We are pleased to invite you to Kansas City, Mo. and the NSBE 43rd Annual Convention.

This is where it happens. 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.

On March 29–April 2, 2017, nearly 10,000 current and future engineers and technologists will convene at the Kansas City Convention 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.

In addition to events and activities geared toward undergraduates in engineering and other STEM fields, the NSBE Annual Convention includes three “mini-conferences” designed for our other membership demographics: pre-collegiate students, graduate students and technical professionals.
About NSBE’s Convention

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. Kansas City 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 academics in science, technology, engineering and math.

The Graduate School Conference (GSC) offers a unique, diverse and inclusive experience geared toward not only graduate students but also undergraduates and graduate school faculty members and administrators. The GSC aims to provide an open platform for great minds to share their ideas, receive invaluable feedback about 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 goal of the Technical Professionals Conference (TPC) is to provide an unforgettable educational and social experience. Highlights include training certifications, Special Interest Group (SIG) discussions and executive mentoring sessions. This event also strongly promotes entrepreneurship and technical training. The diverse array of workshops and events encourages the creation of new professional and personal relationships.

The NSBE 43rd Annual Convention — #NSBE43 — 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.

The theme of the convention is “Engineering Your Foundation.” Begin today. Make plans now to join us in Kansas City!
About NSBE
Founded in 1975, the National Society of Black Engineers (NSBE) is one of the largest student-governed organizations based in the United States. With nearly 16,000 members and 280 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 www.NSBE.org.

Regions

REGION I
CT, MA, ME, 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 IV
IL, IN, MI, MN, OH, WI, Central Canada, Central Africa, East Africa

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

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

Total Members

<table>
<thead>
<tr>
<th>Region</th>
<th>Total Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>NSBE JR.</td>
<td>3,101</td>
</tr>
<tr>
<td>COLLEGIATE</td>
<td>10,302</td>
</tr>
<tr>
<td>PROFESSIONALS</td>
<td>2,185</td>
</tr>
<tr>
<td>LIFETIME</td>
<td>309</td>
</tr>
</tbody>
</table>

Total Membership: 15,897
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.
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 Aug. 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.

National Partnership

NSBE partners are invited to strategic planning meetings that work to advance dialogue and collaboration with the Society and move NSBE forward.
Our Board of Corporate Affiliates (BCA) partnership comprises 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 the Fellows Program, student scholarships and Pre-College Initiative (PCI) programs
- Support of regional events and the Annual Convention
- Donation of in-kind services and funding of overall operations

Employers who have strategic recruiting goals and are committed to increasing their access to quality talent have found NSBE to be a prime resource for technical and diversity recruiting. The Board of Corporate Affiliates offers the best value, greatest branding and unrivaled name recognition with your target audience, and provides a holistic approach to achieving your diversity recruiting goals.

**Annual Convention Benefits:**

- Priority booth space selection for the Annual Convention Career Fair (early booth selection opportunity available prior to all non-BCA exhibitors)
- 1 Complimentary 10’ x 20’ booth at the Career Fair, with priority placement
- Discounted rate for additional 10’ x 10’ booths ($2,500 per booth compared with standard price of $4,000 per booth)
- 1 Complimentary Interview Booth
- 20 Complimentary 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 the deadline). Topic must be educational in nature and must be approved by the planning committee
- Complimentary access to the Pre-Screening Portal for NSBE’s Annual Convention (three logins per BCA company). Recruit more effectively by viewing resumes and scheduling interview with convention attendees prior to arriving on site
- Logo prominently displayed on Career Fair entrance unit
- Recognition in the convention issue of *NSBE Magazine* (if confirmed by Jan. 13, 2017)
- Recognition as a BCA Partner on the Annual Convention website (includes logo and hyperlink)
- Recognition in the mobile app
- Opportunity to provide one complimentary bag insert (one item per partner) in the attendee bags
- Recognition in the printed Convention Career Guide
- Invitation to NSBE’s Senior Executive Leadership Forum
- VIP seating at the NSBE Golden Torch Awards
- Early access to convention housing, including a dedicated customer service phone line and department to handle calls
- Recognition as a BCA Partner on the Annual Convention website (includes logo and hyperlink)
- Recognition in all relevant marketing materials
- Recognition in the Annual Convention mobile app (if confirmed by Feb. 28, 2017)
- Invitation to NSBE’s Senior Executive Leadership Forum
- VIP seating at the NSBE Golden Torch Awards
- Early access to convention housing, including a dedicated customer service phone line and department to handle calls

In addition to the Annual Convention benefits, BCA Partners have the opportunity to participate in NSBE’s Fall Regional Conferences on a complimentary basis. They also receive 500 complimentary Career Center Job Postings, UNLIMITED 12-month access to the NSBE Resume Database and get year-round recognition in *NSBE Magazine*. For more information, or to view the complete list of benefits, please visit our website or call us at (703) 549-2207.
Affiliate Partner

Affiliate Partners, our second-highest-level supporters, are an esteemed group of strategic partners who work to help the Society achieve its mission and objectives. They support NSBE by funding the Fellows Program, student scholarships and the Annual Convention.

Annual Convention Benefits:

» Priority booth space selection for the Annual Convention Career Fair (early booth selection opportunity available after BCA booth selection, but prior to other exhibitors)
» 1 Complimentary 10’ × 20’ booth at the Career Fair, with priority placement
» 15 Complimentary full-access convention registrations
» Discounted pricing on Hospitality Suites
» Logo prominently displayed on Career Fair entrance unit
» Recognition in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Recognition as an Affiliate Partner on the Annual Convention website (includes logo and hyperlink)
» Recognition in the Annual Convention mobile app (if confirmed by Feb. 28, 2017)
» 50% discount on the purchase of a bag insert for the convention bags. (one item per partner)
» Recognition in the printed Convention Career Guide
» Invitation to NSBE’s Senior Executive Leadership Forum

In addition to the Annual Convention benefits, Affiliate Partners receive 15 complimentary Career Center Job Postings and have UNLIMITED 12-month access to the NSBE Resume Database. For more information, or to view the complete list of benefits, please visit our website, www.nsbe.org, or call us at (703) 549-2207.
The NSBE Annual Convention Career Fair connects more than 280 companies, government agencies, non-profit organizations and universities with thousands of highly qualified, motivated Black engineers.

Your competitors will be there… Will you? Exhibiting at the Career Fair is an efficient way to recruit top talent all in one place, at one time.

With more than 10,000 enthusiastic and motivated STEM students and professionals in attendance, the NSBE Annual Convention gives your organization the unique opportunity to recruit talent from diverse backgrounds, experience levels and engineering disciplines.

This Career Fair provides the perfect opportunity for employers from a wide range of industries to meet with the best and the brightest engineering students and professionals interested in working for their organizations.

Take advantage of the opportunity to share information about your company, its open positions and what it’s like to work there.

This is also the ideal place for colleges and universities to recruit students for graduate and undergraduate engineering programs, as well as to provide information about academic fellowships and/or research opportunities.

Whether you’re looking for interns, recent graduates, students 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. See pages 6–9 for more information.

NSBE’s Annual Convention Career Fair

Career Fair Hours

Exhibitor Move-In
Tuesday, March 28, 1–5 p.m.
Wednesday, March 29, 8 a.m.–5 p.m.

Career Fair Show Hours
Thursday, March 30, 11 a.m.–5 p.m.
Friday, March 31, 11 a.m.–5 p.m.

The Career Fair is open exclusively to our APEX students (GPA of 3.0 or higher) and NSBE Senators each day from 11 a.m.–12 p.m.

The Career Fair is open to all collegiate and professional convention registrants from 12–5 p.m. each day.

Pre-collegiate students will be allowed in the hall from 4–5 p.m. on Thursday and from 3–5 p.m. on Friday.

Career Fair Exhibitor Move-Out
Friday, March 31, 5–10 p.m.
Saturday, April 1, 8 a.m.–12 p.m.

47% of 2016 Annual Convention participants attended specifically for the Career Fair.

Of those, 92% were collegiate members.
NSBE’s Career Center

With more than 20,000 registered job seekers and 16,000 searchable resumes, the NSBE Career Center is your one stop shop for recruiting Black STEM talent. The Career Center is NSBE’s online job board and offers several opportunities to reach job seekers, including job postings, banner ads and spider wrapping, just to name a few. Visit careers.nsbe.org for more information.

NSBE’s Career Center

With more than 20,000 registered job seekers and 16,000 searchable resumes, the NSBE Career Center is your one stop shop for recruiting Black STEM talent. The Career Center is NSBE’s online job board and offers several opportunities to reach job seekers, including job postings, banner ads and spider wrapping, just to name a few. Visit careers.nsbe.org for more information.

Exhibitor Benefits

<table>
<thead>
<tr>
<th>Corporation/Federal Agency</th>
<th>Small Business/Local Government</th>
<th>Non-Profit</th>
<th>College/University</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary convention registrations</td>
<td>4</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>1 Career Fair Booth (10’ x 10’) – includes pipe and drape in show colors, one table, two chairs and a booth ID sign. <strong>Carpet is required</strong> (except for college and university exhibitors) and must be rented separately at the exhibitor’s expense.</td>
<td>⊗</td>
<td>⊗</td>
<td>⊗</td>
</tr>
<tr>
<td>Recognition on the NSBE Annual Convention website (if confirmed by Feb. 10, 2017)</td>
<td>⊗</td>
<td>⊗</td>
<td>⊗</td>
</tr>
<tr>
<td>Recognition in the Annual Convention mobile app (if confirmed by Feb. 28, 2017)</td>
<td>⊗</td>
<td>⊗</td>
<td>⊗</td>
</tr>
<tr>
<td>Complimentary 3-month access to the NSBE Resume Database (starts on Jan. 15)</td>
<td>⊗</td>
<td>⊗</td>
<td>⊗</td>
</tr>
<tr>
<td>Discounted rates on Career Center Job Postings (eligible for national supporter pricing)</td>
<td>⊗</td>
<td>⊗</td>
<td>⊗</td>
</tr>
<tr>
<td>Recognition on the Career Fair Entrance Unit (if confirmed by Feb. 10, 2017)</td>
<td>⊗</td>
<td>⊗</td>
<td>⊗</td>
</tr>
</tbody>
</table>

EXHIBITOR REGISTRATION

Each exhibitor receives a specific allotment of complimentary convention registrations. Registrations include access to the Career Fair, general sessions and workshops (excluding invitation-only activities). Additional registrations are available for a fee of $275 for NSBE Board of Corporate Affiliates (BCA) Partners and $475 for non-BCA Partners. NSBE does not offer Career Fair-only passes.

Even if your organization has signed up to exhibit, the members of your team will still need to be registered. Instructions for submitting attendee names and registering your team will be sent to all confirmed Career Fair Exhibitors by Dec. 30, 2016.

OFFICIAL SERVICE CONTRACTOR

Freeman has been selected as the Official Service Contractor for the NSBE Annual Convention. To assist you with planning, we will provide all confirmed Career Fair Exhibitors with the link to our Exhibitor Service Kit. The kit contains all of the information you will need to successfully transport, set-up/tear-down and equip your booth, and prepare for the show.

The kit includes the necessary vendor forms for ordering electricity, Internet, audio/visual equipment, floral, signage, specialty furniture and other booth furnishings. The kit also contains shipping instructions and important deadlines.

It is imperative that the Exhibitor Service Kit be reviewed and understood in its entirety. We encourage you to place orders early, but no later than March 7, 2017, to take advantage of pricing discounts and to ensure that everything runs smoothly on site. Paying close attention to order details and deadlines will save valuable time and money.

CLICK HERE TO SIGN UP
Interview Booths
Investment:
$1,000 (if purchased by March 17, 2017)
Interview booths purchased after March 17 will be charged at $1,500 each.

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 needs. Interview booths give you the opportunity to meet candidates and conduct interviews on site.

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

Interview Booth Schedule:
Thursday, March 30, 8 a.m.–6 p.m.
Friday, March 31, 8 a.m.–6 p.m.

Hospitality Suites
Wednesday, March 29–Friday, March 31
Investment:
$3,000 (BCA & Affiliate Partners) + F & B
$3,500 (Exhibitors & Convention Supporters) + F & B

Host a Hospitality Suite to get exclusive access to collegiate and professional engineering talent. The Hospitality Suites are a perfect way to give a sneak peek into your organization’s culture and provide insight into what it’s like to work there. Hospitality Suites are extremely popular and give you the chance to meet hundreds of prospective candidates in a more relaxed, noncompetitive and informal setting. Space is limited: sign up early to secure your spot on the suite/reception schedule!

» Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
» Opportunity to place signage, customized branding and décor in the event space
» Recognition on the NSBE Annual Convention website (if confirmed by Feb. 10, 2017)
» Recognition in the Annual Convention mobile app (if confirmed by Feb. 28, 2017)
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)

Hospitality Suites are open to all registered collegiate, graduate and professional attendees and will be promoted in the convention app and on the website. If you wish to host an invitation-only reception, a professionals-only suite, please let us know.

The partnership fee 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.

Please note: organizations that host hospitality suites or invite NSBE attendees to receptions held in conjunction with the Annual Convention are responsible for paying the partnership fee, even if the event is held at an off-site venue.

Partners who plan to serve alcohol at their event must must notify NSBE in advance and must work with the hotel to secure a bartender. In addition, attendees will need to be carded and provided with wristbands prior to entering the suite. Bartenders will also be required to card prior to serving any alcoholic beverages. Alcohol may not be served to anyone under the age of 21.
**Career Readiness Guide**

**Investment:** $3,000  
**Limit:** 3

The Career Readiness Guide gives attendees quick access to all career-related programs and activities taking place during the convention, such as the Career Fair, Career Fair Prep Center and career-focused workshops and networking events, and it shares information on job search best practices. The Career Readiness Guide compiles all of these events and tips in one easy-to-read booklet. The guide is emailed to all registrants who have uploaded their resumes in the online Career Center prior to the convention. A limited number of printed copies will also be distributed on site.

» Logo on the cover of the Career Readiness Guide  
» Opportunity to contribute content for the Job Seeker Do’s and Don’ts section of the Career Readiness Guide  
» Opportunity to host a 30-minute career prep chat at the Career Fair Prep Center  
» Logo on the back cover of the Career Readiness Guide  
» Acknowledgment in the convention issue of *NSBE Magazine* (if confirmed by Jan. 13, 2017)

**Career Fair Prep Center**

**Investment:** $35,000 (Exclusive)/$6,000 (Per Room)  
**Limit:** 1 (Exclusive)/ 5 (1 Per Room)

NSBE’s Career Fair Prep Center is the first stop NSBE job seekers make before entering the Career Fair. Partnership is a great way to ensure a successful convention experience for your organization and job seekers. By supporting the Career Fair Prep Center, your organization will have the chance to reach candidates FIRST…before your competitors.

This high-traffic area includes several rooms that focus on essential career prep services: Resume Review, Resume Printing, Mock Interview, Professional Image Consulting, Application Station and Career Prep Chats.

» Branding on all Career Fair Prep Center flyers and marketing materials  
» Recognition of partnership on signage placed outside of the room  
» Opportunity to place partner-branded signage, tablecloths and other materials inside the room  
» Opportunity to host a 30-minute career prep chat at the Career Fair Prep Center  
» Access to job seekers BEFORE they visit the Career Fair  
» Opportunity to provide volunteers to critique resumes and provide other career consulting services  
» Acknowledgment in the convention issue of *NSBE Magazine* (if confirmed by Jan. 13, 2017)  
» Signage with company logo at the event
Annual Convention Partnership Opportunities

General Convention Branding & All-Attendee Events

**Opening Session**
Wednesday, March 29, 7–9 p.m.
Investment: $75,000
Limit: 1

The excitement starts here! Be the first to welcome attendees to our host city and to the 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 welcome remarks during the event (10–15 minutes)
- Opportunity to introduce the keynote speaker (if applicable)
- Opportunity to provide a 30-second video to be played during the event. Highlight your organization, show testimonials from employees who are members of NSBE, and give an peek into your organization’s successes and mission
- Recognition on NSBE’s Facebook page
- 1 Complimentary push notification made during the convention
- Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
- Logo displayed prominently inside the room

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

The main event of any convention is the keynote speaker and general session. General Sessions serve as a forum to conduct the business of the Society but also feature inspiring and motivational speeches from top-rated, nationally recognized speakers. Choose this high-visibility, well-attended event to gain access to NSBE Annual Convention attendees. Sponsoring a general session is a great way to showcase your organization for a large, attentive audience.

Expected Attendance: 5,000

- Opportunity to provide welcome remarks during the event (5 minutes)
- Opportunity to introduce the keynote speaker (if applicable)
- Opportunity to provide a 30-second video to be played during the event. Highlight your organization, show testimonials from employees who are members of NSBE, and give an peek into your organization’s successes and mission
- Recognition on NSBE’s Facebook page
- 1 Complimentary push notification made during the convention
- Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
- Logo displayed prominently inside the room

**Lifetime Members Reception**
Saturday, April 1, 5–6:30 p.m.
Investment: $4,500 Power / $3,500 Supporter + F & B
Limit: 1 Power / 3 Supporter

Lifetime membership is a symbol of dedication to the Society and demonstrates a commitment to NSBE’s mission. This prestigious event acknowledges NSBE’s newest Lifetime Members. Scheduled just before the NSBE Golden Torch Awards (GTA) Ceremony, this event gives you the unique opportunity to mix and mingle with very experienced talent, NSBE’s leaders and national officers, as well as GTA winners and their guests. Partnership with this event gives your organization face-to-face interaction with some of the best and the brightest in STEM.

Expected Attendance: 125

- Distinguished opportunity to participate in the NSBE Golden Torch Awards and present the Lifetime Member of the Year Award (Power Sponsor Only)
- Opportunity to provide welcome remarks during the event (3–5 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- 10 Complimentary tickets to the event (Power Sponsor Only)
- 5 Complimentary tickets to the event (Supporter Sponsor Only)
- Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
- Signage with company logo at the event
- Logo displayed prominently inside the room

Karl W. Reid, Ed.D and NSBE Lifetime Member #266, Tarrence L. Mack

Photo by: Grant W. Martin Photography
Annual Convention Partnership Opportunities
General Convention Branding & All-Attendee Events

NSBE Golden Torch Awards (GTA) Ceremony
Saturday, April 1, 7–10 p.m.
Investment: $25,000–$200,000
Limit: 10

The NSBE Golden Torch Awards (GTA) 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 the 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 Golden Torch Awards is one of the highest attended event of the convention and gives your organization the opportunity to shine.

Expected Attendance: 5,000

Benefits include the opportunity to provide welcome remarks during the event, additional complimentary convention registrations, photos with award winners, the opportunity to present awards, special advertising and branding, and much, much more… Please contact us to create a customized partnership benefits package that’s just right for you!

GTA Wall of Fame
Investment: $5,000
Limit: 5

The NSBE Golden Torch Awards Wall of Fame is a special branding opportunity that provides increased visibility during the event. The Wall of Fame will be placed inside of the NSBE Golden Torch Awards venue. This step and repeat will feature NSBE scholarship recipient names as well as your company logo and name. This wall will be featured all over social media to give you even more promotional and marketing exposure to our membership.

» Logo displayed prominently on the Wall of Fame
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)

GTA Performance
Saturday, April 1
Investment: $20,000

The GTA Performance helps make the NSBE Golden Torch Awards even more memorable by treating attendees to a lively and entertaining performance by a nationally recognized artist. In previous years, the GTA has showcased artists such as B.O.B., Elle Varner and other talented performers and musicians. By sponsoring the live entertainment during the NSBE Golden Torch Awards, your organization will help make this an event to remember.

Expected Attendance: 5,000

» Opportunity to introduce the entertainment/performers during the event
» Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
» Recognition on NSBE's Facebook page
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Signage with company logo at the event
» Logo displayed prominently inside the room
Morning Fitness or Zumba
Thursday, March 30, Time: TBD
Investment: $3,000
Limit: 2

As NSBE makes it a point to “excel academically and succeed professionally,” we must also remember that taking care of our bodies is just as important as taking care of our minds. The morning workouts will be available to all convention attendees. The fitness workout will feature light calisthenics, ensuring an inclusive environment is created where participants are encouraged to exercise at their own pace. Zumba will provide a fun and energized workout environment for all attendees.

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
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Signage with company logo at the event

Tote Bags
Investment: $30,000
Limit: 2

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 are a popular keepsake and get long-lasting use and exposure beyond the convention.

» Logo prominently displayed on the bags along with the NSBE logo
» Opportunity to insert one promotional item into the convention tote bags
» Recognition on NSBE’s Facebook page
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)

Registration Area
Investment: $25,000
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 counter kick panels
» Logo on signage at the self-registration kiosks
» Opportunity to have a welcome booth in the registration area. Enjoy increased visibility and the opportunity to greet attendees before they visit the Career Fair
» Recognition on NSBE’s Facebook page
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
Kansas City Tour
Saturday, April 1, 11 a.m.–5 p.m.
Investment: $6,000
Limit: 3

Kansas City boasts a rich cultural atmosphere with many historical landmarks. During the tour, attendees will be provided the opportunity to share in the exploration of the city’s neighborhoods, art and shopping districts, and much more!
Expected Attendance: 300

- Greet and welcome tour participants
- Opportunity to provide goodie bags and/or giveaways to tour participants
- Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)

Jazz in the Plaza
Saturday, April 1, 1–4 p.m.
Investment: $7,500 + F & B
Limit: 3

This is a social event that will allow participants to network with one another while experiencing the famous jazz and BBQ for which Kansas City is known. Set in Barney Allis Plaza, which is adjacent to the Kansas City Convention Center, this unique and lively event will feature food trucks and an entertaining jazz music experience for all. As a partner, your organization will receive branding throughout the event and have the opportunity to speak at the BBQ.
Expected Attendance: 2,000

- Opportunity to provide welcome remarks during the event (3–5 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
- Signage with company logo at the event

Gospel Music Extravaganza
Thursday, March 30, Time: TBD
Investment: $3,000
Limit: 3

This newly launched charity benefit concert will raise awareness and funds to support NSBE Professionals STEM education programs and initiatives. Treat attendees to a talented musical lineup featuring special surprise performances by headlining entertainers.

Expected Attendance: 1,000

- Opportunity to provide welcome remarks during the event (3–5 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
- Signage with company logo at the event
- Logo displayed prominently inside the room
Shuttle Bus Transportation
Investment: $30,000–$75,000
Limit: 10

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 organization’s logo and message prominently displayed on the sides of shuttle buses that transport attendees to and from the convention center. Seatback headrests, video messages and bus shelters, etc. can also be branded at an additional cost, to maximize your marketing reach. The partnership covers branding for up to multiple buses. Contact us for a customized partnership package.

» Logo and branding prominently displayed on the buses
» Recognition on NSBE’s Facebook page
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)

Mobil App
Investment: $5,000 Power / $3,000 Banner
Limit: 1 Power / 3 Banner

The 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 for the convention! 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 are able to connect with a large audience of users, whether they are on an iPhone, iPad, iPod Touch, Android, Android tablet or other mobile devices.

» Logo prominently displayed on the app’s splash page (Power Sponsor only)
» Rotating banner ad on the app for greater exposure
» 1 Complimentary push notification made during the convention
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)

Media Amplification – Be Part of the KC Takeover!
Investment: TBD (Custom)

We are developing great new branding opportunities throughout the city and offering several special event venues for special events, receptions and workshops that are in walking distance from the convention center. Take advantage of customized marketing initiatives that are designed to strengthen the impact of your partnership support. Custom options include:

» Entertainment events with celebrity headliners
» Special local and national media attention
» Film production and wrap-up video for company outreach and recruiting
» Targeted social media campaign (pre-, during and post-convention)
» National television broadcast partnership

Please contact us at corp_relations@nsbe.org for pricing and benefits options.

Pop-Up Shoppes
Thursday, March 30 and Friday, March 31, 9 a.m.–5 p.m.
Investment: $10,000
Limit: 1

These Pop-Up Shoppes are located in small areas in and around the convention center and offer high-visibility and high-traffic from convention participants. Treat NSBE attendees to special amenity services, including, but not limited to, shoe shines, seated back massages and manicures. Help participants stay relaxed and refreshed, and keep them looking their best on site.

» Opportunity to provide branded gear to service professionals to wear at the Pop-Up Shoppe
» Opportunity to provide marketing materials and giveaways at the event
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Signage with company logo at the event
Cyber Café
Investment: $15,000
Limit: 2

Get your name in front of thousands of engineering students as they check 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 more impact.

- Premier placement of company logo on Cyber Café signage
- Laptops will open to a branded splash page with company logo
- Customized screen savers with company logo
- Opportunity to place mouse pads, pens and other promotional items at the computer stations
- Recognition on NSBE's Facebook page
- Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)

Hotel Room Key Cards
Investment: $25,000
Limit: 2

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.

- Company logo or full-color advertisement prominently displayed on the front of key cards
- Recognition on NSBE’s Facebook page
- Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)

Charging Station
Investment: $15,000
Limit: 2

Looking for a great way to “connect” your organization with convention attendees? Help students stay plugged in by sponsoring the charging station. This popular station provides attendees with a convenient way to charge their mobile devices without leaving the convention facility. Each kiosk has multiple charging ports for the most popular cellphones and other portable devices, including iPhones, Android cellphones and tablets, and iPads, too! The sponsorship allows you to brand the charging station, giving you great visibility with attendees.

- Prominent, full-color branding on charging stations
- Recognition on NSBE’s Facebook page
- Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)

Photo Booth
Investment: $30,000
Limit: 2

Are you looking for an opportunity to have your organization’s brand displayed on the smartphones and Facebook and social media pages of thousands of NSBE attendees? Are you prepared to draw big crowds and have steady lines of people eager to check out your booth? If your answer is yes, then we have the partnership opportunity for you! 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 Facebook or send the image to their smartphones.

- Company logo displayed prominently on photos
- Opportunity to have customized background options for the photos
- Prominent branding on photo booth signage
- Recognition on NSBE’s Facebook page
- Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
Annual Convention Partnership Opportunities
General Convention Branding & All-Attendee Events

Business Card Brigade
Wednesday, March 29 through Friday, March 31, 8 a.m.–3 p.m.
Investment: $5,000
Limit: 5

This event will provide collegiate members with business cards to use throughout the convention and after they return home.
Expected Attendance: 1,000

» Opportunity to greet and welcome participants as they pick up their business cards
» Opportunity to provide marketing materials and giveaways at the business card distribution location
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Signage with company logo at the event

Bag Inserts
Investment: $1,500
Limit: 5

Even if you cannot attend the convention, put your message into the bag. One promotional item of your choice will be inserted into the registration tote bags. Provide copies of your pre-printed material or giveaway to NSBE, and we’ll take care of the rest. Companies are responsible for shipping 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 and be no larger than 12-by-9 inches, and must be approved by NSBE.

» Opportunity to insert one promotional item into the convention bags
Convention Travel Scholarships
Investment: $3,000 and up

Show your commitment to STEM education for all students, and help NSBE members get the technical training they need, by supporting the travel scholarship program. Travel scholarships help send more students and potential hiring candidates to the convention.

This program gives your organization the opportunity to positively impact a student’s educational journey, while demonstrating the importance of diversity in the workplace and promoting academic excellence at the college level and beyond. Invest in the engineers of tomorrow by supporting our engineering students today. The deadline to donate a travel scholarship is Jan. 22, 2017.

We also offer academic scholarships that support students during the school year. If you would like more information about this opportunity, please contact us at (703) 549-2207.

» Recognition during the NSBE Golden Torch Awards Ceremony
» Logo on the GTA Walk of Fame
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)

Power Luncheons
Thursday, March 30–Saturday, April 1, 12–1:30 p.m.
Investment: $18,000 (or $5,500 + F & B)
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 science, technology, engineering and mathematics. Your featured speakers will share their insights into a specific STEM industry topic, aimed at educating, enlightening and empowering participants. Presenters should be engaging and 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
» Recognition on NSBE’s Facebook page
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Signage with company logo at the event
» Logo displayed prominently inside the room

Academic Pyramid of Excellence (APEX) Reception
Friday, March 31, Time TBD
Investment: $15,000 (or $6,500 + F & B)
Limit: 3

Our APEX students are those individuals who have a cumulative GPA of 3.0 or higher. Partnership with 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 and giveaways at the event
» Recognition on NSBE’s Facebook page
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Signage with company logo at the event
» Logo displayed prominently inside the room

Cyber Security Competition
Thursday, March 30, 4–5:30 p.m.
Friday, March 31, 11 a.m.–4 p.m.
Investment: $15,500 Power / $9,000 Supporter
Limit: 1 Power / 3 Supporter

The Cyber Security Competition is an ideal place to find the best, brightest and most clever computer science and computer engineering talent that NSBE has to offer. This competition helps students learn about what it takes to secure real-world systems, and it showcases their technical expertise. Competitors are given information and instructions about a fictitious crime or scenario and must use their knowledge and skills to solve the problem and protect a network against cyber threats. Expected Attendance: 75

» Primary responsibility for planning the content, format and logistics of the competition (Power Sponsor Only)
» Opportunity to provide welcome remarks during the event (3–5 minutes)
» Opportunity to provide judges for the competition
» Opportunity to provide prizes for competition winners
» 1 Complimentary exhibit table at the event. Take advantage of the opportunity to provide literature, giveaways and other branded items
» Recognition on NSBE’s Facebook page
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Signage with company logo at the event
Annual Convention Partnership Opportunities
Collegiate Activities & Events

**Technical Talk Series**
Friday, March 31, 1–5 p.m.
Investment: $4,500 (Per Talk)

Technical Talks serve as a meeting of the minds and provide an opportunity for our collegiate and academic partners to share their research and exchange knowledge. These TED-style talks are a forum for graduate students to engage in technical discussions while presenting research and demonstrating their expertise in various STEM-related topics.

- Opportunity to provide welcome remarks during the event (3–5 minutes)
- Opportunity to provide marketing materials and giveaways at the event
- Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
- Signage with company logo at the event
- Logo displayed prominently inside the room

**Expected Attendance:** 100

**Academic Technical Bowl**
Date and Time TBD
Investment: $3,000
Limit: 3

The Academic Technical Bowl is a hands-on, academic competition involving five major areas of engineering: civil, mechanical, chemical, industrial and electrical. Teams from different universities will compete against one another for the top three spots and yearlong bragging rights. This competition will foster the design and analysis-based STEM mindset needed to progress in the 21st century through collaboration and technical competency.

- Opportunity to provide welcome remarks during the event (3–5 minutes)
- Opportunity to provide marketing materials and giveaways at the event
- Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
- Signage with company logo at the event
- Logo displayed prominently inside the room

**Mr. & Miss NSBE43 Pageant**
Thursday, March 30, Time: TBD
Investment: $8,000
Limit: 8

It is with great anticipation that we await the crowning of the next Mr. and Miss NSBE Pageant winners! This event celebrates members who have shown their ability to live out the mission of the Society, succeed in their academic programs and/or career field, and represent themselves and their NSBE regions with great poise. All pageant participants will be afforded the opportunity to build confidence and refine skills such as public speaking, showcase their talents and share their perspectives on important issues. Winners will receive donations to a charity of their choice to “positively impact the community.”

- Opportunity to provide welcome remarks during the event (3–5 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- Recognition on NSBE’s Facebook page
- Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
- Signage with company logo at the event
- Logo displayed prominently inside the room

- Expected Attendance: 1,000

**Mr. & Miss NSBE43 Reception**
Thursday, March 30, Time: TBD
Investment: $2,000
Limit: 2

- Opportunity to provide welcome remarks during the event (3–5 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- Recognition on NSBE’s Facebook page
- Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
- Signage with company logo at the event
- Logo displayed prominently inside the room
Hackathon
Friday, March 31, 10 p.m.–12 a.m.
Saturday, April 1, 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 collegiate students, programmers and non-programmers alike. 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 winners
» 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
» Recognition on NSBE's Facebook page
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)

The Hackathon is contingent upon sponsorship. NSBE reserves the right to cancel this event if there are fewer than three confirmed corporate Partners and the required funding is not confirmed by Jan. 20, 2015.

Pittsburgh 2018 Annual Convention Kickoff
Friday, March 31, Time: TBD
Investment: $5,000 + F & B
Limit: 3

This event is the first opportunity to preview NSBE’s 2018 Annual Convention in Pittsburgh, Pa. Partnership of this event gives your organization increased branding and the opportunity to foster relationships with key members who are responsible for planning the next Annual Convention.

Expected Attendance: 1,000

» 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 by Jan. 13, 2017)
» Signage with company logo at the event
» Logo displayed prominently inside the room

NSBE Fire Pit
Date and Time: TBD
Investment: $3,000 + Scholastic/Investment Prize(s)
Limit: 4

The Fire Pit Competition provides a platform for collegiate students and technical professional members to engage and network with seasoned business professionals, investors and entrepreneurs. The Fire Pit allows participants to foster their interest in entrepreneurship and hone their oral presentation skills. The competition is composed of three parts: The Elevator Pitch, the Whiteboard Challenge and the Written Business Plan & Presentation. The quality of the idea, the strength of the management team and the clarity and persuasiveness of the written plan and oral presentation all influence the judges’ decisions.

» Opportunity to provide welcome remarks during the event (2–3 minutes)
» Opportunity to provide judges for the competition
» Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Signage with company logo at the event
» Logo displayed prominently inside the room

Chapter Officers Luncheon
Thursday, March 31, 12–1:30 p.m.
Investment: $18,000 (or $7,500 + F & B)
Limit: 1

Our Chapter Officers Luncheon 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 regions.

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
» Recognition on NSBE’s Facebook page
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Signage with company logo at the event
» Logo displayed prominently inside the room

Annual Convention Partnership Opportunities
Collegiate Activities & Events
## Annual Convention Partnership Opportunities

### Graduate School Conference (GSC) Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Time</th>
<th>Investment</th>
<th>Limit</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Graduate School Conference Kickoff Luncheon</strong></td>
<td>Thursday, March 30</td>
<td>12–1:30 p.m.</td>
<td>$18,000 (or $5,500 + F &amp; B)</td>
<td>1</td>
</tr>
<tr>
<td><strong>GEM GRAD Lab &amp; Luncheon</strong></td>
<td>Wednesday, March 29</td>
<td>12–5 p.m.</td>
<td>$15,000</td>
<td>2</td>
</tr>
</tbody>
</table>

**Graduate School Conference Kickoff Luncheon**

Thursday, March 30, 12–1:30 p.m.

Investment: $18,000 (or $5,500 + F & B)

Limit: 1

Be the first to welcome students to Boston and the Graduate School Conference (GSC). This event is for graduate students and college juniors and seniors interested in pursuing graduate education. The GSC Kickoff Luncheon is the first event of the GSC and sets the tone for an exciting week of educational and networking activities.

Estimated Attendance: 100

- Opportunity to provide a keynote speaker for 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 Jan. 13, 2017)
- Signage with company logo at the event

**GEM GRAD Lab & Luncheon**

Wednesday, March 29, 12–5 p.m.

Investment: $15,000

Limit: 2

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 apply for the GEM fellowship.

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 by Jan. 13, 2017)
- Signage with company logo at the event
- Logo displayed prominently inside the room
2017 Graduate School Grants
Investment: $3,000 and Up

Want to see more graduate students at the NSBE Annual Convention? Your support will decrease the financial burden on graduate students to attend the event and take advantage of the academic and industry research opportunity available as well as career options, as you have the chance to meet with the supported students.

» Recognition at the NSBE Golden Torch Awards
» Logo on the GTA Walk of Fame
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)

GSC Networking Reception
Thursday, March 30, 12–2 p.m.
Investment: $4,500

This will be formatted as an open-flow reception followed by Q&A with targeted questions from the moderator as well as an opportunity for the audience to ask a select number of questions. This forum will also allow students to benefit from the presenters’ personal accounts on how to prepare for graduate school; steps you should take to finish strong in your program of choice; how to get the opportunities you want after graduate school; and what the presenters wish they had known when they were graduate students.

Expected Attendance: 100

» Opportunity to provide welcome remarks during the event (3–5 minutes)
» Opportunity to provide marketing materials and giveaways at the event
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Signage with company logo at the event
» Logo displayed prominently inside the room

Technical Research Exhibition (TRE) Poster Competition
Thursday, March 30, 3–5 p.m.
Investment: $4,500 + F & B
Limit: 3

The Technical Research Exhibition (TRE) is designed to showcase NSBE members’ skills in technical writing, theoretical research and oral presentation. The competition provides an opportunity for graduate students and technical professionals to present their research findings while encouraging undergraduate students to showcase their research and pursue graduate degrees. Get connected with this talented group of students by sponsoring the TRE Poster Competition.

Expected Attendance: 100

» Opportunity to provide welcome remarks during the event (3–5 minutes)
» 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
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Signage with company logo at the event
» Logo displayed prominently inside the room

GSC Technological Research Forum
Friday, March 31, 12–2 p.m.
Investment: $4,500
Limit: 3

The Graduate Student Technological Research Forum will serve as a platform for students to learn about up and coming technology and as will provide an opportunity for one student to share and receive invaluable feedback about her or his own ongoing research. This forum will be formatted as a Q&A with targeted questions from the moderator as well as an opportunity for the audience to ask a select number of questions.

Expected Attendance: 100

» Opportunity to provide welcome remarks during the event (3–5 minutes)
» Opportunity to provide marketing materials and giveaways at the event
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Signage with company logo at the event
» Logo displayed prominently inside the room

Technical Research Exhibition (TRE) Oral Presentation Competition
Thursday, March 30, 12–2 p.m.
Investment: $2,000
Limit: 3

The Technical Research Exhibition is designed to showcase NSBE members’ skills in technical writing, theoretical research and oral presentation. The competition provides an opportunity for undergraduate and graduate students to present their research. Hear from some of 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: 50

» Opportunity to provide welcome remarks during the event (3–5 minutes)
» 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
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Signage with company logo at the event
» Logo displayed prominently inside the room
### Annual Convention Partnership Opportunities

#### Technical Professionals Conference (TPC)

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Investment</th>
<th>Limit</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Project Management Professional (PMP) Exam Training</strong></td>
<td>Wednesday, March 29</td>
<td>$7,500 + F &amp; B</td>
<td>2</td>
</tr>
<tr>
<td><strong>Lean Bronze Belt Course Training</strong></td>
<td>Wednesday, March 29–Saturday, April 1</td>
<td>$20,000 (Session 2) / $12,500 (Session 2)</td>
<td>2</td>
</tr>
</tbody>
</table>

- **PMP Exam Training**
  - **Wednesday, March 29**
  - **Investment:** $7,500 + F & B
  - **Limit:** 2

  This one-day Project Management Professional (PMP) exam training session will share test-taking tips, study strategies and a review of critical materials that assist participants in passing the PMP exam. The course is recommended for participants who are beginning their preparation to take the PMP certification exam and need review of the key areas of the project management methodology.

  - 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 by Jan. 13, 2017)
  - Signage with company logo at the event
  - Logo displayed prominently inside the room

- **Lean Bronze Belt Course Training**
  - **Wednesday, March 29–Saturday, April 1**
  - **Investment:** $20,000 (Session 2) / $12,500 (Session 2)
  - **Limit:** 2

  The Lean Bronze Certification program is the benchmark for achievements and personal growth in Lean. With governance by the Society of Manufacturing Engineers (SME), the Association for Manufacturing Excellence (AME), the American Society of Quality (ASQ) and The Shingo Institute for Operational Excellence, this alliance has established the standard for continuous improvement and Lean Certifications.

  This certification is offered in two sessions with seven months of virtual content included in Session 1. Sessions can be sponsored separately or as a complete training, which includes virtual support and additional training and provides 80 credit hours per participant.

  - **Expected Attendance:** 30

  - Opportunity to provide welcome remarks during the event (3–5 minutes)
  - Opportunity to provide marketing materials, wearables and giveaways at the event
  - Recognition on NSBE’s Facebook page
  - Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
  - Signage with company logo at the event
  - Logo displayed prominently inside the room
Inside the Executive Suite Breakfast  
Friday, March 31, 9–10:30 a.m.  
Investment: $18,000  
Limit: 1

The Inside the Executive Suite Breakfast features a one-on-one interview with a high-profile corporate executive, government official, nonprofit leader or celebrity figure with relevance to STEM. This exclusive event gives an organization the opportunity to further brand itself and showcase its senior-level executives (C-level and above).

Expected Attendance: 200

- Opportunity to provide welcome remarks during the event (5–10 minutes)
- Opportunity to provide marketing materials, wearables and giveaways at the event
- Recognition on NSBE’s Facebook page
- Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
- Signage with company logo at the event
- Logo displayed prominently inside the room

Executive Roundtables  
Thursday, March 30 and Friday, March 31 (Times TBD)  
Investment: $3,000  
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 vice president and higher senior-level executives covering a select number of topics and critical issues. This year’s Executive Roundtable topics are as follows:

- Career Advancement
- Diversity & Inclusion
- Global & Community Impact
- Technology & Innovation
- Women in Leadership

Expected Attendance: 100

- Opportunity to have an executive-level company representative speak during the event (panel presentation)
- Opportunity to provide a customized PowerPoint slide to give more details about the organization
- Opportunity to provide marketing materials and giveaways at the event
- Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
- Signage with company logo at the event
- Logo displayed prominently inside the room

Special Interest Group (SIG) Mixer  
Date and Time: TBD  
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 they can be involved in the various groups. The premise of this reception-style event is to encourage conference attendees to join SIGs as well as 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 and giveaways at the event
- Acknowledgment in convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
- Signage with company logo at the event
- Logo displayed prominently inside the room

On the Mark and Set SIG Roundtable  
Date and Time: TBD  
Investment: $3,000  
Limit: 2

The NSBE Public Policy Special Interest Group (SIG) Partners will host a roundtable discussion about emerging opportunities with current and prospective Public Policy SIG partner organizations, associates and societies. This roundtable will highlight efforts to increase the number of women in STEM leadership positions, close the skills gap in technology and address disparities in STEM education.

Expected Attendance: 50

- Opportunity to have a company representative speak during the event (panel presentation)
- Opportunity to provide marketing materials and giveaways at the event
- Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
- Signage with company logo at the event
- Logo displayed prominently inside the room
Showdown in Space: Revisit the Question of Destination
Date and Time TBD
Investment: $5,000
Limit: 1

The NSBE Space Special Interest Group (SIG) will host a panel discussion on current and alternative acquisition strategies, mission architectures, destinations and concepts for human spaceflight. Mars is officially the ultimate destination for human spaceflight. The United States also plans to establish a spacecraft in Cislunar space and deliver a captured asteroid to this location. The international community plans to land limited human missions on the Moon. Are we pulling in three conflicting directions? Are the rationales for a given destination logical, or do they actually provide better support to another destination? Is there a better plan than the current program of record? Sponsor this panel discussion to facilitate the conversation.

Expected Attendance: 75

» Opportunity to have a company representative speak during the event (panel presentation)
» Opportunity to provide marketing materials and giveaways at the event
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Signage with company logo at the event
» Logo displayed prominently inside the room

Professionals Mentoring Luncheon
Friday, March 31, 12:30–2 p.m.
Investment: $20,000

The Professionals Mentoring Luncheon spotlights individuals who participate in the mentoring program, which is facilitated by the NSBE Professionals and allows collegiate and professional members to have a more in-depth mentoring relationship. This event will celebrate the relationships that have been established, and participants will gain insight from others who have embarked upon mentor-mentee relationships.

Expected Attendance: 100

» Opportunity to provide welcome remarks during the event (5–10 minutes) and have a vice president or higher-level executive serve as a panelist
» Opportunity to provide marketing materials and giveaways at the event
» Recognition on NSBE's Facebook page
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Signage with company logo at the event
» Logo displayed prominently inside the room

Executive Leadership Luncheon
Friday, March 31, 12:30–2 p.m.
Investment: $25,000

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

Expected Attendance: 200

» Opportunity to provide welcome remarks during the event (5–10 minutes) and have a vice president or higher-level executive serve as a panelist
» Opportunity to provide marketing materials and giveaways at the event
» Recognition on NSBE’s Facebook page
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Signage with company logo at the event
» Logo displayed prominently inside the room

NSBE Professionals Awards Luncheon
Saturday, April 1, 12–2:30 p.m.
Investment: $25,000

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

Expected Attendance: 300

» Opportunity to provide welcome remarks during the event (5–10 minutes)
» Opportunity to provide marketing materials and giveaways at the event
» Recognition on NSBE's Facebook page
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Signage with company logo at the event
» Logo displayed prominently inside the room
GSC/TPC Kickoff and Welcome Reception  
Wednesday, March 29, Time: TBD  
Investment: $10,000 + F & B  
Limit: 1  

Be the first to welcome engineering professionals and graduate students to the NSBE Annual Convention. This event is for professionals, graduate students and college seniors interested in pursuing graduate education. Expected Attendance: 300  

- Opportunity to provide welcome remarks during the event (5–10 minutes)  
- Opportunity to provide marketing materials, wearables and giveaways at the event  
- Recognition on NSBE’s Facebook page  
- Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)  
- Signage with company logo at the event  
- Logo displayed prominently inside the room  

Young Technical Professionals (YTP) Mixer  
Thursday, March 30  
Investment: $4,000 + F & B  
Limit: 2  

The Young Technical Professional (YTP) Mixer allows new hires and emerging young professionals with 0–5 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. Discussion focus will include how to stay at a company and understand the culture. Expected Attendance: 100  

- Opportunity to provide welcome remarks during the event (5–10 minutes)  
- Opportunity to provide marketing materials and giveaways at the event  
- Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)  
- Signage with company logo at the event  
- Logo displayed prominently inside the room  

Entrepreneurial Speed Networking Reception  
Thursday, March 30, Time: TBD  
Investment: $4,000 + F & B  
Limit: 1  

The Entrepreneurial Speed Networking Reception is a signature event that brings together 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 and giveaways at the event  
- Acknowledgment in convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)  
- Signage with company logo at the event  
- Logo displayed prominently inside the room  

Graduating Collegiate Seniors Reception  
Thursday, March 30, 6:30–8 p.m.  
Investment: $6,500 + F & B  
Limit: 1  

The Graduating Collegiate Seniors Reception honors graduating college seniors and introduces them to the resources and benefits of being a NSBE Professionals member. Partnership with this event shows your support for new graduates and their continued professional development. Expected Attendance: 200  

- Opportunity to provide welcome remarks during the event (10–15 minutes)  
- Opportunity to provide marketing materials and giveaways at the event  
- Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)  
- Signage with company logo at the event  
- Logo displayed prominently inside the room
TPC/GSC Roundtable & Reception
Friday, March 31, 2–3:30 p.m.
Investment: $5,000 + F & B
Limit: 1

The TPC/GSC Roundtable & Reception is an invitation-only, moderated roundtable discussion and networking reception for attendees of the Technical Professionals Conference (TPC) and Graduate School Conference (GSC). Targeted invitations are sent to information technology and software/hardware computer professionals, as well as to graduate-level engineering students.
Expected Attendance: 80

» Opportunity to provide welcome remarks during the event (5–10 minutes)
» Opportunity to provide marketing materials and giveaways at the event
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Signage with company logo at the event
» Logo displayed prominently inside the room

International Etiquette Dinner
Saturday, April 1, Time: TBD
Investment: $5,000 + F & B

This event is geared toward professionals who are debating overseas career opportunities. As a partner of this event, your organization will be involved with showing proper manners and etiquette in various countries when doing business over a meal. The event will also stress utensil use, table arrangement, where one sits and what is considered allowable or permissible “after hours” behavior or dinner conversation.
Expected Attendance: 80

» Opportunity to provide welcome remarks during the event (3–5 minutes)
» Opportunity to provide marketing materials and giveaways at the event
» VIP invitation to attend the entire Pre-College Initiative (PCI) Conference (access to all PCI events)
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Signage with company logo at the event
» Logo displayed prominently inside the room

All Black Soiree
Friday, March 31, Time: TBD
Investment: $5,000 + F & B
Limit: 1

The Red Carpet Special Event is an upscale, signature entertainment event that brings together NSBE leaders, professional members, industry professionals, entrepreneurs and special guests from the Kansas City, Mo. community for a unique evening of networking and direct engagement. This exclusive event also includes an awards presentation that recognizes Black-owned industry suppliers and Black professionals who have made a cultural, community or global impact in the expansion of STEM. The event includes food and live entertainment.
Expected Attendance: 200

» Opportunity to provide welcome remarks during the event (5 minutes)
» Opportunity to provide marketing materials and giveaways at the event
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Signage with company logo at the event

TPC Welcome BBQ Tasting Event
Wednesday, March 29, Time: TBD
Investment: $7,500 + F & B
Limited: 1

The Annual Kickoff event welcomes NSBE professionals and corporate sponsors to share the food, sights and sounds of Kansas City for the Annual Convention. This event includes networking with NSBE and Kansas City professionals, highlighting of major TPC events and celebration of NSBE professionals’ achievements.
Expected Attendance: 300

» Opportunity to provide welcome remarks during the event (3–5 minutes)
» Opportunity to provide marketing materials and giveaways at the event
» Recognition on NSBE’s Facebook page
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Signage with company logo at the event
» Logo displayed prominently inside the room
Power Networking Day Party
Saturday, April 1
Investment: $5,000 + F & B
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: 100

- Opportunity to provide welcome remarks during the event (3–5 minutes)
- Opportunity to provide marketing materials and giveaways at the event
- Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
- Signage with company logo at the event
- Logo displayed prominently inside the room

NSBE Connections 101 Social
Date and Time: TBD
Investment: $2,000 + F & B
Limit: 1

This event allows for graduate students, professional members, small business owners and corporate entities to make connections and discuss career advancement, business start-up and navigating through various types of businesses.

- Opportunity to provide welcome remarks during the event (3–5 minutes)
- Opportunity to provide marketing materials and giveaways at the event
- Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
- Signage with company logo at the event
- Logo displayed prominently inside the room

e.E.M.M.Y. (Educators & Engineers Making Moves for Youth) Awards Gala
Friday, March 31
Investment: $18,000 or ($7,500 + F & B)
Limit: 2

This event recognizes career and community achievements of individuals and organizations for their contributions and commitment to excellence in the STEM fields. The awards gala will include live jazz music from a local band as well as a performance by the Alvin Ailey Dancers of Kansas City.
Expected Attendance: 200

- Opportunity to provide welcome remarks during the event (3–5 minutes)
- Opportunity to provide marketing materials and giveaways at the event
- Recognition on NSBE’s Facebook page
- Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
- Signage with company logo at the event
- Logo displayed prominently inside the room
### Annual Convention Partnership Opportunities

**Pre-College Initiative (PCI) Events & Activities**

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

#### PCI STEM Supplies & Support

- **Investment:** $3,000

  This is a great opportunity to support our younger students and help us offer engaging, hands-on workshops, tours and competitions, by providing essential supplies to ensure the PCI events are a success.

  - VIP Invitation to attend the entire PCI Conference
  - Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)

#### Interactive LEGO® Display

**Wednesday, March 29, through Saturday, April 1**

- **Investment:** $12,000
- **Limit:** 1

  This special feature will allow attendees to start building a LEGO® display at the beginning of the week and complete it at the end of the convention. Show your commitment to fostering collaboration and creativity by supporting the Interactive LEGO® Display.

  - Expected Attendance: 1,000
  - Opportunity to provide welcome remarks during the event (3–5 minutes)
  - Opportunity to provide marketing materials and giveaways at the event
  - VIP invitation to attend the entire PCI Conference (access to all PCI events)
  - Recognition on NSBE’s Facebook page
  - Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
  - Signage with company logo at the event
  - Logo displayed prominently inside the room

#### Black Inventors and Inventions Display

**Wednesday, March 29, 12–6 p.m.**

**Thursday–Friday, March 30, 9 a.m.–5 p.m.**

**Saturday, April 1, 12 p.m.–4 p.m.**

- **Investment:** $10,000
- **Limit:** 1

  This exhibit features more than 100 Black inventors and their inventions. It showcases work by well-known inventors such as George Washington Carver as well as work by lesser-known inventors. This anchor exhibit of the PCI Conference will educate, inspire and show young minds that anything is possible.

  - Expected Attendance: 1,500+
  - Opportunity to provide welcome remarks during the event (3–5 minutes)
  - Opportunity to provide marketing materials and giveaways at the event
  - VIP invitation to attend the entire PCI Conference (access to all PCI events)
  - Recognition on NSBE’s Facebook page
  - Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
  - Signage with company logo at the event
  - Logo displayed prominently inside the room
Science City Explorers Tour  
Friday, March 31, 8–11:30 p.m.  
Investment: $10,000  
Limit: 4

Science City, located at Historical Union Station, is a museum of fun science exhibits that people of all ages will enjoy exploring. Sponsoring this event will treat middle school students to a special outing and give your organization the chance to expand their horizons in STEM.

» Opportunity to provide welcome remarks during the event (3–5 minutes)  
» Opportunity to provide marketing materials and giveaways at the event  
» VIP invitation to attend the entire PCI Conference (access to all PCI events)  
» Recognition on NSBE's Facebook page  
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)  
» Signage with company logo at the event  
» Logo displayed prominently inside the room

Junior FIRST® LEGO® League Showcase  
(Ages 6–9)  
Thursday, March 30, 9 a.m.–4 p.m.  
Friday, March 31, 9 a.m.–4 p.m.  
Investment: $10,000  
Limit: 1

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 of 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 welcome remarks during the event (3–5 minutes)  
» Opportunity to provide marketing materials and giveaways at the event  
» VIP invitation to attend the entire PCI Conference  
» Opportunity to have company representatives judge the competition  
» Opportunity to participate in the awards ceremony  
» Recognition on NSBE's Facebook page  
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)  
» Signage with company logo at the event  
» Logo displayed prominently inside the room

FIRST® LEGO® League Showcase  
(Ages 9–14)  
Thursday, March 30, 9 a.m.–4 p.m.  
Friday, March 31, 9 a.m.–4 p.m.  
Investment: $10,000  
Limit: 1

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 welcome remarks during the event (3–5 minutes)  
» Opportunity to provide marketing materials and giveaways at the event  
» VIP invitation to attend the entire PCI Conference  
» Opportunity to have company representatives judge the competition  
» Opportunity to participate in the awards ceremony  
» Recognition on NSBE's Facebook page  
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)  
» Signage with company logo at the event  
» Logo displayed prominently inside the room
Annual Convention Partnership Opportunities
Pre-College Initiative (PCI) Events & Activities

Ten80 Presentation
Thursday, March 30, 8 a.m.–5 p.m.
Investment: $10,000
Limit: 1

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 and giveaways at the event
» VIP invitation to attend the entire PCI Conference
» Opportunity to have company representatives judge Ten80 projects
» Opportunity to participate in the awards ceremony
» Recognition on NSBE’s Facebook page
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Signage with company logo at the event
» Logo displayed prominently inside the room

Try Math-A-Lon
Thursday, March 30, 2–5:30 p.m.
Investment: $10,000
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 students from minority groups underrepresented in engineering, 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 during the convention, in which quick thinking and problem-solving skills will be tested.

Expected Attendance: 300

» Opportunity to provide welcome remarks during the event (3–5 minutes)
» Opportunity to provide marketing materials and giveaways at the event
» VIP invitation to attend the entire PCI Conference
» Opportunity to have company representatives judge Ten80 projects
» Opportunity to participate in the awards ceremony
» Recognition on NSBE’s Facebook page
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Signage with company logo at the event
» Logo displayed prominently inside the room
PCI MEALS
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: 1,000 (Per Event)

PCI Breakfasts
Thursday, March 30–Saturday, April 1, 7:30–9 a.m.
Limit: 3 Per Breakfast
Investment: $15,000
» Opportunity to provide welcome remarks during the event
» Opportunity to provide marketing materials and giveaways at the event
» VIP invitation to attend the entire PCI Conference
» Recognition on NSBE’s Facebook page
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Signage with company logo at the event
» Logo displayed prominently inside the room

PCI Luncheons
Friday, March 31 and Saturday, April 1, 11:30 a.m.–1 p.m.
Investment: $25,000
Limit: 3 Per Luncheon
» Opportunity to provide welcome remarks during the event
» Opportunity to provide marketing materials and giveaways at the event
» VIP invitation to attend the entire PCI Conference
» Recognition on NSBE’s Facebook page
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Signage with company logo at the event
» Logo displayed prominently inside the room

Graduating High School Seniors Luncheon
Thursday, March 30, 12–1:30 p.m.
Investment: $25,000
Limit: 1
The Graduating High School Seniors Luncheon is a special time for us to honor our graduating seniors as they complete one milestone and begin another. Partnership of this event shows your support for new graduates as they embark on the next phase of their career. Expected Attendance: 300
» Opportunity to provide welcome remarks during the event
» Opportunity to provide marketing materials and giveaways at the event
» Recognition on NSBE’s Facebook page
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Signage with company logo at the event
» Logo displayed prominently inside the room

Your STEM Future: High School Sophomore and Junior Reception
Date and Time: TBD
Investment: $15,000 (Exclusive)/ $5,000 (Co-Sponsor)
Limit: 3
This is an excellent opportunity for your organization to meet with NSBE’s high school sophomores and juniors and help shape their educational paths to a successful career. This event is exclusive to NSBE Jr. APEX students (3.0+ GPA), so you’ll have the opportunity to connect with the best and brightest future engineers.
» Opportunity to provide welcome remarks and give an in-depth presentation (20–30 minutes) during the event
» Complimentary tabletop display during the event
» Opportunity to provide marketing materials and giveaways at the event
» VIP invitation to attend the entire PCI Conference
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Signage with company logo at the event
» Logo displayed prominently inside the room

NSBE Jr. Explorer Technical Innovation Competition – Presentations (High School & Middle School)
Thursday, March 30, 9:30 a.m.–5 p.m.
Investment: $1,500
Limit: 4 (2 Per Competition)
This event gives middle/high school students the opportunity to compete in and explore the many applications of science through projects and presentations. After they conduct research and submit a project summary earlier in the year, this is where it all unfolds. Expected Attendance: 30 each competition
» Opportunity to provide welcome remarks during the event (3–5 minutes)
» Opportunity to provide marketing materials and giveaways at the event
» VIP invitation to attend the entire PCI Conference
» Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
» Signage with company logo at the event
» Logo displayed prominently inside the room
**Annual Convention Partnership Opportunities**

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**Pre-College Initiative (PCI) Events & Activities**

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**NSBE Jr. Pre-Torch Awards Ceremony**
Saturday, April 1, 3:30–5:30 p.m.
Investment: $25,000 Power/ $15,000 Supporter
Limit: 1 (Power Sponsor)/ 3 (Supporter Sponsor)

The Pre-Torch Awards event recognizes the accomplishments of our PCI 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: 900

- Opportunity to provide welcome remarks during the event (10 minutes) (Power Sponsor Only)
- Opportunity to provide welcome remarks during the event (2–3 minutes) (Supporter Sponsor Only)
- Opportunity to provide marketing materials and giveaways at the event
- VIP invitation to attend the entire PCI Conference
- Opportunity to participate in the awards ceremony
- Recognition on NSBE’s Facebook page
- Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
- Signage with company logo at the event
- Logo displayed prominently inside the room

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**Kid Zone Activity**
Thursday, March 30, 9:30–11 a.m.
Friday, March 31, 9:30–11 a.m.
Investment: $4,500
Limit: 2

The purpose of the Kid Zone activity is to increase the interest of students in grades K–5 in science, technology and engineering careers, to enable 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 and giveaways at the event
- VIP Invitation to attend the PCI Conference
- Recognition on NSBE’s Facebook page
- Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
- Signage with company logo at the event
- Logo displayed prominently inside the room

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**KidWind Design Competition**
Thursday, March 30, 8 a.m.–5 p.m.
Investment: $10,000
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 that teach basic science and engineering principles. Sponsoring this event shows your commitment to enriching the lives of our youth and building a more sustainable future.

- Expected Attendance: 150

- Opportunity to provide welcome remarks during the event (3–5 minutes)
- Opportunity to provide marketing materials and giveaways at the event
- VIP invitation to attend the entire PCI Conference
- Opportunity to have company representatives judge the competition
- Opportunity to participate in the awards ceremony
- Recognition on NSBE’s Facebook page
- Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
- Signage with company logo at the event
- Logo displayed prominently inside the room

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**MATHCOUNTS**
Friday, March 31, 9–11:30 a.m.
Investment: $7,500
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 and challenge participants and make each of them 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 and giveaways at the event
- Logo prominently displayed on banner during the event
- VIP invitation to attend the entire PCI Conference
- Opportunity to have company representatives judge the competition
- Opportunity to participate in the awards ceremony
- Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)
- Signage with company logo at the event
- Logo displayed prominently inside the room
VEX Robotics Competition
Thursday, March 30, 9 a.m.–4 p.m.
Friday, March 31, 9 a.m.–4 p.m.
Investment: $10,000
Limit: 1

The VEX Robotics Competition (VRC) is an exciting engineering challenge presented in the form of a game. Students, 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 and giveaways at the event
- VIP invitation to attend the entire PCI Conference
- Opportunity to have company 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 by Jan. 13, 2017)
- Signage with company logo at the event
- Logo displayed prominently inside the room

Innovations Lab*
Thursday, March 30, 10 a.m.–3 p.m.
Friday, March 31, 10 a.m.–3 p.m.
Investment: $5,000 (Corporate/Federal Agency)/$250 (Non-Profit, College & University)

Part science fair, part county fair and part something entirely new, the Innovations Lab is an all-ages gathering of tech enthusiasts, crafters, educators, hobbyists, engineers, science clubs, authors, artists, students and commercial exhibitors.

The Innovations Lab will have a show-and-tell format for people of all ages that will bring out the kid in all of us. This unique learning event will showcase incredible projects, provide hands-on learning and inspire participants to become innovators and garner interest in a STEM field. Expand your reach beyond the Career Fair, and position your organization as a leader and supporter of STEM education, by becoming a partner of the Innovations Lab, the place that celebrates creativity, innovation, invention and technology. Expected Attendance: 1,000

- 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 ID sign
- VIP Invitation to attend the PCI Conference
- Logo on promotional flyers and Innovations Lab marketing materials
- Recognition in the Annual Convention mobile app (if confirmed by Feb. 28, 2017)
- Acknowledgment in the convention issue of NSBE Magazine (if confirmed by Jan. 13, 2017)

*Organizations must have a booth in the Annual Convention Career Fair to participate in the Innovations Lab.
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 or any particular convention activity.

Food & Beverage (F & B) Selection & Logistics

For your convenience, menu selection, quantities ordered and all 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 hotel.

For your convenience, should there be multiple sponsors of an event where F & B is listed as an additional cost, NSBE will handle menu selections, and all F & B arrangements for the event. An estimate of charges will be provided to each participating event partner.

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 eight weeks before the event. This allows sufficient time to place necessary orders, promote the event, create signage and include sponsorship information on the official agenda and/or in the mobile app. Please note that NSBE will make every attempt to provide full recognition of sponsorships confirmed less than eight weeks before the event, however, some benefits may no longer be available.

Payment Policy

Payment is due within thirty (30) days of receiving an invoice. If there are extenuating circumstances that require different payment arrangements, please email your request to corp_relations@nsbe.org. All payment arrangements must be approved in writing by NSBE’s Corporate Relations prior to the payment deadline.

Pay by Credit Card – To pay by credit card, please contact fcarter@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

Cancellation Policy

» Cancellations must be sent in writing to corp_relations@nsbe.org.
» Organizations canceling strategic partnerships, Annual Convention sponsorship and/or booth space on or before Dec. 31, 2016, will receive a refund less a twenty percent (20%) cancellation fee.
» Cancellations received between Jan. 1 and Feb. 28, 2017 will receive a refund less a fifty percent (50%) cancellation fee.
» Refunds will NOT be issued for cancellations received after Feb. 28, 2017, and the exhibiting or sponsoring company will be responsible for the entire fee for the sponsorship or the exhibit space reserved.
### COMPANY INFORMATION

**ORGANIZATION NAME** (list company/organization name as it should appear in printed materials, the website and on the booth ID sign):

**PRIMARY CONTACT NAME** (this person will receive the confirmation and all correspondence regarding Career Fair logistics):

**MAILING ADDRESS**

<table>
<thead>
<tr>
<th>CITY</th>
<th>STATE</th>
<th>ZIP</th>
</tr>
</thead>
</table>

**PRIMARY CONTACT EMAIL**

**WEBSITE**

**BILLING CONTACT NAME** (person to receive the invoice, if different than primary contact)

**BILLING CONTACT EMAIL**

### PARTNERSHIP & SPONSORSHIP ITEMS: Please list any items you wish to sponsor (interview booths, hospitality suites, lanyards, etc.)

### EXHIBIT LEVELS & PRICING: Please check your organization type and indicate how many booths you wish to purchase.

- Corporation/Federal Government Agency: ($11,500)
  - Non-BCA Price: $4,000 (per 10’ x 10’ booth) – Includes two additional convention registrations
  - Number of additional booths requested: __________________

- Small Business/Local Government: ($6,500)
  - Non-BCA Price: $4,000 (per 10’ x 10’ booth) – Includes two additional convention registrations
  - Number of additional booths requested: __________________

- Non-Profit Organization ($3,500)
  - Number of additional booths requested: __________________

- College/University ($950)
  - Number of additional booths requested: __________________

### METHOD OF PAYMENT (Check One)

- Invoice Me
- Check Payable to National Society of Black Engineers. Send payment to 205 Daingerfield Road, Alexandria, VA

- Credit Card
  - Card Number: ____________________________ Expiration Date: ________ Sec. Code: ________

### METHOD OF PAYMENT (Check One)

**NAME OF AUTHORIZED REPRESENTATIVE (PLEASE PRINT)_____________________________**

**SIGNATURE:_________________________ DATE:_________________________**
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Alexandria, VA 22314

703-549-2207

www.NSBE.org/Convention