Opportunity to participate in the awards ceremony
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
- Recognition on the Convention website
Kid Zone Activity
Thursday, March 28, 9:30 a.m.–12 p.m.
Friday, March 29, 9:30 a.m.–12 p.m.
Investment: $4,500
Limit: 2
Kid Zone seeks to increase the interest of K-3 students in science, technology and engineering careers to allow them to excel academically and succeed in high school and college. Support this effort by sponsoring a Kid Zone activity during the NSBE Annual Convention.

Expected Attendance: 200
- Opportunity to provide welcome remarks during the event (3-5 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- VIP invitation to attend the entire PCI Conference
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event

STEMfest
Saturday, March 30, 9 a.m.–12 p.m.

Primary Sponsor
Investment: $7,500
Limit: 2

Secondary Sponsor (Hands-on Activity)
Investment:
$500 (Corporate/Federal Agency)
$250 (Nonprofit, College and University)
Limit: 75

Student Sponsorship
Investment: $5,000 ($50 per student)
Limit: 1

Equal parts science fair, county fair, and an interactive laboratory, the Innovations Lab is an show-and-tell event for all-ages gathering of tech enthusiasts, crafters, educators, hobbyists, engineers, science clubs, authors, artists, students and commercial exhibitors that presents the history and achievement of African-American inventors.

This unique learning event will inspire participants to become innovators and take interest in a STEM field, showcase incredible projects and provide hands-on learning. STEMfest also serves as an exciting exploration of STEM through a variety of more than 75 hands-on activities, with an emphasis on a learning, noncompetitive experience! Through soliciting local organizations and those exhibiting at the Annual Convention Career Fair, students will learn more about the organization and what engineers do thru hands-on engineering activities.

STEMfest will also include a mini-college fair and preparation day (For additional information, see College Preparation Day). Position your organization as a leader and supporter of STEM education by becoming a partner of the Innovations Lab, the event that celebrates creativity, innovation, invention and technology. STEMfest will also invite 100 local Detroit Public School students to attend STEMfest complimentary.

Expected Attendance: 1,500
Primary Sponsor
- Two 10’ x 10’ exhibit space – one 6’ table and two chairs and one 7’ x 44’ booth identification sign
- Logo on promotional flyers and STEMfest marketing materials
- Recognition on the NSBE Annual Convention website
- Recognition in the NSBEGuide convention mobile app (if confirmed by Jan. 31, 2019)
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)

Secondary Sponsor (Hands-on Activity)
- One 10’ x 10’ exhibit space – one 6’ table and two chairs and one 7’ x 44’ booth identification sign
- Logo on promotional flyers and STEMfest marketing materials

Student Sponsorship
- Logo on badge holders of community students

**College Preparation Day**
Saturday, March 30, 9 a.m.–2 p.m.

**Primary Sponsor**
- **Investment:** $10,000
- **Limit:** 3

**Secondary Sponsor (PCI College Fair/ Workshops)**
- **Investment:**
  - $500 (Corporate/Federal Agency)
  - $250 (Nonprofit, College and University)
- **Limit:** 10

This event is aimed at assisting current NSBE Jr. students and chapter advisors as well as local Detroit residents with the college process. The workshop track will cover topics such as "The Comparison Between HBCU and PWI: Choosing the Right College for YOU"; "Financial Aid"; "Preparing for High School and College in Middle School"; and "How to Assist Students in the College Process as a Parent or Advisor." Working to prepare 12th graders for the road to college success, this event provides students with the opportunity to participate in interactive workshops, including college prep challenges. In addition, students can spend time with corporate leaders and educators in STEM fields, as they discuss career opportunities and tips for getting the most out of college experiences. The U.S. needs more Black Engineers to continue our nation’s progress through STEM.

**Expected Attendance:** 250

**Primary Sponsor**
- One 10’ x 10’ exhibit space – one 6’ table and two chairs, and one 7” x 44” booth identification sign
- Logo on promotional flyers and College Preparation Day marketing materials
- Recognition on the NSBE Annual Convention website
- Recognition in the NSBEGuide Convention mobile app (if confirmed by Jan. 31, 2019)
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)
- Recognition in/on College Preparation Materials

**Secondary Sponsor**
- Recognition in the NSBEGuide Convention mobile app (if confirmed by Jan. 31, 2019)
- One (1) post on a NSBE social media platform
- Recognition in/on College Preparation Day materials
ANNUAL CONVENTION PARTNERSHIP OPPORTUNITIES
Pre-College Initiative (PCI) Conference Events

**Ideation Lab**
Thursday, March 28, 9 a.m.–4 p.m.
Friday, March 29, 9 a.m.–4 p.m.
Saturday, March 30, 8 a.m.–2 p.m.
**Investment:** $5,000
**Limit:** 2
The Ideation Lab serves as a brainstorming area for PCI Conference participants to contribute their ideas on how we/they can “Engineer, Elevate and Explore” a better future. Each day, students will jot down their ideas focused on a new topic or the sponsor’s choice. Students can use this an an opportunity to share their ideas on how to solve the world’s largest engineering problems.

- Corporate branding on all brainstorming boards
- Invitation to attend the entire PCI Conference
- Opportunity to have representatives interact with PCI Conference participants in the Ideation Lab area
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event

**Interactive Game Night**
Friday, March 29, 8–11 p.m.
**Investment:** $5,000
**Limit:** 1
Interactive Game Night will incorporate board games, TV games with a STEM twist, and laser tag in an endless night of fun! TV games will include games in the style of shows such as “Family Feud,” “Jeopardy,” “Who Wants to Be a Millionaire,” “Black/STEM Card Revoked,” etc. Laser tag rental will support a game for up to 40 students at a time.

- VIP Invitation to attend the entire PCI Conference
- Opportunity to have representatives interact with PCI Conference participants in the Interactive Game Night area
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
PCI Night at the Museum
Saturday, March 30, 8 p.m.–12 a.m
**Investment:** $7,500
**Limit:** 1

Formal dance for PCI students at a local cultural center to allow them to interact with the exhibits as well as have fun in the name of NSBE. This is the final PCI Conference event and a chance to motivate students to participate in NSBE Jr. next year.

- Opportunity to provide a keynote speaker for the event
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- VIP invitation to attend the entire PCI Conference
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event

STEMulating Young Minds Institute
Monday, March 25–Saturday, March 30, 8 a.m.–3 p.m
**Investment:** $5,000
**Limit:** 4

The objective of the STEMulating Young Minds Institute (SYM) is to provide STEM pedagogy to educators in communities and school districts that lack resources. The SYMI program will train a cohort of educators on how to start an after-school or in-school NSBE Pre-College Initiative (PCI) Program to help students improve their math scores — while exposing them to science, technology and engineering — with hopes of ultimately providing a path to an education in a STEM field. The SYMI program will also give teachers the opportunity to receive hands-on STEM training through NSBE’s National Partnerships with FIRST, VEX Robotics, KidWind, Ten80 Education, MATHCOUNTS and other STEM curricula. By equipping teachers with the tools necessary to teach STEM to students, the SYMI teacher training program — and your organization — have the potential to impact more than 9,000 students per year!

**Expected Attendance:** 40

- Logo on promotional flyers, press releases and SYMI marketing materials
- Recognition during the NSBE Golden Torch Awards
- Recognition in the NSBEGuide Convention mobile app (if confirmed by Jan. 31, 2019)
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)
PCI Competitions

FIRST® LEGO® League Jr. Showcase

Thursday, March 28, 12–5 p.m.

Investment: $5,000

Limit: 2

For children aged 6–9, Junior FIRST® LEGO® League (Jr.FLL®) captures young children’s curiosity and directs it toward discovering the wonders of science and technology. This program features a real-world scientific concept to be explored through research, teamwork, construction and imagination. Partnership in this event connects your organization with our NSBE Jr. chapters and helps ensure diversity in the field of engineering.

Estimated Attendance: 200

- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- VIP invitation to attend the entire PCI Conference (access to all PCI events)
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event

FIRST® LEGO® League Showcase

Thursday, March 28, 9 -5 p.m.

Investment: $5,000 + Prize

Limit: 2

FIRST® LEGO® League (FLL) introduces NSBE Jr. members (aged 9–14) to real-world engineering challenges by having them build LEGO-based robots to complete tasks on a thematic playing surface. During the course of the program year, NSBE Jr. FLL teams, guided by their imaginations and adult coaches, discover exciting career possibilities and, through the process, learn to make positive contributions to society. Show your commitment to strengthening the STEM pipeline by supporting NSBE’s FLL championship.

Estimated Attendance: 250

- Opportunity to provide marketing materials and giveaways at the event
- Logo prominently displayed on banner during the event
- VIP invitation to attend the entire PCI Conference
- Opportunity to have representatives judge the competition
- Opportunity to participate in the awards ceremony
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
PCI Competitions

**Future City Competition**
Friday, March 29, 12–5 p.m.
Investment: $5,000
Limit: 2

For students in grades 6–8, Future City is a program that focuses on improving STEM skills in students by providing an exciting, educational engineering experience that combines a stimulating engineering challenge with an inquiry-based application to present their vision of a city of the future. Students will be asked to imagine, design and build cities of the future. After designing a virtual city (using SimCity), researching, designing and writing-up their solution to a city-wide issue and building a scale model of their city, teams will present their vision to a panel of judges.

**Estimated Attendance:** 200
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- VIP invitation to attend the entire PCI Conference (access to all PCI events)
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event

**Try Math-A-Lon**
Thursday, March 28, 9 a.m.–12 p.m.
Friday, March 29, 9 a.m.–3 p.m.
Investment: $5,000
Limit: 1

Support NSBE’s efforts to encourage children to enter the STEM pipeline by sponsoring the Try-Math-A-Lon (TMAL). TMAL is a yearlong tutoring program meant to foster good study habits for minority students, groom them for success in STEM courses, help prepare them for standardized exams such as the ACT and SAT, and promote healthy competition and good sportsmanship. Top winners from each region will participate in a quiz bowl competition in which quick thinking and problem solving skills are tested during the Convention.

**Expected Attendance:** 300
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- Logo prominently displayed on banner during the event
- VIP invitation to attend the entire PCI Conference
- Opportunity to participate in the awards ceremony
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
PCI Competitions

Ten80 National STEM League
Thursday, March 28, 9 a.m.–5 p.m.
Friday, March 29, 9 a.m.–5 p.m.
Investment: $5,000 + Prize
Limit: 2

The Ten80 Student Racing Challenge: Ten80 STEM Initiative™ is a supplemental STEM curriculum of Ten80 Education’s National STEM League. Students in grades 6-12 form racing challenge teams that use model (1:10 scale) radio-controlled cars and mimic professional motorsport teams. The first weeks of engagement are spent learning how systems operate and how to organize data, rather than following “build” directions. After being “certified” in mechanical systems, data and problem solving, students spend the duration of the program year rebuilding the car with improved parts. The Ten80 Presentation takes place during the Annual Convention, where approximately 40 teams will display and explain their engineering projects.

Expected Attendance: 40
- Opportunity to provide welcome remarks during the event (3-5 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- Logo prominently displayed on banner during the event
- VIP invitation to attend the entire PCI Conference
- Opportunity to have representatives judge Ten80 projects
- Opportunity to participate in the awards ceremony
- One (1) post on a NSBE social media platform

NSBE Jr. Explorer Technical Innovation Competition — Presentations (High School)
Thursday, March 28, 9 a.m.–5 p.m.
Friday, March 29, 9 a.m.–5 p.m.
Investment: $1,500
Limit: 1

This event gives high school students the opportunity to compete in and explore the many applications of science through projects and presentations. After the students conduct research and submit a project summary earlier in the year, this is where it all unfolds.

Expected Attendance: 30
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- VIP invitation to attend the entire PCI Conference
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
PCI Competitions

NSBE Jr. Explorer Technical Innovation Competition — Presentations (Middle School)
Thursday, March 28, 9 a.m.–5 p.m.
Friday, March 29, 9 a.m.–5 p.m.
Investment: $1,500
Limit: 1
This version of the competition gives middle school students the opportunity to compete in and explore the many applications of science through projects and presentations. Students work hard on their projects during the year, and the winner is revealed during this event.

Expected Attendance: 30
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- VIP invitation to attend the entire PCI Conference
- Opportunity to have representatives judge the competition
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event

MATHCOUNTS
Thursday, March 28, 9 a.m.–4 p.m.
Investment: $5,000
Limit: 1
The MATHCOUNTS competition is a fun and challenging math program designed for middle school students to increase their academic and professional opportunities. During the program year, coaches provide thought-provoking, non-routine, fun problems to engage, challenge and make each participant a better problem solver. First- and second-place winners from each NSBE region compete for bragging rights as the winning team.

Expected Attendance: 75
- Opportunity to provide welcome remarks during the event (3-5 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- Logo prominently displayed on banner during the event
- VIP invitation to attend the entire PCI Conference
- Opportunity to have representatives judge the competition
- Opportunity to participate in the awards ceremony
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
PCI Competitions

KidWind Design Competition
Thursday, March 28, 1–4 p.m.
Investment: $5,000 + Prize
Limit: 1

The KidWind Project comprises a team of teachers, students, engineers and practitioners exploring the science behind wind and other renewable forms of energy. The goal is to make renewable energy widely accessible through hands-on activities that are challenging and engaging and teach basic science and engineering principles. Sponsoring this event shows your commitment to enriching the lives of our youth, as well as a more sustainable future.

Expected Attendance: 150
- Opportunity to provide welcome remarks during the event (3-5 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- Logo prominently displayed on banner during the event
- VIP invitation to attend the entire PCI Conference
- Opportunity to have representatives judge the competition
- Opportunity to participate in the awards ceremony
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event

VEX IQ Competition
Friday, March 29, 9 a.m.–5 p.m.
Investment: $5,000
Limit: 1

In the VEX IQ Challenge, teams of students in grades 3–6 are tasked with designing and building a robot to play with other teams in a game-based engineering challenge. Classroom STEM concepts are put to the test as students learn lifelong skills in teamwork, leadership, communications and more.

Expected Attendance: 300
- Opportunity to provide welcome remarks during the event (3-5 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- Logo prominently displayed on banner during the event
- VIP invitation to attend the entire PCI Conference
- Opportunity to have representatives judge the competition or provide a hands-on workshop
- Opportunity to participate in the awards ceremony
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
- One (1) post on a NSBE social media platform
PCI Competitions

VEX Robotics Competition
Friday, March 29, 9 a.m.–5 p.m.
Investment: $5,000 + Prize
Limit: 1

VEX Robotics Competition (VRC) is an exciting engineering challenge presented in the form of a game. High school students (grades 9–12), with guidance from their advisors and mentors, build innovative robots and compete year-round in a variety of matches. In addition to learning valuable engineering skills, students gain life skills such as teamwork, perseverance, communication, project management and critical thinking. The VEX Robotics Competition prepares students to become future innovators: 95 percent of participants report an increased interest in STEM subject areas and pursuing STEM-related careers. NSBE’s VEX Robotics championship takes place at the Annual Convention.

Expected Attendance: 500

- Opportunity to provide welcome remarks during the event (3-5 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- Logo prominently displayed on banner during the event
- VIP invitation to attend the entire PCI Conference
- Opportunity to have representatives judge the competition or provide a hands-on workshop
- Opportunity to participate in the awards ceremony
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
- One (1) post on a NSBE social media platform

PCI meals are an important and much appreciated part of the Convention. Sponsorship of a luncheon or breakfast will help nourish the minds of our NSBE Jr. attendees and energize them for the rest of the day.

Estimated Attendance: 1,500 (Per Event)
PCI Meals

PCI Welcome Box
Thursday, March 28, 2019
Investment: $7,500
Limit: 1

PCI meals are an important and much appreciated part of the Convention. Sponsorship of the PCI Welcome Box will help nourish the minds of our NSBE Jr. attendees and energize them for the rest of the day by providing them with a welcome box filled with breakfast snacks to prepare them for their first day of competition. Boxes will be distributed directly to advisors to disseminate to NSBE Jr. students.

Estimated Attendance: 1,500 (Per Event)

- Branding on boxes or welcome totes for each PCI students
- Corporate materials included in welcome boxes
- VIP invitation to attend the entire PCI Conference
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)

PCI Breakfast
Friday, March 29, 7:30–9 a.m.
Saturday, March 30, 7:30–9 a.m.
Investment: $10,000
Limit: 2 Per Breakfast

PCI Luncheons
Friday, March 29 and Saturday, March 30, 11:30 a.m.–1 p.m.
Investment: $10,000
Limit: 2 Per Luncheon

- Opportunity to provide a keynote speaker for the event
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- VIP Invitation to attend the entire PCI Conference
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
- Logo displayed prominently inside the room
Community Town Hall Meeting
Tuesday March 26, 12–2:30 p.m.
**Investment:** $10,000 + prizes, snacks and gifts for panelists

**Limit:** 2

The purpose of this event is to have local Detroit schools (students/faculty and parents) and other organizations participate for one day in a panel/town hall discussion with stakeholders of influence in education, industry and politics about NSBE, STEM and how to “positively impact the community” of Detroit and surrounding areas.

**Expected Attendance:** 250

**Target Audience:** PCI/Collegiate/Professional and local community groups and schools

- Logo placed on special registration lanyards or wristbands
- Opportunity to provide welcome remarks during the event (3-5 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event (panelist thank-you and gift)
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
- Recognition on the Convention website

Corporate Facility/Plant Tours
Wednesday, March 27, 12–5 p.m.
Thursday, March 28, 2–5 p.m.
**Investment:** $5,000 + Food and Transportation

**Limit:** 2

These technical tours will give insight into various industries in Detroit. (Examples are public utility, automotive, food and beverage or various specialty companies in the area.)

**Expected Attendance:** 50

- Opportunity to provide welcome remarks during the event (3-5 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event

Tour Sponsorship Deadline is Dec. 15, 2018 for quality delivery.
ANNUAL CONVENTION PARTNERSHIP OPPORTUNITIES
Community Engagement

**College Tours**
Wednesday, March 27, 9 a.m.–4 p.m.  
Thursday, March 28, 1–4 p.m.  
**Investment:** $2,000 + transportation  
**Limit:** 2

Convention registrants will have an opportunity to tour college campuses and explore the colleges’ academic programs as they interact with the students, faculty and staff.  
**Expected Attendance:** TBD (based on sponsor capacity)  
**Target Audience:** High School Students

- Opportunity to provide welcome remarks during the event (3-5 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- VIP invitation to attend the entire PCI Conference
- Opportunity to have representatives judge the competition
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event

**The Motown Sound – HITSVILLE Museum Tour**
Wednesday, March 27, 12–6 p.m. (PCI)  
Saturday, March 30, 10 a.m.–4 p.m. (Collegiate/Professional)  
**Investment:** $5,000 + cost of transportation and souvenirs  
**Limit:** 2

**Expected Attendance:** 150

This museum enables participants to experience the musical renaissance of the “Motown Sound” and be a part of the famous legacy Berry Gordy built with the Temptations, the Four Tops, Marvin Gaye, Michael Jackson and the Jackson 5, Gladys Knight and the Pips, the Commodores and so many more. Your sponsorship will enable each participant to receive a commemorative item (notebook and or magnets).

- Opportunity to display the city’s significance to music culture, U.S. history and public speaking
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
Cultural/Museum Tours
Wednesday, March 27, 12–6 p.m. (PCI)
Saturday, March 30, 12 p.m.–4 p.m. (Collegiate/Professional)
Investment: $5,000 + transportation and souvenirs
Limit: 2

This gives youthful convention attendees the opportunity to trace the roots of the city from its historic background to today. Ideal locations include but are not limited to Charles H. Wright African American Museum, Detroit Historical Museum, Underground Railroad Tour and an assortment of others.

Expected Attendance: 150

- Opportunity to display the city’s past to present day
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
ANNUAL CONVENTION PARTNERSHIP OPPORTUNITIES
Technical Professionals Conference (TPC)

CONFERENCE TRAINING

Continuous Professional Education Trainings
Wednesday, March 27
Investment: $7,500 + Food & Beverage (Investment fee will be waived if trainer and training materials are provided. Corporate branding of the event will require an investment fee of $3,000 to be paid.)
Limit: 2
Professional education training will provide professionals the opportunity to enrich their skills and add to their knowledge base. Offerings can include but are not limited to:

- Continuous Improvement / Lean
- Project Management
- Professional Engineering Licensing
- Cybersecurity
- Environmental Certification
- Data Science

Inside the Executive Suite Breakfast
Friday, March 29
Investment: $10,000 + Food & Beverage
Limit: 1
The Inside the Executive Suite Breakfast features a one-on-one interview format with a high-profile corporate executive, government official, nonprofit leader or celebrity figure with relevance to STEM. This exclusive event gives the sponsor the opportunity to further brand its organization and showcase its most senior-level executives (C-level and above).

Expected Attendance: 200

- Opportunity to provide welcome remarks during the event (5-10 minutes)
- 1 complimentary tabletop exhibit. Take advantage of pre- and post-event networking opportunities as well as the chance to gather information on attendees.
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
- Recognition on the Convention website

Executive Roundtable
Thursday, March 28 and Friday, March 29
Investment: $2,500 + Food & Beverage
Limit: 5 per Roundtable
The Executive Roundtables are a signature program of the TPC and provide premiere speaking opportunities for executive leaders to engage experienced technical and business professionals. This event features a facilitated discussion among senior-level executives — vice president and higher — covering a select number of topics and critical issues.

Topics:
- Diversity & Inclusion
- Technology & Innovation
- Women in Technology
- Diverse Men in Technology
- Global Policy & Public Awareness
**Expected Attendance:** 100 Per Roundtable

- Opportunity to have a representative speak during the event (panel presentation)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
- Logo displayed prominently inside the room

**Special Interest Group (SIG) Industry Discussions**
Thursday, March 28–Saturday, March 30

**Investment:** $2,500 per Discussion

**Limit:** 3 (1 per day)

**Topics to be selected by partner from list below**
- Energy
- Entrepreneurship
- Environmental
- Health Care Innovation
- Intellectual Property
- Information Technology Think Tank (ITTT)
- Process Improvement
- Public Policy
- Space
- Transportation
- Women in Science and Engineering (WISE)

**Expected Attendance:** 100

- Opportunity to have a representative speak during the event (panel presentation)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
- Logo displayed prominently inside the room

**Executive Leadership Luncheon**
Friday, March 29

**Investment:** $20,000 (Or $10,000 + Food & Beverage)

**Limit:** 1

The Executive Leadership Luncheon will be a discussion about leading at the highest levels of an organization and what valuable insights can be passed on to other leaders. This open forum will allow for audience participation.

**Expected Attendance:** 250

- Panel Discussion at VP level or higher
- Opportunity to provide welcome remarks during the event (5 minutes) and have an executive — vice president-level or higher — serve as a panelist
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
- Recognition on the Convention website
ANNUAL CONVENTION PARTNERSHIP OPPORTUNITIES
Technical Professionals Conference (TPC)

NSBE Professionals Awards Luncheon
Saturday, March 30
**Investment:** $25,000 (Or $10,000 + Food & Beverage)
**Limit:** 1

The NSBE Professionals Awards Luncheon honors professional members and chapters — from across the country representing all six NSBE regions — with a series of awards, including the Member and Chapter of the Year for each region. The Professionals Executive Board will also recognize outstanding regional NSBE Professionals leaders.

**Expected Attendance:** 300
- Opportunity to provide welcome remarks during the event (5-10 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event

TPC Welcome to the Motor City Tasting Event
Wednesday, March 27
**Investment:** $7,500 + Food & Beverage
**Limit:** 1

This kickoff event welcomes NSBE professionals and sponsors to share the tastes, sites and sounds of Detroit for the Annual Convention. This event includes networking with NSBE and Detroit Professionals, highlighting of major TPC events and celebration of NSBE Professionals achievements.

**Expected Attendance:** 300
- Opportunity to provide welcome remarks during the event (5-10 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
- Recognition on the Convention website
TPC Kickoff Luncheon and Forum
Wednesday, March 27
**Investment:** $20,000 or $10,000 + Food & Beverage
**Limit:** 1

The TPC Kickoff Luncheon and Forum welcomes professionals to the conference and gives participants the opportunity to discuss NSBE Professionals with the Professionals Executive Board.

**Expected Attendance:** 300
- Opportunity to provide welcome remarks during the event (5–10 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
- Recognition on the Convention website

Career Engineer Networking (CEN) Suites
Thursday, March 28–Friday, March 29

**Investment:**
- $5,500 (BCA Partners) + Food & Beverage
- $6,000 (Affiliate Partners) + Food & Beverage
- $7,000 (Exhibitors and Convention Supporters) + Food & Beverage
**Limit:** 4 Per Night

Career Engineer Networking (CEN) Suites are a perfect way to meet prospective candidates with extensive educational background and/or research, as well as those with work experience, in a relaxed, noncompetitive and informal setting. The CEN Suites are held on Thursday and Friday and take place from 8–10 p.m.

CEN Suites are open to all registered graduate and professional attendees and will be promoted in the NSBEGuide Convention mobile app and on the website. If you wish to host an invitation-only CEN Suite, please let us know.

The partnership fee is for the CEN Suite only. Required food and beverage charges and optional audio/visual or décor charges are at an additional cost and must be coordinated by the sponsor and paid directly to the venue or service provider.

Young Technical Professionals (YTP) Mixer
Friday, March 29
**Investment:** $5,000 + Food & Beverage
**Limit:** 2

The Young Technical Professionals (YTP) Mixer allows new hires and emerging young professionals with up to five years of work experience to interact with experienced professionals and corporate representatives in a fun and engaging manner. The premise of this reception-style event is to encourage career growth and success at the onset. The discussion will include how to stay with an employer and understand the culture.

**Expected Attendance:** 100
- Opportunity to provide welcome remarks during the event (5–10 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
ANNUAL CONVENTION PARTNERSHIP OPPORTUNITIES
Technical Professionals Conference (TPC)

Power Networking Day Party
Saturday, March 30
Investment: $5,000 + Food & Beverage
Limit: 1
This event allows for networking, connecting and socializing among professional members, community organizations and corporate entities to strengthen community ties, advocate for new leaders and develop professionals.

Expected Attendance: 200
- Opportunity to provide welcome remarks during the event (5-10 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event

Special Interest Group (SIG) Mixer
Thursday, March 28
Investment: $10,000
Limit: 1
The Special Interest Group (SIG) Mixer allows conference attendees to network with the various SIGs and gain valuable information about what the SIGs have done as well as how to get involved with them. The premise of this reception-style event is to encourage conference attendees to join SIGs and utilize the networks as they advance through their careers.

Expected Attendance: 100
- Opportunity to provide welcome remarks during the event (5-10 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- Acknowledgment in the Convention issue of NSBE Magazine (if confirmed before the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
- Recognition on the Convention website
ANNUAL CONVENTION PARTNERSHIP OPPORTUNITIES
Technical Professionals Conference (TPC)

Professionals Chapter Impact Luncheon
Thursday, March 28
**Investment:** $20,000

**Limit:** 1

Our Professionals Chapter Impact Luncheon celebrates NSBE Professionals chapter officers and the contributions they have made to the Society over the past year. This event also provides a collaborative environment for NSBE Professionals chapters to discuss areas where they are making an impact in their communities. Get exclusive access to and face-to-face interaction with NSBE Professionals leaders from all six NSBE regions.

**Expected Attendance:** 200

- Opportunity to provide welcome remarks during the event (5-10 minutes)
- Electronic copy of the sponsored event attendee list (name, organization/school and email)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed by the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
- Recognition on the Convention website

Cybersecurity Leadership and Governance Workshop
Thursday, March 28
**Investment:** $25,000 per organization

**Limit:** 3

Information technology drives organizations today. Every organization is an IT organization, and every worker is an IT worker. Collaborative enterprise strategic planning, cybersecurity leadership and governance are essential for organizational success. The engagement of people at all layers of the organization for cybersecurity, continuous improvement and innovation is critical. Attendees of this workshop will learn how to develop a new enterprise cybersecurity governance framework for their organization. This informative workshop is designed for management- and executive-level leaders and offers eight CPE credits.

**Expected Attendance:** 30

- Opportunity to provide welcome remarks during the event (3-5 minutes)
- 5 complimentary workshop registrations
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed by the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
- Recognition on the Convention website
**Entrepreneurial Speed Networking Reception**  
**Thursday, March 28**  
**Investment:** $4,000 + Food & Beverage  
**Limit:** 1

The Entrepreneurial Speed Networking Reception is a signature event that brings experienced NSBE professionals, recent college graduates and corporate representatives from various industries together with small business service providers to explore procurement and career advancement opportunities. This professional networking event is the premier destination for making connections and getting the inside scoop from various employers.

**Expected Attendance:** 200

- Opportunity to provide welcome remarks during the event (5-10 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- One (1) post on a NSBE social media platform
- Acknowledgment in the Convention issue of *NSBE Magazine* (if confirmed by the editorial deadline: Dec. 26, 2018)
- Signage with logo at the event
EXHIBIT, SPONSORSHIP AND PARTNERSHIP
RULES & REGULATIONS

Attendance Numbers
Expected attendance numbers are based on recent trends and registration history. NSBE makes no representations or warranties with respect to the demographic category of event attendees. NSBE does not guarantee specific levels of attendance at the Annual Convention including sponsored Convention activities.

Food & Beverage (F & B) Selection & Logistics
For your convenience, menu selection, quantities ordered and all other food and beverage arrangements for luncheons and breakfasts will be handled by NSBE. Event partners will be provided with a Banquet Event Order (BEO) listing the items selected for their event.

If a partnership item’s price indicates a cost plus (+) F & B, additional fees to cover the food and beverage expenses are required. Food and beverage costs are the responsibility of the partner. Menu selections shall be made by the partner directly with the venue, and the cost will be paid by the partnering company/organization.

If an event requires an additional F & B cost, and there is only one sponsor, that company/organization shall be responsible for selecting the menus and making arrangements directly with the venue management (i.e. hotel, Convention Center).

If an event requires an additional F & B cost, and there are multiple sponsors, those companies/organizations shall be responsible for the full event fee, separately. In this scenario, the multiple sponsors will also be responsible for splitting all the F & B costs and working directly with the venue on menu selections.

Partnership Logistics & Recognition
To achieve maximum exposure and to receive full sponsorship benefits, we recommend that organizations reserve partnerships as early as possible, but at least ten (10) weeks before the event. This allows sufficient time to place necessary orders, promote the event, create signage and include sponsorship information in the official agenda and/or the mobile app. Please note that NSBE will make every attempt to provide full recognition on sponsorships confirmed less than ten (10) weeks before the event, however, some benefits may no longer be available.

Additional Event Meeting Space
Should your company/organization require additional meeting space to either meet with their company/organization team members or meet with Annual Convention attendees outside of their company/organization team members in NSBE contracted space, NSBE reserves the right to charge additional fees.

Pay by Credit Card – Please see the credit card payment authorization form below. To pay by credit card, please send this form to accounting@nsbe.org. We accept Visa, MasterCard, Discover and American Express.

Pay by Check – Please send checks (made payable to “NSBE”) to the address below:

National Society of Black Engineers
Attn: Accounting
205 Daingerfield Road
Alexandria, VA 22314

PAYMENT POLICY
In general, all invoice payments are due net 30 days. If there are extenuating circumstances that require other arrangements, please email them to corp_relations@nsbe.org. All payment arrangements must be approved in writing by NSBE’s Corporate Relations team prior to this deadline.

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1 Team Meeting Room space requested beyond those provided to BCA organizations are assessed a $2,000 charge.
2 Meeting space including Convention attendees requested beyond those listed on the agenda are assessed a $3,500 charge and are subject to availability.
**Payment/Cancellation Policy**

For Annual Convention, all payments must be received no later than February 13, 2019. Invoices that remain unpaid after February 13, 2019 will be subject to having their associated sponsorship forfeited. ANY outstanding invoice(s) with NSBE after this date will prohibit entrance to the career fair and/or college fair/graduate school floor(s). Additional items purchased after February 13, 2019, will require credit card payment only; no other form of payment will be honored after this date (with the exception of forms mailed in along with a check with prior approval). There will be no invoicing after February 13, 2019.

A 10% late fee will be assessed to all payments made after February 13, 2019. There will be a 25% Administrative Fee for any sponsorship cancellations after January 3, 2019. This includes paid and unpaid invoices. Cancelled Board of Corporate Affiliates member Annual Convention Career Fair booths will be assessed a 50% Administrative Fee. There will be no refunds after February 1, 2019.

Certain sponsored events/items will require advance payment prior to January 1, 2019. Such event/items include but are not limited to: Convention Bags, Tours, Lanyards, Sessions and Registration. Please visit nsbe.org for up-to-date information.

Cancellations and/or changes will not be honored until approved in writing by NSBE Corporate Relations.

**DEADLINES AT A GLANCE**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 1, 2019</td>
<td>Last day to cancel sponsorships (besides those needing advance payment) without paying 25% admin fee.</td>
</tr>
<tr>
<td>February 1, 2019</td>
<td>No refunds after this date</td>
</tr>
<tr>
<td>February 13, 2019</td>
<td>Deadline for payments. Credit card payments only accepted after this date with 10% late fee applied unless otherwise specified.</td>
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ORGANIZATION PARTNERSHIP CODE OF CONDUCT AGREEMENT

(NSBE) is privileged to partner with many wonderful corporate and other organization sponsors who support our mission. We are so thankful for your support. These partnerships take many different forms, almost all of which involve employees of the sponsor interacting in some way with NSBE employees and many of which involve employees of the sponsor interacting in some way with NSBE members.

NSBE maintains a workplace that is healthy and safe and free from harassment and other forms of discrimination based on race, color, religion, sex, national origin, age, disability, sexual orientation, and any other applicable legal protected category. Accordingly, NSBE has zero tolerance for harassment or any other form of unlawful discrimination or other inappropriate conduct.

NSBE members are subject to NSBE’s Code of Conduct, which similarly prohibits unacceptable personal conduct at any NSBE-sponsored event, including, for example, harassment of any kind, disorderly conduct, or blatant disregard of publicized rules and regulations.

NSBE must also insist that employees of partner organizations act in accord with the above standards. Because most of NSBE’s collegiate members are under 21 years of age, NSBE is particularly protective of the environment in which NSBE-sponsored events are conducted.

We know that you share our values of embracing diversity and respect for the personal dignity of our employees and members. As such, NSBE asks that you confirm the following:

1. You understand and agree that all employees of your organization who interact with NSBE employees and/or members will conduct themselves at all times professionally and refrain from any conduct or comments that are or could be construed as harassing, discriminatory, offensive or inappropriate.

2. You will notify all employees of your organization who will interact with NSBE employees and/or members of these standards.

3. You will notify all employees of your organization who will attend any NSBE-sponsored event that they are expected to act professionally at all times, including refraining from the excessive consumption of any alcohol and abiding by set rules and regulations of the society.

If any employees of your organization violates any of the above rules, NSBE reserves the right to communicate the matter to NSBE’s relevant points of contact within your organization, have them removed from an event and/or preclude them from any future involvement with NSBE.

AUTHORIZATION – By submitting this application, you certify that you are an authorized representative of the stated organization with full power and authority to sign this agreement and act on behalf of this organization. You understand and agree to comply with all policies, terms and conditions contained in NSBE’s Organization Partnership Code of Conduct Agreement and NSBE’s Rules and Regulations should you choose to participate at any NSBE event. You also agree that the Rules and Regulations are an integral and binding part of this contract for exhibit space and/or sponsorship along with the accompanying Code of Conduct in which you also agree to adhere. View the NSBE Rules & Regulations.

To formalize your commitment to any item stated in this document, please click here:

2018-2019 NSBE Universal Commitment and Code of Conduct Form

Upon completion, a confirmation email will be distributed and an applicable invoice will be issued by the 15th or the end of the month in which you placed your commitment, pending scheduling.

If a pdf version of this document is desired, please email us at corp_relations@nsbe.org.