PROFESSIONAL DEVELOPMENT CONFERENCE

Connect with diverse and experienced engineering talent at the 2016 National Society of Black Engineers (NSBE) Professional Development Conference (PDC)! The PDC is a targeted, energizing, and uplifting professional development opportunity for Black engineering professionals. With a focus on technical excellence, certifications, leadership, critical soft skills development, and networking the NSBE PDC has it all. The NSBE PDC also provides a national forum for the recognition of success in engineering and an opportunity to meaningfully engage the local community.

This conference is a springboard to propel the attendees’ careers to the next level. Your partnership and support helps equip Black engineering professionals with the information, tools, and skills they need to succeed. Multiple partnership opportunities are available; customize the package that’s right for you!
SIGNATURE PARTNER

*Be included in every component of the conference*

**Investment: $25,000 | Limited: 1**

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**PDC Audience Engagement**
- Opportunity to provide welcome remarks at a signature event
- Priority placement of exhibit booth at the EPIC Networking Reception

**Facilitation of workshops and training sessions**
- Opportunity to present an educational workshop

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**Outreach & Networking Inclusion**
- Opportunity to headline community improvement initiatives and evening celebratory events
- 10 Complimentary registrations

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**Branding & Media**
- “Brought to you by…” recognition in all pre- and post-event communications: custom emails, social media posts and local advertising/press
- “Brought to you by”…placement in NSBE PDC mobile app
- Logo prominently displayed on signage during the conference
- Prominent branding placement in selected workshops
- Recognition on all NSBE social media sites
- Acknowledgement on the PDC website (includes logo with hyperlink)
- 1 Complimentary banner ad on the NSBE home page (must be used between the months of August and October)

1 Complimentary ad in the NSBE eNews, our electronic newsletter, which reaches our entire membership of 31,000+ (must be used between the months of August and October)
- Complimentary listing in the Corporate Corner section of the NSBE home page
- Custom, 30-second sizzle video highlighting partnership and support of the conference (at Partner’s request)
SIGNATURE EVENTS

EPIC Networking Reception
Thursday, Sept. 29, 6:30–8:30 p.m.
Investment: $1,500 (BCA Partners)/$6,500 (Non-BCA)
Limit: 15

Be the first to welcome attendees to Charlotte and to 2016 NSBE PDC. The EPIC Networking Reception is a signature networking event that serves as the official kickoff of the conference. This unique reception format allows for networking with and recruiting of engineering professionals and students. You will have the chance to promote your organization and discuss opportunities with top engineering talent.

- 1 Complimentary exhibit table: take advantage of the opportunity to interact with job seekers and potential candidates
- Opportunity to provide welcome remarks during the event (2 minutes)
- Logo displayed prominently inside the room
- Recognition on the NSBE Professional Development Conference website
- Recognition in the NSBE PDC mobile app (if confirmed by Sept. 1, 2016)
- Recognition on NSBE’s Facebook page
- 3 Complimentary registrations

Inside the Executive Suite Breakfast
Friday, Sept. 30, 8–10 a.m.
Investment: $18,000
Limit: 1

The Inside the Executive Suite Breakfast features a one-on-one interview with a C-suite corporate executive, government official, nonprofit leader or prominent figure with relevance to STEM. The format is comparable to the Inside the Actor’s Studio television program. This exclusive partnership opportunity gives your organization the chance to connect with experienced industry professionals, new college graduates and graduate students, while showcasing your senior-level executives.

- Opportunity to provide welcome remarks or show a video during the event (5 minutes)
- Speaking opportunity for senior-level executive
- Opportunity to provide marketing materials, wearables and giveaways at the event
- Logo prominently displayed on signage during the conference
- Logo displayed prominently inside the room
- 1 Complimentary banner ad on the NSBE home page (must be used between the months of August and October)
- Recognition on the NSBE Professional Development Conference website
- 1 Complimentary ad in the NSBE eNews, our electronic newsletter, which reaches our entire membership of 31,000+ (must be used between the months of August and October)
- Recognition in the NSBE PDC mobile app (if confirmed by Sept. 1, 2016)
- Recognition on NSBE’s Facebook page
- 6 Complimentary registrations
This event highlights the achievements of women in STEM and offers a look into the lives of distinguished, high-ranking executives. This is your opportunity to showcase outstanding, senior-level leaders within your organization and to help inspire the next generation of female executives. We invite panelists to share their insights, leadership stories, and business best practices, in order to drive careers to the next level.

- Speaking opportunity for senior-level executive
- Opportunity to provide marketing materials, wearables and giveaways at the event
- Logo prominently displayed on signage during the conference
- Logo displayed prominently inside the room
- Recognition on the NSBE Professional Development Conference website
- Recognition in the NSBE PDC mobile app (if confirmed by Sept. 1, 2016)
- Recognition on NSBE's Facebook page
- 3 Complimentary registrations
The main events of any conference are the keynote addresses and general sessions. Choose this high-visibility, well-attended event to gain access to all PDC attendees. This luncheon will feature Roland Martin, host of “NewsOne Now,” a first-in-class daily African American morning news show.

- Opportunity to provide welcome remarks or show a video during the event (5 minutes)
- Opportunity to introduce the keynote speaker (bio provided by NSBE)
- Reserved seating for your organization’s representatives and guests
- Opportunity to provide marketing materials, wearables and giveaways at the event
- Logo prominently displayed on signage during the conference
- Logo displayed prominently inside the room
- 1 Complimentary banner ad on the NSBE home page (must be used between the months of August and October)
- 1 Complimentary ad in the NSBE eNews, our electronic newsletter, which reaches our entire membership of 31,000+
- Recognition on the NSBE Professional Development Conference website
- Recognition in the NSBE PDC mobile app (if confirmed by Sept. 1, 2016)
- Recognition on NSBE’s Facebook page
- 3 Complimentary registrations
STRATEGIC RECRUITING OPPORTUNITIES

Virtual Career Fair
Friday, Sept. 30, 1:30–4:30 p.m.
Investment: $2,500
Limit: Unlimited

Can’t make it to Charlotte? Visit us in cyberspace! Attendees will connect directly in a live, one-on-one virtual interface with top employers looking to tap into NSBE’s diverse community of engineers to fill open positions. The Virtual Career Fair will give participants the chance to:

- Interact live and one-on-one with recruiters through online chat; share resumes and work experience; and schedule second-round interviews.
- Discover new career opportunities from leading employers eager to hire STEM professionals
- Build their networks by continuing conversations with recruiters after the event ends.

- Recognition on the NSBE Professional Development Conference website
- Recognition in the NSBE PDC mobile app (if confirmed by Sept. 1, 2016)
- Logo displayed prominently inside the Skill Fest room

Skill Fest
Friday, Sept. 30, 5–8 p.m.
Investment: $4,500

Skill Fest follows a reverse career fair concept for both young and seasoned technical professionals searching for their next role. Partners will have the opportunity to interact face to face with the best and the brightest engineering talent. Attendees must submit their resumes before the event, so you’ll have the opportunity to connect with the best and the brightest candidates before arriving at the conference.

- Signage with organization logo at the event
- Logo displayed prominently inside the room
- Recognition on the NSBE Professional Development Conference website
- Recognition in the NSBE PDC mobile app (if confirmed by Sept. 1, 2016)
- Recognition on NSBE’s Facebook page
- 3 Complimentary registrations
This interactive event is composed of informative sessions and roundtable discussions focusing on topics selected by the NSBE Special Interest Groups (SIGs). The NSBE SIGs are your strategic investment in STEM related policy development and technical innovation.

We invite partners to collaboratively engage with subject matter experts to facilitate and lead conversations in and around industry trends, best practices, and issues. Topics areas include, but are not limited to, energy, environmental engineering, information technology, process improvement, space and aerospace, women in science and engineering.

Special Interest Group (SIG) Showcase

Friday, Sept. 30, 5–8 p.m.
Investment: $5,000
Limit: 4

- Opportunity to provide welcome remarks during the event (2 minutes)
- Opportunity to provide a facilitator/speaker for the event
- Opportunity to provide marketing materials, wearables and giveaways at the event
- Logo prominently displayed on signage during the conference
- Logo displayed prominently inside the room
- Recognition on the NSBE Professional Development Conference website
- Recognition in the NSBE PDC mobile app (if confirmed by Sept. 1, 2016)
- Recognition on NSBE's Facebook page
- 3 Complimentary registrations
COMMUNITY ENGAGEMENT OPPORTUNITIES

**Voter Registration Drive (Volunteer Opportunity)**

*Saturday, Oct. 1, 8 a.m.–4 p.m.*
*Investment: $1,800*
*Limit: 2*

With Fall elections quickly approaching, we want to ensure that every voice is heard and that all citizens exercise their right to vote. This is a great opportunity to show your community support and encourage those who are eligible to be informed and practice their right to be heard. Partner with us, impact the community, and help get out the vote.

- Opportunity to speak at NSBE Townhall (5 minutes)
- 200+ attendees
- Sponsor Townhall breakfast
- Recognition on the NSBE PDC website
- Recognition in the NSBE PDC mobile app

**NSBE Professionals Community Impact Project**

*A Celebration of NSBE TORCH Month*

*Saturday, Oct. 1, 1:30pm - 4:00pm*
*Investment: $6,000*
*Limit: 1*

Opportunity for registrants to participate in an community service initiative with the aim of using their technical backgrounds to positively impact the community through, Technical Outreach Community Help (TORCH) Scheduled will be a hands on activity with an estimated 100+ Pre-College students.

- Recognition on the NSBE PDC website
- Recognition in the NSBE PDC mobile app
- Recognition on NSBE’s Facebook page
- 3 Complimentary Registrations
The mobile app gives your organization the unique opportunity to get your branding and corporate message in front of all PDC attendees. The comprehensive mobile app puts all event information at the attendees’ fingertips – anytime, anywhere – with real-time updates and breaking news blasts sent during the convention. Because the app is free and easy to download, you’re able to connect with a large audience, whether they are on an iPhone, iPad, iPod Touch, Android phone, Android tablet or other mobile device.

**Mobile App**

*Investment: $2,000 Power/$1,000 Banner*

*Limit: 1 Power/3 Banner*

- Logo prominently displayed on the app’s splash page
  (Power Sponsor only)
- Rotating banner ad on the app for greater exposure
- Recognition on the NSBE Professional Development Conference website
- Recognition in the NSBE PDC mobile app
  (if confirmed by Sept. 1, 2016)
- Recognition on NSBE’s Facebook page

Let the attendees do the advertising for you! Your organization’s name will be prominently displayed and worn by every attendee throughout the convention. Lanyards are printed with your logo and booth number and distributed to all attendees when they pick up their name badge at registration. Sponsor the lanyards, and your organization’s name will never be out of sight.

**Lanyards/Badge Holders**

*Investment: $3,500*

*Limit: 1*

- Logo prominently displayed on conference lanyards along with NSBE logo
- Recognition on the NSBE Professional Development Conference website
- Recognition in the NSBE PDC mobile app
  (if confirmed by Sept. 1, 2016)
- Recognition on NSBE’s Facebook page
Conference Partnership Policies

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 Professional Development Conference or any particular conference activity.

Food & Beverage Selection and Logistics
For your convenience, menu selection, quantities ordered and all food and beverage arrangements for luncheons and breakfasts will be handled by NSBE.
Join us at the Westin Charlotte to connect with top Black engineering talent from around the country. Sign up today to secure your spot at the NSBE PDC. We look forward to seeing you!

SEE YOU IN CHARLOTTE!
THANK YOU!

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