Introduction to the National Society of Black Engineers (NSBE)

Growth

Demographics (Collegiate and Professionals)

MISSION: “To increase the number of culturally responsible black engineers, who excel academically, succeed professionally and positively impact the community”

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Calvin Phelps
2011-2012 National Chairperson
National Society of Black Engineers
Greetings,

On behalf of the National Society of Black Engineers (NSBE), it is with great pleasure that we invite you to partner with us to positively impact our global engineering communities by focusing on advancing the underrepresented ethnic minority, in the fields of science, technology, engineering, and mathematics (S.T.E.M.).

Founded in 1975, the National Society of Black Engineers is the world's premier organization supporting black engineers. NSBE (Fed Tax ID# 35-1410757) is a 501 (c)3 non-profit organization that is run by a National Executive Board consisting of students pursuing degrees in the S.T.E.M. fields at the undergraduate and graduate levels, and is supported through central operations by our full time professional staff of 25 based at our World Headquarters facility in Alexandria, Virginia.

Our mission, “To increase the number of culturally responsible Black engineers who excel academically, succeed professionally, and positively impact the community,” is now embraced by the 35,776, and growing, number of active members of all racial backgrounds. This growth has been facilitated by the offerings in leadership training, professional and scholastic development, mentoring opportunities, community service programs and scholarship opportunities that NSBE provides.

Through a partnership with NSBE, your organization will gain great opportunities to maximize your visibility, recruit top diverse talent, and support events that both encourage and support men and women of color in their pursuit of careers in the S.T.E.M. fields.

NSBE annually hosts 12 regional conferences, a national leadership training institute, an international conference and an annual convention which, to-date, draws nearly 10,000 attendees. This fact, along with the overall growth of NSBE, has been facilitated by the participation in and support of our events provided by various companies, foundations, government agencies, and academic institutions.

Approximately 300 exhibitors and sponsors participate in NSBE events every year. These events have benefited our partners and supporters by providing great access for recruitment of top engineering student and technical professional talent as well as providing a forum to showcase their products, technology, and professional development opportunities.

We encourage you to review this Partnership Packet and discover the great sponsorship opportunities that can benefit your company and support our charitable mission.

Thank you, we look forward to your partnership!

With Every Good Wish,

Ronald Edward Stubblefield
Ronald Edward Stubblefield
National Finance Chairperson
National Society of Black Engineers
nebfinance@nsbe.org

Amilcar Aaron
Amilcar Aaron
National Alumni Finance Chairperson
National Society of Black Engineers
finance@nsbe-ae.org
About NSBE

Organization:
NSBE is one of the largest student-run Societies, comprised of more than 400 chapters. These chapters are geographically divided into six regions and governed by their Regional Executive Boards which are accountable to the National Executive Board. With 35,776 members, the Regions have grown to include overseas chapters in Africa, Asia, Canada, the Caribbean and Europe.

Membership Demographics:
Pre-College (NSBE Jr.) - Pre-college individuals who seek exposure to science, technology, engineering, and mathematics (STEM)
Collegiate - Undergraduate and graduate students majoring in science, technology, engineering, and/or mathematics (STEM) at a collegiate institution or graduate level students who majored in STEM as undergraduates
Technical Professional/Alumni Extension - Working professionals and graduate students who majored in science, technology, engineering, and/or mathematics seek to fulfill NSBE’s mission via avenues for networking and professional development while giving back to the community.
Lifetime - Lifetime Membership is reserved for individuals who wish to make the ultimate commitment to the mission of NSBE. These individuals are eligible for all the membership benefits of the other membership categories that they best fit.
International - International Membership is reserved for individuals who reside outside of the U.S. and Canada. International membership rates apply for all categories except Lifetime Membership.

Programs: NSBE offers programming that broadens experience while rewarding outstanding achievement. These programs are designed to promote Technical Excellence, Academic and Professional Development, Leadership Development and our Pre-College Initiative. NSBE programs and activities include career fairs, college and graduate school fairs, technical research projects, academic competitions, scholarships, and awards.

Publications: NSBE produces two publications for its members: NSBE Magazine and The Bridge Magazine. The Career Engineer is a special section within NSBE Magazine aimed at technical professionals.

Corporate Support: NSBE is supported by the Board of Corporate Affiliates (BCA). The board is made up of Fortune 500 and other corporations that recruit NSBE members for internships, co-ops and full-time employment opportunities. Partnership opportunities for corporate supporters exist on the national, regional, and chapter levels.
The National Society of Black Engineers’ 38th Annual Convention
March 28 – April 1, 2012
Pittsburgh, PA
David L. Lawrence Convention Center

Event Location
David L. Lawrence Convention Center
1000 Fort Duquesne Blvd
Pittsburgh, Pennsylvania 15222
www.pittsburghcc.com/

Host Hotels
Crowne Plaza Pittsburgh International Airport
Crowne Plaza Pittsburgh South
Holiday Inn Express - Southside
Holiday Inn Pittsburgh Central/Green Tree
Holiday Inn & Suites Pittsburgh Airport
Hyatt Place Pittsburgh Airport
Pittsburgh Airport Marriott
Westin Convention Center, Pittsburgh
Omni William Penn Hotel
Pittsburgh Marriott City Center
Radisson Hotel Pittsburgh Green Tree
Renaissance Hotel Pittsburgh
Sheraton Station Square Hotel
Spring Hill Suites - North Shore

**Housing Blocks will open August 2011**

2012 Key Event Information

<table>
<thead>
<tr>
<th>Career Fair</th>
<th>Graduate School/College Fair</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 29th and 30th 11:00am – 5:00pm</td>
<td>March 29th and 30th 11:00am – 5:00pm</td>
</tr>
<tr>
<td>Opening Session</td>
<td>Golden Torch Awards</td>
</tr>
<tr>
<td>March 28th 5:30pm – 7:30pm</td>
<td>March 31st 6:30pm – 9:00pm</td>
</tr>
</tbody>
</table>

*All dates/times are subject to change*

Important Deadlines
Booth placements begin: Summer 2011 (date TBA)
First Refusal for Sponsored Items in 2011: June 15, 2011
Deadline to place advertisement in convention magazine: February 10, 2012
All Payments Due (unless specified otherwise): February 15, 2012
NATIONAL SPONSORSHIP LEVELS

BOARD OF CORPORATE AFFILIATES
The companies that make up our Board of Corporate Affiliates (BCA) are NSBE’s top corporate and government strategic partners, who work with the leadership of the Society to fulfill the NSBE mission. The mission of the BCA is to provide ongoing long-term support to the National Society of Black Engineers through consultation with its leaders, in-kind services, funding operations and systems support, technical assistance and career opportunities to meet the needs of its members.

An increasing numbers of employers — those with sound recruitment strategies and a strong commitment to increasing the pool of technical talent — have found NSBE to be a prime resource for technical and diversity recruiting. For this reason, we are setting a precedent for continued growth as the world economy recovers from the recent economic downturn. Below you will find details regarding the benefits for our BCA:

<table>
<thead>
<tr>
<th>NSBE Benefits</th>
<th>BCA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship Cost (Convention Rate)</td>
<td>$40,000</td>
</tr>
<tr>
<td>1. 10’ x 20’ exhibit space at the Annual Convention Career Fair</td>
<td>included in sponsorship</td>
</tr>
<tr>
<td>2. One interview booth per day at the Annual Convention Career Fair</td>
<td>included in sponsorship</td>
</tr>
<tr>
<td>3. UNLIMITED access to the NSBE Resume Database for 12 months</td>
<td>included in sponsorship</td>
</tr>
<tr>
<td>4. Three informative BCA Meetings per year</td>
<td>included in sponsorship</td>
</tr>
<tr>
<td>5. One-time use of NSBE membership database for mailing (postage and fulfillment costs incurred by BCA company) or electronic broadcast message.</td>
<td>included in sponsorship</td>
</tr>
<tr>
<td>6. UNLIMITED Job Postings for 12 months</td>
<td>included in sponsorship</td>
</tr>
<tr>
<td>7. Twenty Annual Convention Registrations</td>
<td>included in sponsorship</td>
</tr>
<tr>
<td>8. Priority consideration to purchase a Hospitality Suite and/or a Career Engineering Networking Suite at discounted price (plus cost of food and beverage)</td>
<td>included in sponsorship</td>
</tr>
<tr>
<td>9. Opportunity to include one advertisement or company product in the convention bag</td>
<td>included in sponsorship</td>
</tr>
<tr>
<td>10. Listed as a BCA member company in every issue of NSBE Magazine (September - March)</td>
<td>included in sponsorship</td>
</tr>
<tr>
<td>11. 23% Discount on advertising rates for NSBE Magazine (Three Issues) and the Bridge Magazine (Three Issues) (other rates available)</td>
<td>$7,125 (per 4-Color ad) $3,500 (per 4-Color ad)</td>
</tr>
<tr>
<td>12. Priority consideration given to one (1) workshop abstract (subject to approval) for the 38th Annual Convention</td>
<td>included in sponsorship</td>
</tr>
<tr>
<td>13. BCA Portal Access (instant online access to important documents and updates)</td>
<td>included in sponsorship</td>
</tr>
<tr>
<td>14. Priority consideration of preferred Annual Convention Career Fair booth location</td>
<td>Included in sponsorship</td>
</tr>
<tr>
<td>15. Contribution to NSBE Fellows Program. Access to scholarship database. Priority access to corporate scholarship programs with posting on the NSBE website</td>
<td>included in sponsorship</td>
</tr>
<tr>
<td>16. Company Logo with “Hotlink” on the BCA Sponsorship page of NSBE website</td>
<td>included in sponsorship</td>
</tr>
<tr>
<td>17. Recognition as a Sponsor on NSBE’s Annual Convention website</td>
<td>included in sponsorship</td>
</tr>
<tr>
<td>18. Recognition in all relevant Annual Convention materials</td>
<td>included in sponsorship</td>
</tr>
<tr>
<td>19. Customer Service Representative</td>
<td>included in sponsorship</td>
</tr>
<tr>
<td>20. Attendance to all six Fall Regional Conference Career Fairs at the Career Fair Exhibitor Level with no additional charge. Costs for higher tier levels or additional conferences are at the list price</td>
<td>included in sponsorship</td>
</tr>
<tr>
<td>21. Access to NSBE Chapter Leaders Database</td>
<td>included in sponsorship</td>
</tr>
</tbody>
</table>
Major Sponsor (Starting at $26,000)

In contrast to the BCA Level, which is a year-round partnership, the level of Major Sponsor is aimed at having a more effective presence at the Annual Convention. See benefits below:

- 10' x 20' exhibit space at the Annual Convention Career Fair
- Fifteen Annual Convention Registrations
- Company Name with hotline on NSBE Website
- Preferred Career Fair booth location
- Listing in the subsequent annual convention solicitation package
- Recognition in all relevant convention materials
- Recognition as a Major Sponsor on NSBE 38th Annual Convention Web Site
- Student and Professional Resume Database Access for 6 months
- Sponsor one scholarship recipient through the NSBE Scholars Program
- Authorization to host a hospitality suite at the Annual Convention at an additional cost.

Exhibitor Sponsor (Starting at $11,500)

- 10' x 10' exhibit spaces at the Annual Convention Career Fair
- Four Annual Convention Registrations
- Company Name with booth location/number on NSBE Website
- Recognition in all relevant convention materials
- Recognition as a Corporate Sponsor on NSBE 38th Annual Convention Web Site
- Student and Professional Resume Database Access for 3 months
- Authorization to host a hospitality suite at the Annual Convention at an additional cost.

Non-Profit Exhibitor (Starting at $1,100)

Please note: Non-Profit booths will be collocated. Limited space available. Subject to change

- 10' x 10' exhibit spaces at the Annual Convention Career Fair
- Two Annual Convention Registrations
- Company Name with booth location/number on NSBE Website
- Recognition in all relevant convention materials
- Recognition as a Sponsor on NSBE 38th Annual Convention Web Site
- Authorization to host a hospitality suite at the Annual Convention at an additional cost.

University Exhibitor (Starting at $750)

- 10' x 10' exhibit spaces at the Annual Convention College/Grad Fair
- Two Annual Convention Registrations
- Company Name with booth location/number on NSBE Website
- Recognition in all relevant convention materials
- Recognition as a Sponsor on NSBE 38th Annual Convention Web Site
- Authorization to host a hospitality suite at the Annual Convention at an additional cost.

* A package that includes participation at three Fall Regional Career Fairs may be added to any of the above levels at additional charge. See Sponsorship Commitment Form for details

** All packages are subject to change. Please visit www.nsbe.org for up-to-date information on all levels of sponsorship.

We thank you for your interest in NSBE National Sponsorship! Please note that all organizations must be National Sponsors in order to participate as exhibitors during the 38th Annual Convention
Here are just some of the staple events you will find at our 38th Annual Convention:
(NOTE: Full item descriptions including sponsorship status can be found on the national website at www.nsbe.org.)

**all items subject to change and availability**

### General Sponsorship Opportunities:

<table>
<thead>
<tr>
<th>Event</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening Session</td>
<td>$75,000</td>
</tr>
<tr>
<td>General Sessions</td>
<td>$20,000</td>
</tr>
</tbody>
</table>
| Convention Bags              | General - $100,000  
                              | Or In-kind plus $15,000  |
| Registration                 | $60,000    |
| Cyber Cafe                   | $15,000    |
| Additional internet fee required | Or In-kind plus $5,000  |
| Badges/Lanyards              | $25,000    |
|                              | Or In-kind plus $5,000  |
| Mini Agenda                  | General - $6,500  
                              | $6,000  |
| QR Code                      | $2,000     
                              | BCA - $1,500  |
| *Hospitality Suites          | $5,000     
                              | BCA - $4,500  |
| *Career Engineer Networking Suites | $5,000  |
| Digital Media                | $5,000     |
| Hotel Key Card               | $5,000 per hotel |
| 15th Annual Golden Torch Awards (4 levels available. Visit www.nsbe.org for packages) | $25,000 - $100,000 |
| *Chapter Officers Event      | $5,000     |
| *2013 Annual Convention Kickoff Event | $2,500  |

* - stated costs do not include additional charges for food and beverage

### General Events/Items

Here is a short list of some of the general convention events and items that will give your company exposure to all convention attendees. To sponsor any related item/event your company must be signed up as a National Sponsor (BCA, Major, Corporate, etc.).

Visit www.nsbe.org for a complete list of events.

New events will be posted starting in the summer.

### Technical Professional Conference (TPC):

<table>
<thead>
<tr>
<th>Event</th>
<th>Cost</th>
</tr>
</thead>
</table>
| Corporate Executive Roundtables | $2,000 per seat  
                              | (limited number of seats available) |
| Visit www.nsbe.org for listing of categories; Minimum one must be chosen |
| *Graduating Seniors and Awards Reception | $5,000 plus cost of food and beverage |
| Technical Certification Courses | $2,000 plus expenses  
                              | (materials, instructor, etc.) |
| *TPC Kickoff and Alumni State of the Union Luncheon | $5,000 plus cost of food and beverage |
| SIG/Technical Excellence Panel Discussions | $2,500 per company |
| Corporate Invitational      | $2,500 per company |
| *TPC Power Networking Event | Contact Amilcar Aaron  
                              | finance@nsbe-ae.org  
                              | for additional information |
| TPC Luncheons and Meetings  | 4th Annual Lifetime Members Reception |

* - stated costs do not include additional charges for food and beverage

### Professional Development

To reach NSBE Technical Professional, to the right you will find a short list of opportunities
For our unabridged Alumni Guide please visit the Corporate Downloads section at www.nsbe.org:
Pre-College Initiative (PCI)
Our Pre College Initiative (PCI) programs focus on building the pipeline of up and coming engineers. Spanning from kindergarten to High-school, our programs are key in achieving the growth of diverse new engineering talent.

<table>
<thead>
<tr>
<th>Pre-College Initiative (PCI) Events:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>PCI Kickoff Event</td>
<td>$5,000 plus cost of food and beverage</td>
</tr>
<tr>
<td>Competitions</td>
<td>$15,000 includes cost of materials</td>
</tr>
<tr>
<td>PCI Meals (3 per day)</td>
<td>$2,500 each plus cost of food and beverage</td>
</tr>
<tr>
<td>PCI Graduating Seniors Reception</td>
<td>$5,000 plus cost of food and beverage</td>
</tr>
</tbody>
</table>

Graduate School Conference (GSC)
NSBE hosts a string of Graduate School related events aimed at Collegiate Juniors, Seniors, and Graduate School aspirants, as well as current MBA, M.S., and PhD candidates. See the listing below for a sample of some of our most notable GSC events:

<table>
<thead>
<tr>
<th>Graduate School Conference (GSC):</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate School Conference Kickoff Breakfast</td>
<td>$5,000 plus cost of food and beverage</td>
</tr>
<tr>
<td>Graduate School Conference Guide</td>
<td>$4,000</td>
</tr>
<tr>
<td>Mastering the GRE, GMAT, MCAT, or LSAT</td>
<td>$2,500</td>
</tr>
<tr>
<td>Student – Faculty Networking Event</td>
<td>$5,000 plus cost of food and beverage</td>
</tr>
<tr>
<td>Technical Talks</td>
<td>$2,500 ea</td>
</tr>
<tr>
<td>Computer Hardware</td>
<td>In-kind. Contact for estimate of equipment needed</td>
</tr>
</tbody>
</table>
### 2011 Fall Regional Conference (FRCs):

<table>
<thead>
<tr>
<th>Region</th>
<th>Location</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region 1 – Crowne Plaza Boston North Shore, Boston, MA</td>
<td>November 17-20, 2011</td>
<td></td>
</tr>
<tr>
<td>Region 2 – Renaissance Baltimore Harborplace, Baltimore, MD</td>
<td>November 11-13, 2011</td>
<td></td>
</tr>
<tr>
<td>Region 3 – Jackson Marriott, Jackson, MS</td>
<td>November 11-13, 2011</td>
<td></td>
</tr>
<tr>
<td>Region 4 – Wyndham Milwaukee Airport Hotel and Convention Center, Milwaukee, WI</td>
<td>November 4-6, 2011</td>
<td></td>
</tr>
<tr>
<td>Region 5 – Renaissance St. Louis Airport, St. Louis, MO</td>
<td>November 4-6, 2011</td>
<td></td>
</tr>
<tr>
<td>Region 6 – Renaissance Denver, Denver, CO</td>
<td>November 18-20, 2011</td>
<td></td>
</tr>
</tbody>
</table>

### About the FRCs

The 2011 Fall Regional Conferences attract as many as 1,000 attendees annually in each of NSBE’s 6 regions.

Visit [www.nsbe.org](http://www.nsbe.org) for regional sponsorship information.

### Other NSBE Programming

Here is a brief look at some of the NSBE Signature Programs that occur outside of the Annual Convention.

For additional information on any of these programs please visit [www.nsbe.org](http://www.nsbe.org) or contact a NSBE service rep today:

### National Programs and Events

<table>
<thead>
<tr>
<th>Program</th>
<th>Sponsorship Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEEK (Summer Engineering Experience for Kids)</td>
<td>See next page. Contact Franklin Moore <a href="mailto:fmoore@nsbe.org">fmoore@nsbe.org</a> for additional information</td>
</tr>
<tr>
<td>National Leadership Conference (NLC)</td>
<td>$10,000 - $50,000 based of sponsor level</td>
</tr>
<tr>
<td>Alumni Summit</td>
<td>Contact Amilcar Aaron <a href="mailto:finance@nsbe-a.e.org">finance@nsbe-a.e.org</a> for additional information</td>
</tr>
<tr>
<td>2012 Aerospace Systems Conference</td>
<td>Contact Amilcar Aaron <a href="mailto:finance@nsbe-a.e.org">finance@nsbe-a.e.org</a> for additional information</td>
</tr>
<tr>
<td>Regional Leadership Conferences (RLC)</td>
<td>Contact Regional Finance Chairs located at <a href="http://www.nsbe.org">www.nsbe.org</a> for additional information</td>
</tr>
</tbody>
</table>
Summer Engineering Experience for Kids (SEEK) 2011
Maximum Number of Sponsors: Unlimited

Item Description: The Summer Engineering Experience for Kids (SEEK) is the National Society of Black Engineers (NSBE) free three week summer camp that provides interactive engineering activities for more than 300 students per camp in third through eighth grades. The program is designed to spark an interest in engineering that many participants had not previously considered.

SEEK’s mission is to build a pipeline to careers in Science, Technology, Engineering, and Mathematics (STEM) for American-American and other underrepresented minority children. SEEK provides hands-on, team based engineering experiences, facilitated by African-American engineering mentors and role models, to reinforce their aptitude in STEM and keep them in the STEM pipeline on through high-school.

SEEK has garnered nationally recognition by being highlighted on “Good Morning America” and other news mediums throughout the country.

Sponsorship Benefits (Depending on sponsor level):

- Full sponsorship of 1 camp
- SEEK site location preference
- Program branding (four color logo placement on printed SEEK materials)
- Representation as judges for weekly competitions
- Recognition as a sponsor at the Annual Convention, NSBE Publications, SEEK Opening and Closing Sessions, and the SEEK Reception for all present and past collegiate mentors.
- VIP Seating and award presentation at Golden Torch Awards
- Access to NSBE Collegiate Mentors and SEEK Program participants
- Copy of final program Assessment & Evaluation, and SEEK DVD

Contact Director of Programs, Franklin Moore, for additional information at fmoore@nsbe.org

THE SUMMER ENGINEERING EXPERIENCE FOR KIDS (SEEK)
IS THE NATIONAL SOCIETY OF BLACK ENGINEERS’ (NSBE’S) FREE, THREE-WEEK SUMMER PROGRAM THAT PROVIDES INTERACTIVE, HANDS-ON ENGINEERING ACTIVITIES FOR MORE THAN 650 STUDENTS IN GRADES THREE THROUGH EIGHT.
## Sponsorship Commitment Form

**38th Annual Convention March 28 - April 1, 2012, Pittsburgh, PA**

**Career Fair: March 29-30, 2012 – Graduate School/College Fair: March 29-30, 2012**

*When complete, send form to corp_relations@nsbe.org or Fax (703) 683-5312*

### Primary Contact: ___________________________ Date: ___________________________

**Company:**

**Industry:**

**Address:**

**City:** ___________________________ **State:** ___________________________ **Zip:** ___________________________

**Email:** ___________________________ **Telephone:** ___________________________

**Signature:** _________________________________________________________________

**Authorized Representative:** ___________________________ **Name/Title:** ___________________________

**Telephone:** ___________________________

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### ANNUAL CONVENTION SPONSORSITEMS

<table>
<thead>
<tr>
<th>ITEM</th>
<th>COST</th>
<th>QUANTITY</th>
<th>TOTAL COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board of Corporate Affiliates (select up to 6 FRC's on the Regional Commitment Form)</td>
<td>$40,000</td>
<td>20</td>
<td>2 - 10'x10'</td>
</tr>
<tr>
<td>Major Sponsorship Level</td>
<td>$26,000</td>
<td>15</td>
<td>2 - 10'x10'</td>
</tr>
<tr>
<td>Exhibitor Sponsorship Level</td>
<td>$11,500</td>
<td>4</td>
<td>1 - 10'x10'</td>
</tr>
<tr>
<td>Additional fee for 3 Fall Regional Conferences Package (Applies to Major and Exhibitor Only):</td>
<td>$6,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-Profit Organizations (limited space available):</td>
<td>$1,100</td>
<td>2</td>
<td>1 - 10'x10'</td>
</tr>
<tr>
<td>Additional Career Fair Booth Space - BCA Companies:</td>
<td>$2,500</td>
<td>2</td>
<td>1 - 10'x10'</td>
</tr>
<tr>
<td>Exhibitor Level:</td>
<td>$4,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Onsite-Interview Space (no space included for BCA level):</td>
<td>$10,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional Representatives - Board of Corporate Affiliates rate Non-BCA rate</td>
<td>$225</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hospitality Suites – Audience - College Students BCA Companies</td>
<td>$1,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-BCA Companies</td>
<td>$2,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Career Engineer Networking Suites – Audience – Technical Professions BCA Companies</td>
<td>$4,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-BCA Companies</td>
<td>$5,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graduate School Fair Booth</td>
<td>$1250 per booth</td>
<td>2</td>
<td>1 - 10'x10'</td>
</tr>
<tr>
<td>College Fair Booth</td>
<td>$750 per booth</td>
<td>2</td>
<td>1 - 10'x10'</td>
</tr>
<tr>
<td>Corporate Scholarships (Cost plus 10% admin fee for Non-BCA)</td>
<td>$3,000 minimum</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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### Additional Sponsorship (Enter exact name of each sponsor, each sponsoring organization is responsible for applicable food, beverage, material, and applicable fees associated with sponsorship):

<table>
<thead>
<tr>
<th>ITEM</th>
<th>COST</th>
<th>QUANTITY</th>
<th>TOTAL COST</th>
</tr>
</thead>
</table>

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### Grand Total

| | | | |
|---|---|---|

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*By signing here I agree to the terms of the attached Cancellation/Refund Policy.*

**Please note that all options are based on availability and prices are subject to change at the discretion of NSBE.

---

### Send Payments to:

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

**Payment type:**

- [ ] Check (certified or Company)
- [ ] Please Invoice (PO# _________)
- [ ] How would you like to be invoiced?

- [ ] Money Order
- [ ] AMEX
- [ ] MC
- [ ] Visa
- [ ] Discover

---

**Check or Credit Card Number**

**Credit Card Expiration Date**

---

**Credit Card Holder Name and Signature**

---

**Credit Card Holder Address**

**Email Address**

---

**Credit Card Holder City, State and Zip**

**Telephone Number**
Cancellation/Change/Refund Policy

All payments must be received no later than **February 15, 2012**. Invoices that remain unpaid after February 15, 2012 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 15, 2012** 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 15, 2012.

A 10% late fee will be assessed to all payments made after February 15, 2012. There will be a 25% Administrative Fee for any sponsorship cancellations after January 3, 2012. This includes paid and unpaid invoices. There will be no refunds after February 1, 2012.

Certain sponsored events/items will require advanced payment prior to January 3, 2012. Such event/items include but are not limited to: Convention Bags, Tours, Lanyards, Sessions, Registration and more. Please visit [www.nsbe.org](http://www.nsbe.org) for up-to-date information.

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

**Date deadlines at-a-glance**

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 1, 2012</td>
<td>Last day to cancel sponsorships (besides those needing advanced payment) without paying 25% admin fee.</td>
</tr>
<tr>
<td>February 1, 2012</td>
<td>No refunds after this date</td>
</tr>
<tr>
<td>February 15, 2012</td>
<td>Deadline for payments. Credit card payments only accepted after this date with 10% late fee applied unless otherwise specified.</td>
</tr>
</tbody>
</table>
NSBE Scholarship Program

The National Society of Black Engineers would like to thank you in advance for your interest in our Corporate Scholarship Program. Through the program, corporations are able to make a lasting impact on the collegiate student membership of NSBE while promoting the importance of diversity in the workplace and academic excellence on the university campus and beyond.

The attached documentation provides a detailed description of the Corporate Scholarship Program and a sample scholarship application for your review. Please note there is a required sponsorship value range for non-Board of Corporate Affiliate sponsors of $3,300 minimum value to $22,000 maximum value, inclusive of 10% administrative fee. An exception on the maximum value is provided for foundation based grants for scholarship support.

While the NSBE Corporate Scholarship Program is an “academic excellence” focused program, it also provides many incentives to your corporation, including:

- Personalized scholarship criteria to meet your corporate recruitment needs,
- Scholarships awarded in the quantity and dollar value(s) that you choose*,
- Access to NSBE’s best and brightest collegiate student members, and
- Marketing and promotion of your support of NSBE’s Academic Excellence efforts.

* Board of Corporate Affiliate companies are NOT charged the 10% administrative fee.
* Board of Corporate Affiliate members do NOT have a sponsorship value cap.

The World Headquarters Programs Team will work with you to further personalize your corporate scholarship package to meet your needs. We look forward to the potential collaboration and support of the NSBE Mission that your participation brings. If you are interested in corporate scholarship sponsorship, please complete, sign and fax a financial commitment form detailing your sponsorship to your Corporate Relations Representative or to my attention. Scholarships are not made available to our membership until we have received a signed commitment form. We encourage you to visit the scholarship website at www.nsbe.org and go to Programs >> Scholarships or to contact our Director of Programs for more details on the program including the scholarship timeline and important deadlines at:

NSBE Corporate Scholarship Program  
205 Daingerfield Road  
Alexandria, VA 22314  
703.549.2207 x204  
fmoore@nsbe.org

Best Regards,

Franklin O. Moore

Franklin O. Moore  
National Society of Black Engineers  
Programs Team
NSBE Media

Published three times a year, *NSBE Magazine*, along with its insert title, *Career Engineer*, insure that more than 60,000 readers are up-to-date on the latest trends and advances in the science, engineering and technical industries; jobs and higher education opportunities; and news on national and regional chapter events. Members use the magazine as a prime resource for association news, Black achievement and recruitment. No other minority recruitment publication reaches as many Black Engineers as *NSBE Magazine/Career Engineer*, making it the ideal location for recruitment ads.

NSBE Magazine Advertising Packages:

**Chairman’s Club - $28,000:**
- Full-page, 4-Color ads in each issue of NSBE and Bridge Magazines. (Total of 6 ads)
- Rich media in 3 digital issues of NSBE Magazine
- Editorial Profiles in (a) NSBE Magazine and (b) NSBE Bridge Magazine
- Job posting (6 months complementary)
- Page 1 recognition in each NSBE Magazine
- Active link on www.nsbe.org
- Premier Partner award
- Complimentary team photo at Annual Convention.

**Multi-Media Partner - $20,000:**
- 3 full-page, 4-Color ads in each issue of NSBE Magazine
- Rich media in 1 digital issue of NSBE Magazine
- One Editorial Profile in a NSBE Magazine
- Job posting (3 months complementary)
- Page 1 recognition in each NSBE Magazine
- Active link on www.nsbe.org
- Premier Partner award
- Complimentary team photo at Annual Convention.

**Multi-Media Partner - $15,000:**
- Full-page, 4-Color ad in each of two selected issues of NSBE Magazine. (Total of 2 ads)
- Animation of ad in 1 digital issue of NSBE Magazine
- Employer profile in one issue

**Board of Corporate Affiliate (BCA) Members Ad Rate**
$7,125 - Full-4-Color Ad

*All rates are gross. Orders will be billed at time of reservation and are non-cancellable. Contact your NSBE sales representative, or email psharif@nsbe.org*
THE BRIDGE EDITORIAL FOCUS and RATES
The Bridge magazine, with total readership of more than 60,000, presents math, science and engineering topics in a lively, engaging editorial style written for today’s active teenager. It is colorful, hip and on-point in its subject matter for pre-teens and teens. This magazine is the official publication of the NSBE Pre-College Initiative program and a major component of the Summer Engineering Experience for Kids (SEEK) camps.

NSBE’s PCI Programs website – [www.nsbe.org/Programs/NSBE-Programs/PCI](http://www.nsbe.org/Programs/NSBE-Programs/PCI) – includes a number of online services as well as preparation tips for the Scholastic Aptitude Test, the American College Test and college admission. Sponsorship and banner ad opportunities are available. Talk to your sales representative about NSBE’s affordable combo packages that enable you to reach this demographic through both print and the web.

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**NSBE Magazine Rates (one time insertion, other rates available)**

<table>
<thead>
<tr>
<th>Size</th>
<th>Ad Dimensions</th>
<th>B&amp;W</th>
<th>4-Color</th>
<th>BCA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>15 1/4&quot; x 9 7/8&quot;</td>
<td>$13,970</td>
<td>$15,601</td>
<td></td>
</tr>
<tr>
<td><strong>Full page</strong></td>
<td><strong>7 1/8&quot; x 9 7/8&quot;</strong></td>
<td><strong>$6,986</strong></td>
<td><strong>$8,382</strong></td>
<td><strong>$7,125</strong></td>
</tr>
<tr>
<td>1/2 page</td>
<td>7 1/8&quot; x 4 3/4&quot;</td>
<td>$4,991</td>
<td>$6,290</td>
<td></td>
</tr>
<tr>
<td>1/4 page</td>
<td>3 7/16&quot; x 4 5/8&quot;</td>
<td>$3,447</td>
<td>$4,774</td>
<td></td>
</tr>
</tbody>
</table>

*All rates are gross.*

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**The BRIDGE Ad Rates**

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
<th>Fall* (Oct.)</th>
<th>Winter** (Feb.)</th>
<th>Spring *** (May)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page 4C</td>
<td>7 1/8&quot; x 9 7/8&quot;</td>
<td>$3,500</td>
<td>$3,500</td>
<td>$3,500</td>
</tr>
<tr>
<td>Page B/W</td>
<td>7 1/8&quot; x 9 7/8&quot;</td>
<td>$2,900</td>
<td>$2,900</td>
<td>$2,900</td>
</tr>
</tbody>
</table>

*All rates are gross.* Discounted rates available for colleges and universities. Visit [www.nsbe.org](http://www.nsbe.org) for additional information.

*Bonus distribution at Fall Regional Conferences.
**Bonus distribution at Annual National Convention.
***Bonus distribution at Summer Camping Conferences and Summer Engineering Experience for Kids (SEEK).

*All rates are gross.* Orders will be billed at time of reservation and are non-cancellable. Contact your NSBE sales representative, or email psharif@nsbe.org.

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**NSBE RATES 2011-12**

For more information contact an advertising sales representative at 703-549-2207, or email psharif@nsbe.org.
The NSBE Web site- www.nsbe.org - Banner Ads

The NSBE Web site is the main information center for NSBE’s members. It is the place where all members must go for membership applications, conference registration, and updated information critical to their NSBE experience.

Benefits: Rotational Web banners are a low-cost solution to brand your company among the NSBE membership.

NSBE RATES 2011-12
For more information contact an advertising sales representative at 703-549-2207

<table>
<thead>
<tr>
<th>Banner Ads</th>
<th>3 months</th>
<th>6 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre/post convention season (April 1 - Nov. 1)</td>
<td>$3,000</td>
<td>$5,500</td>
</tr>
<tr>
<td>Convention season (Nov. 1 – April 1)</td>
<td>$3,500</td>
<td>$6,000</td>
</tr>
</tbody>
</table>

Materials specifications
Placement on the NSBE website is currently available with one banner size:
60k maximum file size
Dimensions: 467x60 pixels or 200 x 120 (256 colors)
Resolution for graphics must be 72 dpi
GIF is preferred
Animations are acceptable under 60k
E-mail attachment or CD

DIGITAL EDITION – An Added Bonus
NSBE Magazine is now available digitally to all members. Members receive an email with a link to the digital issue where through their browsers they have access to a complete, digitally-enhanced issue. Advertisers have the benefit of having their logos connect to a link on their websites. Also, any URL that appears in the creative can be live so members are just a click away from job opportunities. Other interactive features are available for advertisers. Contact your sales representative to learn more about digital sponsorship and advertising opportunities.

Animation: $895
Sole Sponsorship of Digital Issue: $3,500
Job Placement Center Products

Job Postings

Posting open positions in NSBE's job database is a cost effective solution for employers to reach a diverse group of engineering college students, graduates, and technical professionals. With our large number of active members, job postings are a great way attract top qualified candidates.

How the Service Works

Employers can create or paste an existing electronic copy of their job posting to our job posting system. Search criteria such as Job Location, Job Industry, Job Category, etc. can be selected to help applicants quickly identify jobs that meet their interests. Employers will enter a destination email address or website where job candidates will apply directly. Within 24-48 hours after submission, the posting will be reviewed for approval. Once approved, a notification email that includes a quick link to the job posting is then sent the employer. All approved job postings are visible to NSBE members for 60 days and the system keeps track of how many applicants review a job posting.

Accessing the Job Placement Center (JPC)

Visit www.nsbe.org and click on Job Postings under the “Corporate/Sponsor” menu

Service Packages Offered

Currently NSBE offers six different posting packages:

<table>
<thead>
<tr>
<th>Job Posting Pack Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Single Job Posting</strong></td>
</tr>
<tr>
<td><strong>Five Pack</strong></td>
</tr>
<tr>
<td><strong>Ten Pack</strong></td>
</tr>
<tr>
<td><strong>Twenty Pack</strong></td>
</tr>
<tr>
<td><strong>Fifty Pack</strong></td>
</tr>
<tr>
<td><strong>One Hundred Pack</strong></td>
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</tbody>
</table>
NSBE's Online Resume Database Access Instructions and Help

Our website provides you with access 24/7 to our comprehensive resume search database allowing employers the ability to manage their entire recruiting process on-line. With features that allow searches by specific criteria it is a great resource for fulfilling your recruiting needs.

Only Major and Exhibitor level sponsors have access to our Resume Database. Access for other companies/institutions is available for purchase through our Corporate Relations Department.

To access the database, just follow the steps below.

**Step 1:** Log-in to your account under “ACCOUNT LOG-IN” on our National Website.
**Step 2:** Click on the “Job Placement Center” link, under Actions.
**Step 3:** Click on Resume Search.
**Step 4:** Click on the different sets of Resume Search Options, and check the boxes next to your desired search criteria.
**Step 5:** When complete, click Search.
**Step 6:** Double click on the member’s Name to view their profile.

**Tip 1:** You may download or view resumes from a Job Seekers Profile. Click on the in the Resume Files section.

**Tip 2:** If a candidate has a profile but no active resume attached, you may request one if you have active job postings. Click on “Request Resume” from a Job Seekers profile.

For additional assistance contact corp_relations@nsbe.org
NSBE 2011-2012 Calendar Highlights: General

June 15       2011 sponsorship right of refusal deadline
July 3        NSBE 2010-2011 fiscal year ends
August 1      NSBE 2011-2012 fiscal year begins
August 11     Ad close date for NSBE Magazine, Fall Recruitment Issue
September 9   2011 Fall Regional Conference commitment forms due
September 11  Golden Torch Awards nominations due
November 1    Tentative Deadline for Corporate Scholarship Programs acceptance Cycle #1
November 4-20 2011 Fall Regional Conferences
November 29   Ad Close date for NSBE Magazine, Pre-Convention Issue
December 9    Initial Hiring and Supplier Diversity data due
January 3     Last day to cancel for 2012 Annual Convention without 25% PENALTY
               FEE assessed after this date
February 1    Deadline for all refunds
February 3    Deadline for ANY sponsored items to appear in NSBE Annual Convention advertising materials
February 6    Deadline to register participants for the 2012 Annual Convention
February 6    Tentative Date - Seat reservation deadline for Golden Torch Awards
February 8    Tentative Date - One-Night hotel deposit with names due
February 9    Ad Close date for NSBE Magazine, Convention Issue
February 15   DEADLINE FOR ALL PAYMENTS; ONLY CREDIT CARD PAYMENTS
               ACCEPTED; 10% LATE FEE ASSESSED AFTER THIS DATE
March 28-April 1 38th Annual Convention in Pittsburgh, PA
April 16      Final Exhibitor Hiring and Supplier Diversity data due

NSBE 2011-2012 Calendar Highlights: BCA

August 25-26      Summer BCA Meeting
September 16      Tentative Date - 2012 BCA Housing Request Forms due
October 20        Tentative Date - Fall BCA Conference Call
December 2        Team Meeting Room Request Forms due
January 26        Winter BCA Meeting (Virtual if not Sponsored)
February 1        Approved BCA Bag Insertdescriptions due
March 1           Final date of acceptance for BCA Bag Insert shipments
March 28          38th Annual Convention BCA Meeting

NOTE: Dates are subject to change.
This document provides a SUMMARY of items offered by NSBE through the fiscal year. Check www.nsbe.org for a full listing of opportunities.

Click here to access additional information on all listed items

Thanks for viewing and we’ll see you in Pittsburgh!!