



2020 SHPE
National Convention

ASCEND TO TRANSCEND

Denver, Colorado • Oct 28 - Nov 1 • shpe.org/2020

Partnership Opportunities

FIRST LOOK RATES END DECEMBER 31, 2019
EARLY BIRD RATES END APRIL 24, 2020

About SHPE



The year was 1973. Rodrigo “Rod” Garcia was working as a civil engineer for the City of Los Angeles. When Rod was at work—even in the midst of a tech boom in California—he was a brown face in a sea of white, but when he drove home in the evenings or walked the streets, his city was far more colorful. LA was home to the largest Hispanic population in the country.

Rod is a man of action. He gathered a cohort of fellow Hispanic engineers who shared his concerns, and they held a meeting in his garage to determine how they could contribute to diversifying the engineering field. The group quickly charged this side project with passion. They set to work doing what engineers do best: designing and building. They leveraged their community and political contacts, making calls and scheduling meetings asking for support. In 1974, they officially formed the Society of Hispanic Professional Engineers (SHPE).

What was, back then, a small group of leaders has now grown into a nationwide professional association. SHPE is the largest association in the nation for Hispanics in STEM, serving more than 11,000 members, running 245 college and university chapters, and coming up on 50 years at work.

SHPE’s growth isn’t slowing down anytime soon. As we continue to expand our membership, programs, and partnerships, we’re guided by a clear mission, a bright vision, and the core values demonstrated by our founders.

Our Mission

SHPE changes lives by empowering the Hispanic community to realize its fullest potential and to impact the world through STEM awareness, access, support, and development.

Our Vision

SHPE’s vision is a world where Hispanics are highly valued and influential as the leading innovators, scientists, mathematicians, and engineers.

Our Values

Familia | Leadership | Education | Service

National Demographics 2018-2019

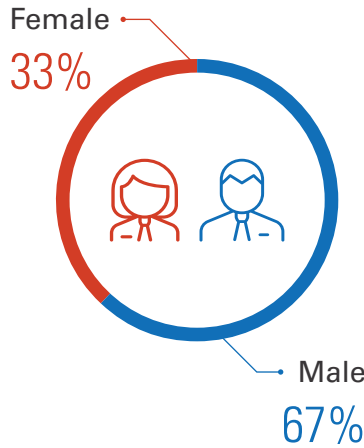
Membership Breakdown



Total Members
11,129

Student Members	Professional Members
9,082 (82%)	2,047 (18%)

Gender Breakdown



2019 National Chapters



Total Active Chapters
245

Student Chapters	Professional Chapters
189	56

*Active chapters equate to 10+ members

Membership by Region

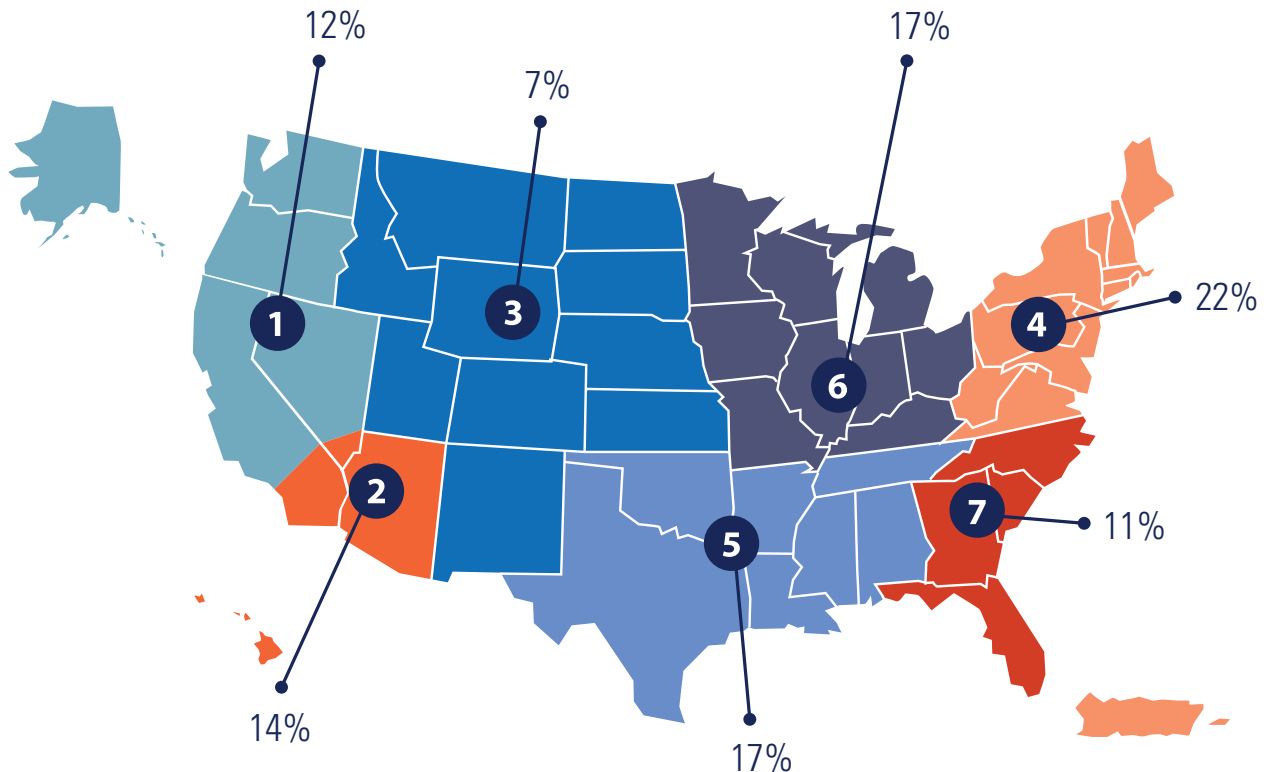


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Greetings From Our CEO

On behalf of the SHPE *Familia*, I am pleased to present the sponsorship opportunities for the 2020 SHPE National Convention being held in Denver, Colorado.

In these pages, you will find a proposal of support for this momentous event. It not only outlines the many marketing benefits and engagement opportunities available at different levels, but it also demonstrates how your organization can position itself as a leading employer/recruiter of top STEM talent. With a record-breaking goal of over 10,000 participants, our 2020 convention is a proven solution for diversifying your organization. It is not to be missed!

But right here, right now, I am also proposing something that goes beyond the typical exchange of money and benefits.

The 2020 National Convention is themed "Ascend to Transcend." Certainly, this is a nod to the beauty and grandeur of the location - the Mile High City at the foot of the Rocky Mountains. And it is a celebration of the current trajectory of SHPE. We are moving forward as an organization - advancing upwards as we grow our membership and expand our programs and services.

However, this theme is also an acknowledgement of a future imagined but not yet realized. A future where we must transcend beyond the constraints of what society has deemed as "enough" for Hispanics. We know it is not "enough." It never has been.

The world has yet to see what it can achieve when Hispanics are fully represented in STEM. We have not successfully climbed that mountain. I am inviting you to join us as we attempt this summit. It will be a journey that will fill you with boundless passion and greater purpose. Your organization will discover untapped potential and unexplored possibilities. Together we will defy expectations and improve our communities, country, and world.

The SHPE National Convention is an exciting venue for strategic partners to help us transcend beyond our current reality and into a future of diverse innovation. Please share this with other organizations and anyone in your network who may be interested in supporting SHPE and increasing diversity, inclusion and equity in STEM.

We look forward to seeing you in Denver in November 2020!

Sincerely,

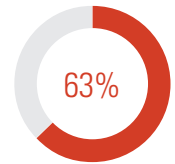
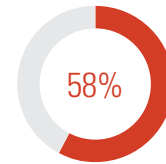
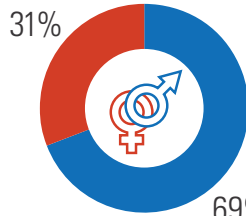
Raquel Tamez

2019 Convention Demographics

ATTENDEES

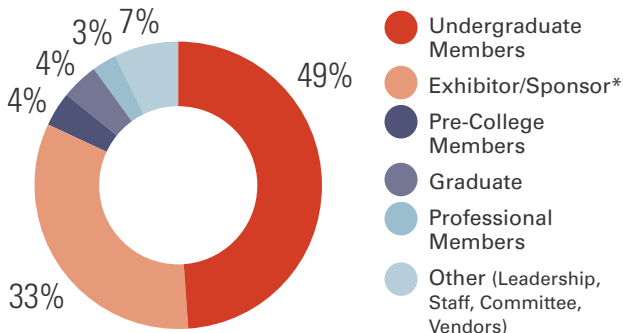
9,128

MEMBERS ONLY



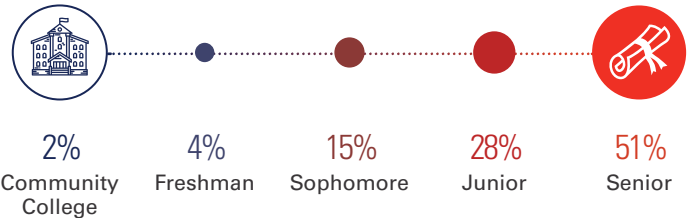
Female Male

BY TYPE

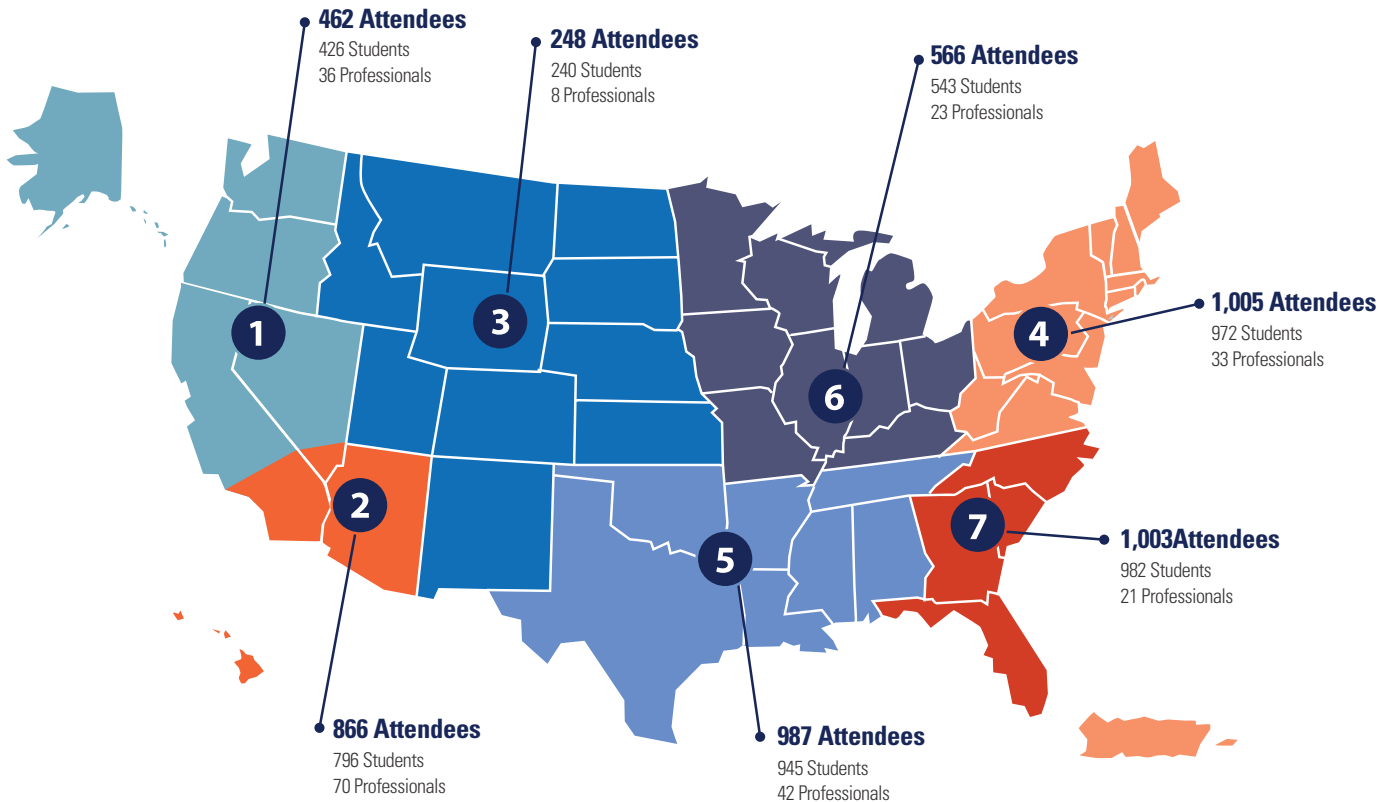


*Includes many professionals

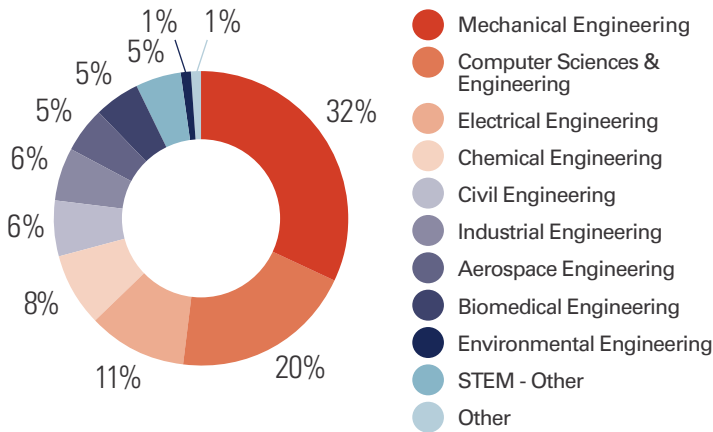
YEAR IN SCHOOL



MEMBERS ATTENDING BY REGION



UNDERGRADUATE MAJORS



290 EXHIBITORS

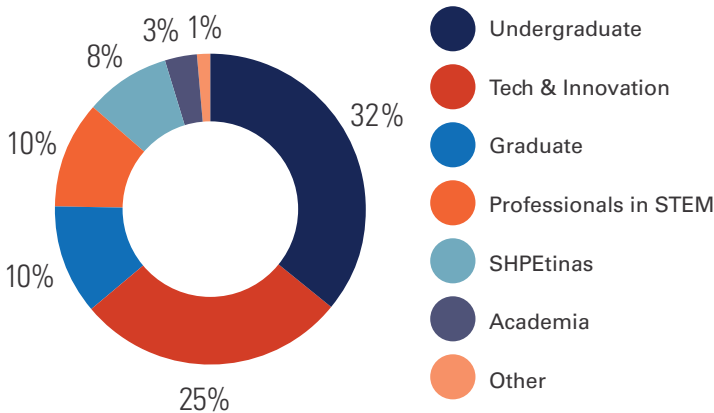
53,800 Total Square Feet



● Corporate ● University ● Nonprofit ● Government



205 EDUCATIONAL SESSIONS



COMPETITIONS



202 SCHOOLS REPRESENTED

SCHOOLS WITH 35+ STUDENTS ATTENDING:

230	University of Florida
168	University of Texas, El Paso
159	University of Texas, Rio Grande Valley
137	University of South Florida
121	University of Houston
119	Georgia Institute of Technology
112	Arizona State University
108	University of Central Florida
106	Florida International University
91	Rutgers University
78	California State University, Los Angeles
68	California State Polytechnic University, Pomona
64	University of Arizona
64	University of California, Merced
61	Illinois Institute of Technology
60	University of California, Irvine
60	University of Illinois, Chicago
57	City College of New York
55	University of Illinois, Urbana-Champaign
55	University of Southern California
48	California Polytechnic State University, San Luis Obispo
47	New Mexico State University
47	Texas A&M University, College Station
46	California State University, Long Beach
43	California State University, Fullerton
43	Pennsylvania State University
42	New York University
41	Lehman College
40	Embry-Riddle Aeronautical University
39	Texas Tech University
38	New Jersey Institute of Technology
37	University of Michigan
36	Stony Brook University
36	Texas A&M International University
35	Massachusetts Institute of Technology
35	University of California, Berkeley

29 NEW LIFETIME MEMBERS

702
Total Lifetime Members



AWARDS GIVEN

2020 Agenda Overview

WEDNESDAY | OCTOBER 28

- AM** Industry Partnership Council (IPC) Meeting (IPC Members only)
- MIDDAY** Registration
- PM** Convention Readiness Sessions
- PM** Extreme Engineering
- PM** Innovation Challenge
- PM** Design Competition
- PM** SHPE Social Media Ambassador Forum & Networking Event
- PM** SHPE Study Hall
- PM** SHPE Students & Professionals Mentoring Panel and Networking

THURSDAY | OCTOBER 29

- ALL DAY** SHPEtinias: Igniting Latinas in STEM Conference
- ALL DAY** Faculty Development Symposium
- ALL DAY** Graduate Track
- ALL DAY** Resume Room
- ALL DAY** Professionals in STEM Conference
- ALL DAY** General Sessions: Community College, Undergraduates, Graduates, Professionals, and Technology and Innovation
- ALL DAY** LANZA: Entrepreneurship Track
- ALL DAY** Refresh & Recharge Station
- ALL DAY** SHPE Study Hall
 - AM** Graduate Breakfast
 - AM** STEM Industry Breakfast
 - AM** SHPEtinias: Igniting Latinas in STEM Breakfast
 - AM** Convention Readiness Sessions
- MIDDAY** SHPEtinias: Igniting Latinas in STEM Luncheon
- MIDDAY** STEM Discipline Luncheons
- MIDDAY** Tech Luncheons
- MIDDAY** Graduate Luncheon and STAR Lecture
- MIDDAY** Interview Booths (IPC Only)
- MIDDAY** Startup Lounge
 - PM** Opening Ceremony
 - PM** Advanced Degree Hospitality Suite
 - PM** Hospitality Suites
 - PM** Community College Hospitality Suite
 - PM** LGBTQ Hospitality Suite
 - PM** Professionals Networking Reception
 - PM** SHPEtinias: Igniting Latinas in STEM Evening Networking
 - PM** Faculty Development Symposium Dinner
 - PM** SHPE Social

FRIDAY | OCTOBER 30

- ALL DAY** Resume Room
- ALL DAY** Interview Booths
- ALL DAY** SHPEtinias: Igniting Latinas in STEM Conference
- ALL DAY** Advisor Track
- ALL DAY** Pre-College Conference
- ALL DAY** Professionals in STEM Conference
- ALL DAY** General Sessions: Undergraduates, Graduates, Professionals, and Technology and Innovation
- ALL DAY** LANZA: Entrepreneurship Track
- ALL DAY** Engineering Science Symposium
- ALL DAY** SHPE Study Hall
- ALL DAY** Refresh & Recharge Station
- ALL DAY** Deans Roundtable
 - AM** Technology & Innovation Breakfast
 - AM** Chapter Presidents Breakfast
 - AM** Startup Lounge
- MIDDAY** Excellence in STEM Luncheon
 - PM** Career Fair & Graduate School Expo (Preview)
 - PM** Executive Roundtable
 - PM** National Meeting
 - PM** Hospitality Suites
 - PM** Professionals Networking Reception
 - PM** SHPE Social

SATURDAY | OCTOBER 31

- ALL DAY** Career Fair and Graduate School Expo
- ALL DAY** Interview Booths
- ALL DAY** Resume Room
- ALL DAY** SHPE Study Hall
- ALL DAY** Refresh & Recharge Station
- ALL DAY** Tech Theater
- ALL DAY** Pre-College Conference: Engineering Design Challenge
 - AM** High Achievers Breakfast
 - AM** Ribbon Cutting Ceremony
 - AM** SHPEtinias: Power Up Social
- MIDDAY** Cafecito con SHPEtinias
 - PM** STAR Awards Gala
 - PM** STAR Awards Reception
 - PM** Lifetime Members & Founders Reception
 - PM** Saturday Celebration



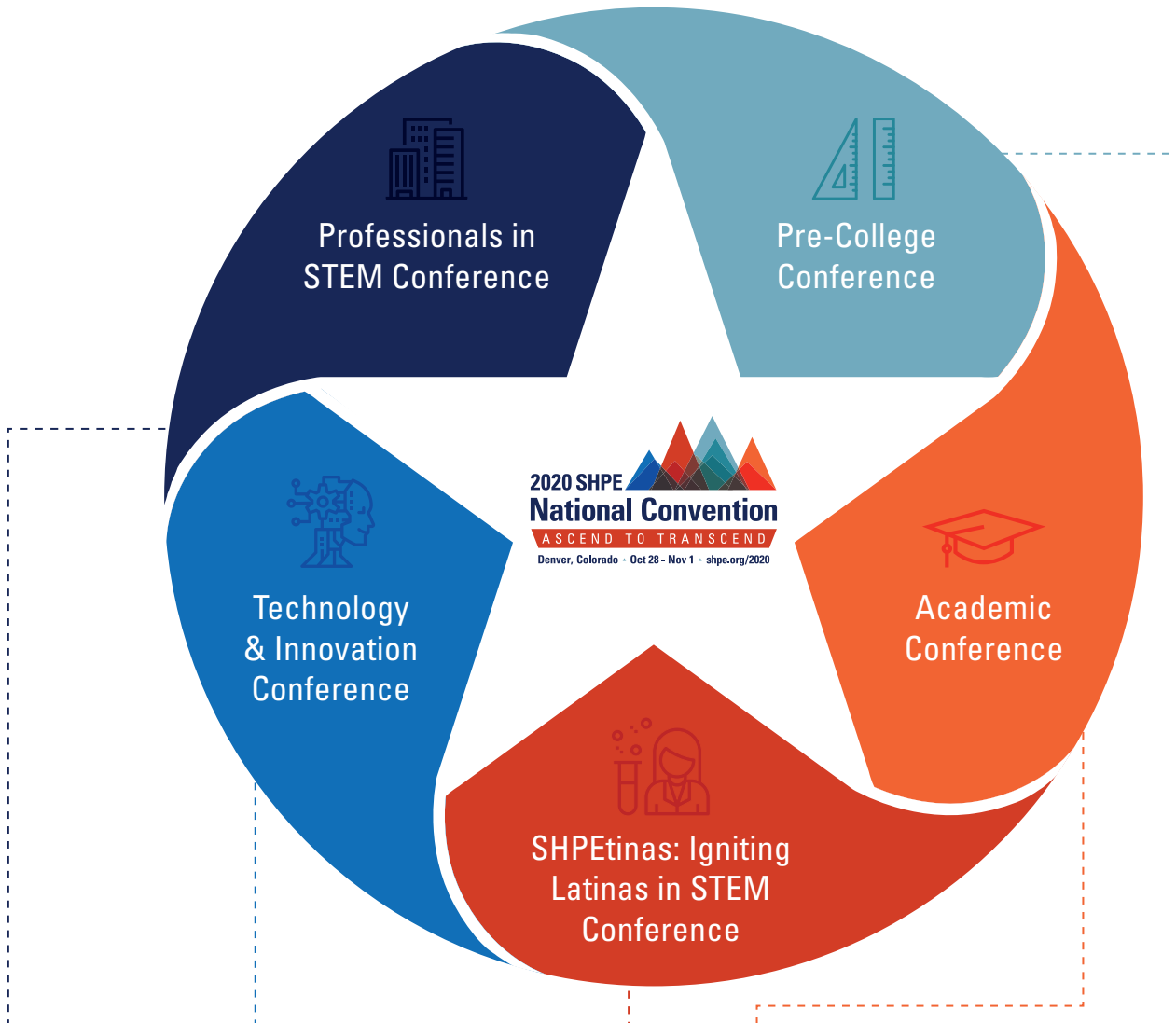
Why SHPE?

The SHPE National Convention serves as the country's largest gathering of Hispanic STEM students and professionals, offering a unique opportunity to engage, support, educate and advance the careers of Hispanic students and professionals. Your participation further affirms your commitment to diversity in both your recruitment and retention efforts.

The current state of diversity in STEM is at the forefront of national conversations, and with good reason. Keeping up with the velocity of technology is going to require a far more diverse talent pool than the overwhelmingly non-diverse pool working in the field today. Without a wider range of perspectives, we will lose sight of critical innovation. Inclusive hiring yields a better understanding of customers and competitive advantage. It isn't just the right thing to do—it's good for business, too.

At SHPE, we know how much this matters because we live it. We recognize that our students and professionals aren't just the future of the Hispanic community, but the future of this entire country. We offer our members community, mentorship, and fellowship to ensure that the brightest minds in STEM don't go overlooked.

One Convention, Five Conferences



Professionals in STEM Conference

Empowers participants by offering effective strategies in the areas of communication, workplace integration, leadership style, and career mapping to support their success. Sessions and workshops target a wide range of professionals from entry-level engineers to transitioning mid-level managers.

Technology & Innovation Conference

Spotlights the latest technology in STEM and ways SHPE engages in these fields. This conference hosts Tech Talks, an Innovation Challenge, Competitions, Tech Theatre, and Tech Breakfasts. Experts and SHPE members discuss ideas, network, and spark creativity.

SHPEtinias Conference

Accelerates Latina representation at all levels of corporate and academic leadership in STEM by providing an impactful 3-day experience focused on affirming Latina identity. This conference provides workshops and events designed to serve both Latinas and Latinos at all stages of their career paths.

Academic Conference

Advances members' academic journeys and bolsters STEM degree completion. Participants gain critical resources and build professional networks to address the disparity of Hispanics earning STEM degrees and entering the STEM workforce.

Pre-College Conference

Engages and motivates high school students in an exciting two-day STEM event. Students engage in hands-on workshops where they emulate STEM professionals. They also attend the STEM Exploration Expo which creates awareness and excitement about STEM.

It's Easy as 1-2-3!

STEP

#1



Choose Your Exhibitor Level

All exhibitor levels include Career Fair & Graduate School Expo booth space and registrations. Show up in a significant way with a Premier Level such as Visionary or Innovator. Once you've selected the exhibitor level that best meets your recruitment needs we invite you to select a targeted opportunity such as an event or branding sponsorship.

STEP

#2



Select Your Target Opportunities & Sponsorships

You have the option to choose from our many conference-specific support opportunities such as a breakfast with a targeted audience or a competition sponsorship. Book a hospitality suite to meet participants in a casual setting. Or maybe your organization is interested in boosting awareness with an escalator cling, a refresh & recharge station, or showcase your logo on the official convention bag.

STEP

#3



Register & Gain Access to Hispanic STEM Talent!

Complete the commitment form, including signature, and submit it to sales@shpe.org to reserve your spot as an important supporter of the largest gathering of Hispanics in STEM. We are so grateful for your commitment and the SHPE Familia is excited to see you in Denver on October 28!

Gain maximum exposure as a Premier Convention Partner! Make your organization name one that our attendees will never forget. Select from one of the packages below; each specifically designed to deliver maximum return on investment while helping achieve your recruitment and branding goals.

PREMIER LEVELS	VISIONARY Limit 2	INNOVATOR Limit 3	AMBASSADOR
FIRST-LOOK RATE on or before 12/31/2019	\$110,000	\$55,000	\$30,000
EARLY-BIRD RATE on or before 4/26/2020	\$115,000	\$60,000	\$32,500
REGULAR RATE after 4/26/2020	\$120,000	\$65,000	\$35,000
Exclusive exhibit space in the exhibit hall	20' x 40'	20' x 30'	10' x 40'
5-minute speaking opportunity: Thursday Opening Ceremony, Excellence in STEM Luncheon, OR STAR Awards Gala	X		
30-second, sponsor-created video showcased at Excellence in STEM Luncheon OR STAR Awards Gala	X		
Organization logo on committee polo shirts (100+)	X		
SHPE Networking Social sponsorship (Thursday OR Friday)	X		
Full-page ad with embedded video in Digital Recruitment Guide	X		
3-month banner ad placement on the convention website	X		
Private space available for internal staff meetings	X		
Guaranteed workshop/session (aligned with Convention learning objectives and guidelines)	2	1	
Maximum branding visibility opportunity	X	X	
One electronic postcard to attendees	X	X	
Free-standing promotional signs	2	1	
Hospitality Suite (Bronze)	X	X	
One convention attendee bag insert (4,000 minimum, no paper inserts)	X	X	
Early access to housing block	X	X	X
Interview booths	10	6	4
Access to the SHPE resume database	12 months	9 months	6 months
Job postings	50	25	10
Full-convention registrations	20	15	10
Career Fair-only registrations	20	10	5
Excellence in STEM Luncheon tickets	15	10	10
STAR Awards Gala tickets	15	10	10
Level-specific recognition on the convention website with logo and website link	X	X	X
Booth number listing and organization profile on interactive online floor plan	X	X	X
Logo placement on exhibitor-level recognition board in the convention center	X	X	X
Booth number listing in 2020 SHPE National Convention mobile app	X	X	X



Recruit the most innovative rising stars among Hispanic STEM students and professionals. Exhibit at our Career Fair & Graduate Expo alongside 300+ corporations, associations, and universities.

EXHIBITOR ACCESS - TIER 1	PLATINUM	GOLD	SILVER	BRONZE
FIRST-LOOK RATE on or before 12/31/2019	\$20,000	\$14,000	\$10,000	\$7,500
EARLY-BIRD RATE on or before 4/26/2020	\$21,500	\$15,000	\$11,000	\$8,000
REGULAR RATE after 4/26/2020	\$23,000	\$16,000	\$11,500	\$8,500
One exhibitor booth with level-specific placement	10' x 30'	10' x 20'	10' x 10'	10' x 10'
Full-convention registrations	10	7	5	2
Interview booths	2	1	1	
Excellence in STEM Luncheon tickets	5			
STAR Awards Gala tickets	5			
Online resume access	4 months	3 months	2 months	
Logo placement on exhibitor-level recognition board in the convention center	X	X		
Name placement on exhibitor-level recognition board in the convention center			X	X
Booth number listing and organization profile on interactive online floor plan	X	X	X	X
Booth number listing in mobile app	X	X	X	X

EXHIBITOR ACCESS - TIER 2	GOVERNMENT**	NONPROFIT***	UNIVERSITY/ACADEMIC
FIRST-LOOK RATE on or before 12/31/2019	\$5,000	\$2,000	\$1,200
EARLY-BIRD RATE on or before 4/26/2020	\$5,100	\$2,100	\$1,300
REGULAR RATE after 4/26/2020	\$5,200	\$2,200	\$1,400
One exhibitor booth with level-specific placement	10' x 10'	10' x 10'	10' x 10'
Full-convention registrations	2	1	1
Required floor covering/carpet provided*	X	X	X
Booth number listing in mobile app	X	X	X
Booth number listing and organization profile on interactive online floor plan	X	X	X

All 10'x10' exhibit spaces include pipe and drape, one 6' table, two chairs, and one wastebasket. Floor covering/carpet requirement will be reinforced at all exhibit levels. SHPE will not provide carpeting materials for booths outside of government, nonprofit, and university. All exhibitors are expected to adhere to the good neighbor policy of no more than five representatives per 10'x10' booth space at one time.

FIRST LOOK RATES VALID THROUGH 12/31/2019. A signed and completed commitment form must be received by 12/31/2019 and corresponding invoice paid in full by 3/27/2020. All First Look invoices must be paid by 3/27/2020 in order to take advantage of First Look pricing. Invoices not paid by 3/27/2020 will be updated to reflect Early Bird pricing. EARLY BIRD RATES VALID THROUGH 4/24/2020. A signed and completed commitment form must be received by 4/24/2020 and corresponding invoice paid in full by 6/26/2020. All Early Bird invoices must be paid by 6/26/2020 in order to take advantage of Early Bird pricing. Invoices not paid by 6/26/2020 will be updated to reflect Regular pricing.

*SHPE will provide appropriate floor covering/carpet for government level, nonprofit level, and university/academic level exhibitors only. Upgrades and substitutions will not be accepted. Exhibitor may provide alternate floor covering/ carpet, no discounts or reimbursements will be applied.

**Valid .gov email address required for government sponsorship.

***501 (c)3 documentation required for nonprofit sponsorship.

Pre-College Conference

SHPE's Pre-College Conference is a two-day event for high school students to explore STEM. Participants engage in hands-on activities facilitated by our professional members and corporate partners. Workshops increase STEM awareness, STEM self-efficacy, and STEM identity. In addition, parents learn about college access and increase their understanding of STEM careers.



PRE-COLLEGE CONFERENCE PREMIER PARTNER

\$25,000

Opportunity to collaborate with SHPE committee members to identify learning objectives and develop curricula.

- Opening Breakfast Keynote address focused on STEM careers and opportunities (10-minute limit)
- Deliver one workshop or hands-on activity aligned with the Pre-College Conference learning objectives and guidelines
- Conference bag insert for Pre-College Conference bags (no paper inserts; up to 500)
- Pre-College Conference STEM Exploration Expo Table
- Organization representatives engage with all student participants
- Five Pre-College Conference registrations for organization representatives
- Opportunity to provide welcome letter to participants in event program
- Recognition with organization logo in Pre-College Conference printed program
- Signage with organization logo placement

► **All sponsorships include recognition on the convention website with logo and website link.**

Pre-College Engineering Design Challenge

\$15,000

Described as an “unforgettable” and “life-changing” experience, our Engineering Design Challenge cultivates critical thinking and innovative problem solving for high school students. This sponsorship provides the unique opportunity to work with our team to develop a project for the challenge and mentor students as they design their solutions.

- Speaking opportunity at the Engineering Design Challenge (10-minute limit)
- Organization representatives serve as mentors and coaches
- Opportunity to provide marketing materials and/or giveaways during the Engineering Design Challenge
- Organization logo prominently displayed on participant t-shirts
- Conference bag insert for Pre-College Conference bags (no paper inserts; up to 500)
- 6 Pre-College Conference registrations
- Recognition with organization logo in Pre-College Conference printed program
- Signage with organization logo placement



Workshop / Hands-On Activity

\$5,500

Get students excited about STEM! These hands-on activities and interactive sessions teach students essential STEM skills while encouraging discovery.

- Present one workshop/hands-on activity aligned with the Pre-College Conference learning objectives and guidelines
- Recognition with organization logo in Pre-College Conference printed program
- Conference bag insert for Pre-College Conference bags (no paper inserts; up to 500)
- 2 Pre-College Conference registrations
- Signage with organization logo placement

► **All sponsorships include recognition on the convention website with logo and website link.**



Pre-College Conference T-Shirt \$5,000

- Logo placement on all Pre-College Conference attendee t-shirts
- 1 Pre-College Conference registration
- Conference bag insert for Pre-College Conference bags (no paper inserts; up to 500)

Pre-College Conference Bags \$3,000

- Logo placement on all Pre-College Conference attendee bags
- 1 Pre-College Conference registration
- Conference bag insert for Pre-College Conference bags (no paper inserts; up to 500)

Pre-College Conference - STEM Exploration Expo

Corporate \$500
Nonprofit/University/Government \$200
Student Organizations - Free

Showcase your organization, college, or university to more than 400 high school students grades 9-12 who are interested in learning more about a future in STEM.

- One 6 foot display table
- 1 Pre-College Conference registration
- Opportunity to provide marketing materials and giveaways
- Recognition with name listing in Pre-College Conference printed program

► *All sponsorships include recognition on the convention website with logo and website link.*

Academic Conference

The Academic Conference hosts students and faculty at all levels of higher education. Participants include undergraduate students (pursuing both 2-year and 4-year degrees), graduate students, faculty, advisors, and deans. This conference aims to provide participants with the necessary resources and network to address the disparity of Hispanics earning STEM degrees and entering the STEM workforce. Each of our tracks is tailored to address the particular needs of its respective audience.

COMMUNITY COLLEGE TRACK

The Community College track provides participants with resources and networking opportunities to successfully transition to the next step of their career pathway — whether that is employment or pursuing a four-year degree. Students gain insight from their interaction with professionals and corporate sponsors, mentoring from successful transfer students, and networking with peers and faculty members from four-year universities across the country.

Community College Coffee Break NEW! \$4,500

Show your support for our growing community college population by providing them an opportunity to connect with other members and with representatives from your organization.

- Coffee and light snacks served
- Opportunity to provide marketing materials and giveaways
- Two full-convention registrations
- Signage with organization logo placement

MentorSHPE for Community College Students NEW! \$2,500

This session for 2020 identifies opportunities particularly suited to community college students in the areas of development and transfer opportunities. Opportunity to interact with students in a more informal setting while they engage in speed mentoring focused on issues relevant to their success.

- 10-minute speaking opportunity
- Opportunity to provide marketing materials and giveaways
- Signage with organization logo placement

LGBTQ TRACK

LGBTQ students face unique challenges in academic settings. SHPE's LGBTQ track focuses on providing resources to help LGBTQ students and their allies persist in earning STEM degrees. This track strives to improve understanding of the challenges faced by the LGBTQ community in school, the workplace, and daily life; and to foster the connections needed to tackle those challenges.

LGBTQ Track Hospitality Suite \$4,500

Show your support for the importance of every individual to bring their full, authentic self to the classroom or workplace and the need for allies to openly advocate their support of their LGBTQ peers.

- Light appetizers served
- Opportunity to provide marketing materials and giveaways
- Two full-convention registrations
- Signage with organization logo placement



► All sponsorships include recognition on the convention website with logo and website link.

GRADUATE TRACK

The Graduate Track facilitates networking and mentoring among graduate students and university faculty and administrators. Your support helps ensure that current and incoming graduate students are made aware of the vast array of opportunities available to them. Partnership in these programs provides access to top Master's and PhD-level talent in the industry, which includes researchers and thought leaders in engineering. The program includes the educational sessions, Graduate Luncheon, Distinguished Lecture Series, and the Graduate Writing Review Room.

Graduate Track Co-Partner

INDUSTRY \$12,000

GOVERNMENT \$8,000

UNIVERSITY \$3,000 (4 AVAILABLE)

Focus areas for the 2020 Graduate Track are:

- **Graduate Access:** Access to a diverse pool of talented students seeking to enter graduate programs within the next 1-2 years
- **Graduate Success:** Access to a diverse pool of Master's and PhD-level students in their first 1-3 years of graduate training
- **Industry Workforce:** Access to a diverse pool of Master's and PhD-level students interested in seeking industry positions within the next 1-2 years
- **Academia Workforce:** Access to a diverse pool of Master's and PhD-level students interested in seeking academic positions within the next 1-2 years

Sponsorship includes the opportunity to facilitate one of the sessions (to be approved by Graduate Track's leadership). Sponsoring companies must follow the topics defined within each focus area. Preference will be given to sponsors who can provide speakers that are SHPE members with a proven history of involvement and/or are at the postdoctoral level and above. Industry partner receives one session. Academic partners receive one session per two academic partners.

- Speaking opportunity at the Graduate Breakfast (5-minute limit for each industry or government partner and 2-minutes per each university partner)
- Table at the Advanced Degree Hospitality Suite
- Access to the Graduate Writing Review Room on Saturday
- 2 full-convention registrations
- Dedicated email blast to Academic Conference attendees (one joint email for academic partners and one for industry partners)
- Lead retrieval scanner for session scanning (as available)
- Signage with organization logo placement



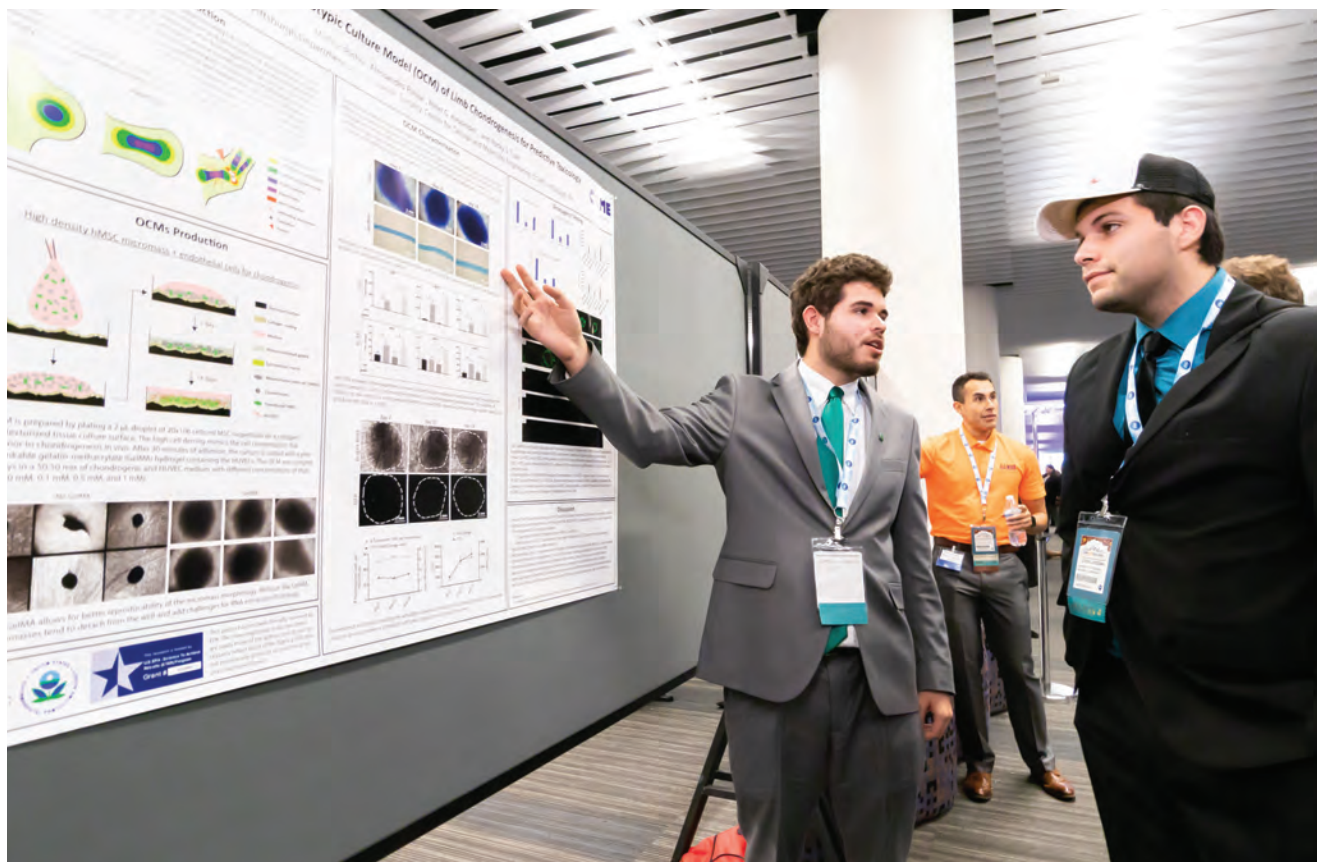
Distinguished Lecture Series (including Graduate Breakfast and Luncheon)

\$10,000

Celebrate SHPE's brightest graduate students while empowering them to achieve continued success in their careers. Sponsors gain increased access to a diverse talent pool of Master's and PhD-level students. Sponsors also have the opportunity to network with the STAR Awards winners.

- Speaking opportunity during Graduate Breakfast (5-minute limit)
- Speaking opportunity during the Graduate Luncheon (10-minute limit)
- 10 premier seats at Graduate Luncheon VIP table
- Table at the Advanced Degree Hospitality Suite
- Access to the Graduate Writing Review Room on Saturday
- Two full-convention registrations
- Opportunity to provide marketing materials and/or giveaways
- Signage with organization logo placement

► **All sponsorships include recognition on the convention website with logo and website link.**



Engineering Science Symposium

\$8,500

Leaders in technology must not only be innovative, but must also have the ability to communicate their discoveries. The Engineering Science Symposium provides a forum for SHPE undergraduate, graduate, and doctoral students to present their cutting-edge STEM research before a general technical audience. The Symposium offers students formal feedback on their research, as well as, mentoring on career development and technical presentation skills.

- 5-minute speaking opportunity at the Engineering Science Symposium awards ceremony
- Table at the Advanced Degree Hospitality Suite
- Access to the Graduate Writing Review Room on Saturday
- Two full-convention registrations
- Opportunity to present awards (Saturday at Career Fair and Graduate School Expo)
- Organization representatives serve as mentors/judges
- Signage with organization logo placement

► **All sponsorships include recognition on the convention website with logo and website link.**

Advanced Degree Hospitality Suite

\$800 PER TABLE | Limit 8

The Advanced Degree Hospitality Suite showcases universities, companies, and national laboratories currently seeking applicants pursuing or with graduate degrees. Attendees will have the opportunity to network and interact with university and organization representatives.

- One reserved table in a shared space
- Organization displays, including one pop-up banner, may be showcased
- One full-convention registration
- Light refreshments provided
- Opportunity to provide marketing materials and/or giveaways

ACADEMIA TRACK

The Academia Track is designed for postdoctoral scholars, non-tenured faculty, faculty, and deans. Participants gain valuable exposure as a trusted peer and obtain innovative resources from collaborative and highly insightful audiences.

Faculty Development Symposium & Dinner

\$10,000

The Faculty Development Symposium helps mentor and support pre-tenured engineering faculty for success in the engineering professoriate. Attendees benefit from general sessions developed by top-tier tenured faculty members, networking opportunities, National Science Foundation funding strategies, and access to the rest of the National Convention. In addition to their work as educators and scientists, faculty members serve as role models to engineering students. This has been directly associated with academic success leading to job placement. Our professional sessions help ensure the success of engineering faculty, enhancing their ability to empower SHPE students.

- 10-minute speaking opportunity at the Faculty Development Symposium dinner
- Faculty Development Symposium sessions developed by top-level tenured faculty members
- Four full-convention registrations
- Network with faculty members representing colleges across the country
- Signage with organization logo placement



Deans Roundtable

\$10,000 / \$5,000 CO-PARTNER

The Deans Roundtable invites deans from engineering universities across the country to share strategies for recruitment and retention of Hispanics in academia. Dialogue is centered around comprehensive solutions to support engineering students and faculty.

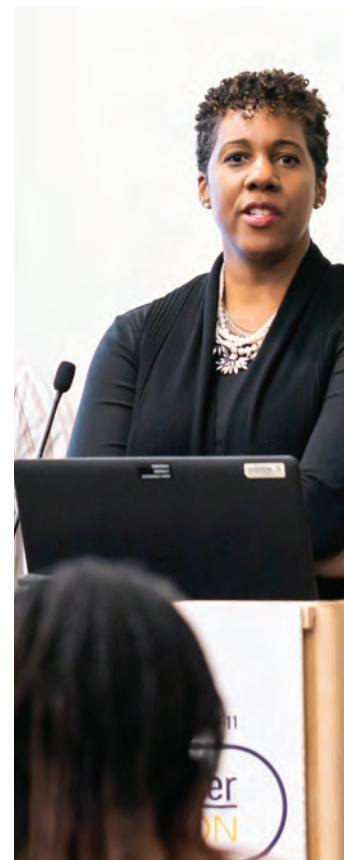
- 5-minute keynote or panel speaking opportunity addressed to the respective program
- Opportunity to provide marketing materials and/or giveaways during program
- Signage with organization logo placement

Advisor Track

\$10,000 / \$5,000 CO-PARTNER

The Advisor Track is designed for chapter advisors at the community college and university level. This track highlights the importance of the advisor role within the chapter and allows for collaborative working sessions for advisors to learn from each other's best practices. It also facilitates a network of advisors working at all levels from institutions across the country.

- Keynote address to respective program (5-minute limit)
- Opportunity to provide marketing materials and/or giveaways during program
- Signage with organization logo placement



► **All sponsorships include recognition on the convention website with logo and website link.**

ACADEMIC CONFERENCE SPECIAL EVENTS

Resume Room Premier Partner

\$30,000

Support students transitioning into the workforce with helpful resume tips, interviewing insights, and more.

- Resume critiques by sponsoring organization professionals
- One-on-one interaction with attendees
- Signage with organization logo placement

STEM Discipline Luncheon

\$20,000 | Limit 3

Host a luncheon that showcases a specific discipline of your choice. Select desired title and content.

- Keynote address to attendees
- SHPE electronic invite sent to attendees within your selected discipline
- Opportunity to provide marketing materials and/or giveaways
- Signage with organization logo placement

SHPE Study Hall

\$15,000

Provide a quiet space for students to prepare for interviews, reflect upon their experiences and new connections, or tackle assignments, allowing them to recharge their enthusiasm and stay fully immersed in the conference experience.

- SHPE electronic invite sent to attendees; includes welcome letter from sponsor along with logo and website link
- Opportunity to provide marketing materials and/or giveaways
- Signage with organization logo placement

Industry-Specific Breakfast Panel

\$15,000

Host a panel discussion focused on your area of expertise. Create a space for participants interested in a particular industry to engage with your company and with one another, and showcase your organization as an industry leader.

- Provide panelists and moderator
- SHPE electronic invite sent to attendees within your selected industry
- Opportunity to provide marketing materials and/or giveaways
- Signage with organization logo placement



► All sponsorships include recognition on the convention website with logo and website link.

SHPE Students & Professionals Mentoring Panel and Networking

\$10,000

Wednesday night arrivals will have opportunity to connect and network at this event that brings together professional members (past SHPE student chapter members) with current undergraduate students. The first hour features a panel of professionals with 0-3 years experience. The second hour offers networking activities.

- Light appetizers served
- Signage with organization logo placement

Convention Readiness Session

\$8,000

Designed to help attendees prepare to navigate the convention, the first hour of this session features presentations by SHPE students and professional leaders on best practices for making the most of their SHPE Convention experience. The session's second hour, focused on career development, is presented by the sponsoring organization. This event takes place on Wednesday evening and Thursday morning and repeats in four identical sessions.

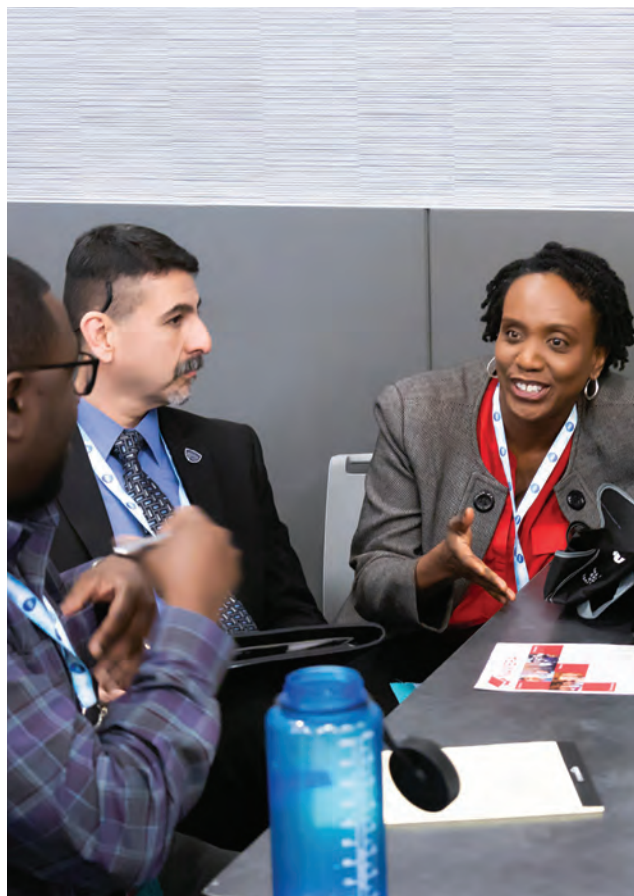
- Deliver four one-hour workshop sessions to attendees
- Signage with organization logo placement

Student Travel Stipends NEW!

\$1,500+

Help students overcome the number one barrier to attending the convention by providing financial assistance. Make a direct impact in the life of SHPE student members through your sponsorship.

- Sponsor can provide preferred majors and educational level
- Student contact information provided to sponsors
- Signage with organization logo placement recognizing all sponsors



► **All sponsorships include recognition on the convention website with logo and website link.**

SHPEtinias: Igniting Latinas in STEM Conference

The SHPEtinias: Igniting Latinas in STEM Conference supports Latinas and their allies with key educational and networking opportunities that help them successfully transition into the workplace. The program connects Latina members with past and present SHPEtina leaders and professionals who serve as successful STEM role models in industry and academia.

SHPEtinias: Igniting Latinas in STEM Luncheon

\$30,000 / \$27,500 IPC

Take center stage at this informal gathering that unites the power of networking and leadership development for SHPE Latinas. Showcase your organization by having the keynote address delivered by a Latina executive from your company or a key Latina subject-matter expert.

- Keynote address to attendees
- Logo displayed during luncheon event
- 10 premier seats at VIP table
- Opportunity to provide marketing materials and/or giveaways
- Signage with organization logo placement

SHPEtinias: Igniting Latinas in STEM Evening Networking

\$20,000

Access to top Latina students and professionals in a casual setting. Engage with Latinas building and expanding their network.

- 10-minute keynote address to attendees by a Latina leader in your organization, to speak on the importance of networking
- Opportunity to provide marketing materials and/or giveaways
- Support Latina mentoring by contributing mentors for SHPEtinias in attendance
- Signage with organization logo placement



► All sponsorships include recognition on the convention website with logo and website link.

SHPEtinas: Igniting Latinas in STEM Leader Breakfast

\$18,000

Connect and engage over breakfast with SHPEtininas who are or were SHPE Chapter Leaders.

- 10-minute keynote address to attendees
- Organization logo on electronic invite to attendees
- 10 premier seats at VIP table
- Opportunity to provide marketing materials and/or giveaways
- Signage with organization logo placement

SHPEtinas: Igniting Latinas in STEM Power Up Social

\$8,000

The Power Up Social is a space for students and professionals to charge up with a snack before the career fair. Attendees will get an opportunity to network, practice their pitch, and get coaching on their game plan for the career fair in a casual setting.

- Support the success at SHPEtininas at the career fair while getting a pre-career fair opportunity to engage with participants
- Engaging in unique mentoring role with attendees by coaching them on how to be effective at the career fair
- Opportunity to provide marketing materials and/or giveaways
- Signage with organization logo placement

SHPEtinas: Session/Workshop

\$6,500 / \$6,000 IPC (6 Available)

Shine as a key supporter of SHPEtininas and the empowerment of Latinas in STEM. Any IPC member or sponsor interested in presenting a session within the SHPEtininas Conference must select this sponsorship option. SHPEtininas session/workshop themes are curated in conjunction with the SHPEtininas National Convention Planning Committee.

- 45-minute session
- Two VIP full-convention registrations for speakers
- Opportunity to provide marketing materials and/or giveaways
- Signage with organization logo placement



SHPEtinas: Session in Collaboration with Innovation and Technology Conference

\$6,500 / \$6,000 IPC

- 45-minute technical talk session aligned with Conference guidelines and learning objectives
- Two VIP full-convention registrations for speakers
- Opportunity to provide marketing materials and/or giveaways
- Signage with organization logo placement

SHPEtinas: T-Shirts

\$6,500

Prominently display support for increasing Latina representation in STEM by incorporating your organization's logo with SHPEtininas logo on the Conference t-shirt.

► **All sponsorships include recognition on the convention website with logo and website link.**



SHPEtinias: Photo Booth Station \$4,000

Showcase your support for increasing Latina representation in STEM by adding your organization's logo with the SHPEtinias logo on the photo booth backdrop.

SHPEtinias: Cafecito con SHPEtinias Networking \$3,500

Host SHPEtinias for a Saturday afternoon coffee and career networking event. Priority consideration given to media or nonprofit organizations.

- Opportunity to provide marketing materials and/or giveaways
- Signage with organization logo placement

SHPEtinias: Tote Bags \$3,000

Spotlight your organization's support for increasing Latina representation in STEM. Your organization's logo will be prominently displayed with the SHPEtinias logo on the conference tote bags.

SHPEtinias Mid-Career Panel Participation \$2,000 / \$1,500 IPC

Play a key role on this Latina Mid-Career Panel highlighting the stories of four Latina leaders of influence in their organizations. Session in Collaboration with Professionals in STEM Conference. Selected organization participant must have between 10-15 years of professional experience.

- Signage with organization logo placement

SHPEtinias Early-Career Panel Participation \$2,000 / \$1,500 IPC (4 Available)

Contribute a role model to this Latina Early-Career Panel highlighting the stories of four Latina STEM professionals of influence.

- Signage with organization logo placement

SHPEtinias: Igniting Latinas in STEM Spotlight Series \$1,500 (Limit 4)

Highlight an outstanding Latina leader from your organization while educating SHPEtinias in a TED Talk-style presentation on technical careers and empowering participants to rise as leaders themselves.

- 15-minute speaking opportunity aligned with Conference guidelines and learning objectives
- Signage with organization logo placement

► All sponsorships include recognition on the convention website with logo and website link.

Professionals in STEM Conference

Diversity is a critical asset as companies strengthen their STEM workforce, and Hispanics are strategically positioned to help organizations realize their missions. The SHPE National Convention is the country’s largest gathering of Hispanics in STEM, and the Professionals in STEM Conference is our key venue for leadership development. Emerging leaders network and learn together to support their success in the STEM workplace. The Professionals in STEM Conference is your ticket to attracting and retaining highly effective Hispanic leaders, communicators, and problem solvers.

Professional Networking Reception

Thursday or Friday - \$20,000

Bolster networking by hosting a reception at the country’s largest venue for Hispanics in STEM positioning your organization to connect and develop lasting relationships.

- 5-minute speaking engagement to welcome guests
- Sponsor representatives invited to attend
- Opportunity to assemble organization displays throughout event area
- Opportunity to provide marketing materials and/or giveaways at welcome table
- Signage with organization logo placement

Professional Lunch ‘n’ Learn

Thursday or Friday - \$10,000

Engage professionals to share insights in an informal setting, while members build and expand their networks.

- Five full-convention registrations
- Electronic invite sent to all professional attendees with sponsor feature, logo, and website link
- Opportunity to present one keynote lunch presentation or roundtable discussion
- Signage with organization logo placement



Professional Breakfast

Thursday - \$8,000

Take center stage as your leadership team welcomes professional attendees to first session of the conference.

- Three full-convention registrations
- Electronic invite sent to all professional attendees with sponsor feature, logo, and website link
- 10-20 minute welcome address opportunity
- Signage with organization logo placement



► **All sponsorships include recognition on the convention website with logo and website link.**



Professional Learning Session Thursday or Friday - \$5,000

Take center stage to lead professional members in an engaging and dynamic presentation to inspire innovation and new connections.

- Two full-convention registrations
- 45-minute presentation in alignment with Conference guidelines and learning objectives
- Signage with organization logo placement



Trending Topics Panel **NEW!**

Thursday or Friday – \$2,500 Panel Participant Cost

Share insights as part of 3-4 professional panel discussion on trending topics in key industries. Participation provides the opportunity for your organization's perspective to be highlighted. Potential topics include sustainability, technology, or innovation.

- One full-convention registration
- Electronic invite sent to all professional attendees with sponsor logo and website link (all panelists on one shared email)
- Signage with organization logo placement

Professionals Training Session **NEW!**

Thursday or Friday – \$5,000

Drive a hands-on learning opportunity for convention attendees. Participants engage in group learning sessions considering scenarios encountered in industry. The facilitator will guide and assist problem solvers in real time. Each session will be facilitated by up to two presenters who share their perspectives as participants work to understand, analyze, and solve scenario challenges.

- Two full-convention registrations
- 45-60 minute session in alignment with Conference guidelines and learning objectives
- Signage with organization logo placement

► All sponsorships include recognition on the convention website with logo and website link.

LANZA! ENTREPRENEURSHPE TRACK NEW!

Showcase the expertise of LatinX trailblazers at the intersection of STEM and business development. This 2-day event serves aspiring and early stage entrepreneurs in fields ranging from hardware to software to technical services while connecting non-technical founders with SHPE's vast talent pool.

Startup Lounge \$20,000

Gain maximum-visibility with this high-traffic lounge area where casual office hours will be held by various rising startup founders from multiple technical fields, ranging from video games to fintech to wearable tech and green energy. This will foster casual, non-intimidating Q&A time, outside the structure of workshops. The Startup Lounge serves as the "hub of the Startup Scavenger Hunt" activity. The ideal sponsor would serve as a technical resource for entrepreneurs to consume, and will host at least one office hour each day to promote their tools and resources to entrepreneurs in attendance.

Thursday: 1pm - 4pm

Friday: 9am - Noon

- Prominently-positioned lounge
- Fully-furnished space
- 500 t-shirts with sponsor logo for giveaways
- Daily office hours with access to participants
- Signage with organization logo placement

Pitch Competition NEW!

\$20,000 / \$5,000 Co-Partner (Limit 4)

Identify new product and service ideas that align with your corporate interests. This sponsorship gets you a seat at the judge's table, and gives access to early stage ideas. Think SharkTank.

- Each sponsor provided a seat at the judges table
- Opportunity to provide coaches for competitors
- Signage with organization logo placement



Meet Your Co-Founder NEW! \$15,000

Meet your future collaborator. Hospitality suite will be co-hosted with local startups and national startup ecosystem organizations providing a setting for startups to meet and recruit SHPE's technical talent. Likely hosts would be organizations like Chambers of Commerce, co-working spaces, local technical meetups, and sister organizations.

- 10-minute keynote
- Display area to promote your technology/resources for entrepreneurs
- Each sponsor provided a seat at the judges table
- Signage with organization logo placement

Startup Showcase NEW! \$12,500

Promote Hispanic start-ups by sponsoring this hospitality suite which will show off the SHPE Familia's ingenuity. Each start-up will have a table and all SHPE members or paid attendees are invited to attend.

- Food & beverage served and inclusive of sponsorship
- 10-minute keynote to inspire innovation
- Signage with organization logo placement

► **All sponsorships include recognition on the convention website with logo and website link.**

Technology and Innovation Conference

SHPE's Technology and Innovation Conference offers Tech Talks, general sessions, and hands-on activities to challenge members and showcase their skills. All of the events provide members with the opportunity to learn strategies for solving common issues, effectively communicating complex ideas, and navigating the relationship between innovation, business, and policy.



Tech Talks

Deliver a Tech Talk on technology and innovation that aligns with the Convention theme of "Engineering Up!" and aligns with the T&I learning objectives. Contributors may present on your own or organize a panel to deliver dynamic discussion Tech Talks focus on modern technologies and innovations. The objective is to inspire attendees to accomplish the unimaginable. Opportunities to present a Tech Talk are open to all exhibitors and sponsors. For more information, including minimum curriculum requirements, please visit shpe.org/2020 after March 1, 2020. Session availability is limited and not guaranteed.

Design Competition

\$55,000

Strengthen participant design skills by sponsoring this competition. Undergraduate students are challenged to utilize their ingenuity, technical skills, and marketing aptitudes to design a prototype or engineer improvements to an existing design. Your organization will be featured during the competition kick-off, and organization representatives are encouraged to engage in various roles during the competition.

- Organization representatives invited to serve on judges' panel
- Presentation of awards to winners at Career Fair
- Photo opportunity with winning team
- Opportunity to award your organization products or a select prize to competition winners
- Signage with organization logo placement

Innovation Challenge - Engineering With a Purpose

\$25,000 / \$22,500 IPC (Limit 4)

Bolster participants innovation skills by funding the Innovation Challenge. Participants work in teams to identify a need for innovation, conceptualize an idea, and incubate a solution. Emphasis is put on the feasibility, marketability, and impact of these solutions. Participants will experience firsthand how innovations in design are applied, and will also hear from STEM professionals who are working to tackle emerging global challenges.

- Co-sponsors and committee members will contribute to determining the specific challenge
- Each co-sponsor may assign one representative to judges' panel
- Organization representatives are encouraged to serve as mentors
- Table at Innovation Challenge Career Fair
- Opportunity to provide marketing materials and/or giveaways
- Signage with organization logo placement

Innovation Challenge "Powered by" Sponsorship NEW!

Sponsor the critical resources needed to make the competitions a reality — server API access or necessary hardware or software. Contributors will receive sponsorship recognition during the competition. For more information on needs and to express interest, email sales@shpe.org.

► **All sponsorships include recognition on the convention website with logo and website link.**

Tech Luncheons

\$20,000 (Limit 2)

Luncheons provide attendees an opportunity to hear from speakers on various topics related to Technology & Innovation. Host 120 attendees for a plated lunch so that they may engage with and learn from dynamic speakers within your organization.

- Keynote address to attendees
- SHPE electronic invite sent to attendees within your selected discipline
- Opportunity to provide marketing materials and/or giveaways
- Signage with organization logo placement

Technology & Innovation Breakfast

\$10,000

Launch the second day of the Technology & Innovation Conference by hosting the T&I Breakfast. This is an opportunity to get students and professionals excited about being immersed in hands-on learning and connecting with industry experts while enjoying a continental breakfast.

- Keynote address to attendees
- Opportunity to provide marketing materials and/or giveaways
- Signage with organization logo placement

Extreme Engineering Competition Team

\$8,500 / \$8,000 IPC (Limit 10)

Launch participants into this exciting challenge experience. The Extreme Engineering Challenge is a nonstop 24-hour competition that simulates an accelerated engineering working scenario. The experience builds resilience and builds skills necessary for facing the profession's most grueling demands.

- Sponsoring organization presented to members during competition kick-off
- Organization representatives serve as mentors and coaches to sponsored team
- Organization representatives screen and select their team members
- Photo opportunity with sponsored team
- A real-world, 24-hour interview process with up-and-coming engineering talent
- Signage with organization logo placement

► **All sponsorships include recognition on the convention website with logo and website link.**



Competition Participant Fuel Station

\$5,000

Fortify participants during their competition or challenge experience by providing snack and refreshments. Three opportunities are available: Design Competition, Innovation Challenge, and Extreme Engineering.

- Signage with organization logo placement

Technology & Innovation In Action Session

\$4,500 / \$4,000 IPC (Limit 3)

Create a high-impact learning opportunity for attendees interested in technology, innovation, and entrepreneurship. These sessions offer hands-on experience in solving real world problems with implications extending well beyond the convention.

- Opportunity to provide marketing materials and/or giveaways
- Signage with organization logo placement

Tech Theater

\$2,500 / \$2,000 IPC (Limit 5)

Highlight new ideas, products, and solutions from your organization in an intimate, educational setting. Ten-minute presentation slots are assigned on a first-come, first-serve basis, with priority given to our IPC members.

- Prominently positioned theater in the exhibit hall seats 50 people
- Each presentation will be listed on the theatre schedule
- Signage with organization logo placement

Innovation Challenge Career Fair Table

\$2,000 / \$1,500 IPC (Limit 25)

Experience participants in action! Opportunity to meet and recruit directly from competition participants.

- One six-foot table
- Signage with organization logo placement

Special Events

Our special events offer exciting opportunities for organizations that wish to further SHPE’s mission to support Hispanics in STEM. Not only will you demonstrate your support for diversity and inclusion, but you will also benefit from networking opportunities with prospective employees, clients, and professionals.



STAR Awards \$65,000 / \$60,000 IPC

Celebrate the accomplishments of SHPE Familia members. The prestigious SHPE Technical Achievement and Recognition (STAR) Awards honor outstanding professionals for their dedication, commitment, and selfless efforts to grow and advance Hispanics in STEM. The STAR Awards also recognize a company and a government agency for demonstrating significant, measurable, and visible assistance to further SHPE’s mission. At this prestigious black-tie event, STAR Award honorees share their inspirational stories with peers, students, and corporate representatives. For more information on nomination criteria and selection process, please email starawards@shpe.org.

- 10-minute keynote address to attendees
- Opportunity to show a 60-second, sponsor-provided video
- One free-standing sign
- Organization logo displayed on screens
- Personalized gobo lighting to showcase your logo (upon availability)
- Opportunity to present one STAR Award
- 10 premier seats at VIP table
- Full-page ad in the STAR Awards program
- Recognition in electronic postcard advertising
- One attendee convention bag insert (no paper inserts)
- Signage with organization logo placement

Excellence in STEM Luncheon \$60,000 / \$55,000 IPC

Recognize excellence! This high-profile opportunity to join attendees and VIPs as SHPE honors STEM professionals and outstanding SHPE chapters that have made significant contributions. Select STAR Award winners are recognized at this event.

- 10-minute keynote address to attendees
- Opportunity to show a 60-second, sponsor-provided video
- One free-standing sign
- Organization logo displayed on screens
- Personalized gobo lighting to showcase your logo (upon availability)
- Opportunity to present one award
- 10 premier seats at VIP table
- Full-page ad in the STEM Luncheon program
- Recognition in electronic postcard advertising
- One attendee convention bag insert (no paper inserts)
- Signage with organization logo placement

Opening Ceremony \$60,000 / \$30,000 CO-PARTNER (Limit 2)

Launch SHPE’s 2020 National Convention by sponsoring our opening ceremony! You will welcome convention attendees and sponsors at our most highly-attended event.

- 10-minute keynote address to attendees
- Opportunity to show a 60-second, sponsor-provided video
- One free-standing sign
- Organization logo displayed on screens
- Recognition in electronic postcard advertising
- Opportunity to place organization displays throughout event area
- One attendee convention bag insert (no paper inserts)
- Signage with organization logo placement

► All sponsorships include recognition on the convention website with logo and website link.



High Achievers Breakfast

\$25,000

Celebrate the success of SHPE student members who have attained a 3.5 GPA or higher. Scholarship recipients will also be invited and recognized.

- 10-minute keynote address to attendees
- Opportunity to show a 60-second, sponsor-provided video
- 10 premier seats at VIP table
- Opportunity to provide marketing materials and/or giveaways
- Signage with organization logo placement

Chapter Presidents' Breakfast

\$25,000

Recognize the LeaderSHPE and achievements of our chapter presidents. Join the SHPE Board of Directors Chair and Headquarters staff in highlighting these individuals who are critical to achieving SHPE's mission.

- 10-minute keynote address to attendees
- Opportunity to show a 60-second, sponsor-provided video
- 10 premier seats at VIP table
- Photo opportunity with award recipients
- Opportunity to provide marketing materials and/or giveaways
- Signage with organization logo placement

STAR Awards Reception

\$15,000

Network with STAR Award recipients during our signature pre-event reception.

- 5-minute keynote address to attendees
- One free-standing sign
- Sponsor representatives invited to attend
- Opportunity to place organization displays throughout event area
- Signage with organization logo placement

SHPE Lifetime Members & Founders' Reception

\$22,500

Illustrate your long-term support of SHPE by hosting the SHPE Lifetime Members & Founders' Reception. This reception brings together professionals and industry leaders to celebrate current Lifetime Members and honor new Lifetime Members. Members who choose to join this select group are committed to fulfilling SHPE's mission and vision.

- 10-minute keynote address to attendees
- One Lifetime Membership
- Photo opportunity with new Lifetime Members
- Sponsor representatives invited to attend
- Opportunity to place organization displays throughout event area
- Signage with organization logo placement

SHPE Convention Committee Dinner

\$10,000

Illuminate the contributions of the people who work behind-the-scenes to make National Convention a reality. This dream team of nearly 100 committee members works tirelessly to plan, organize, and implement the largest gathering of Hispanics in STEM. They have contributed countless volunteer hours and devoted their talents. Host this show of appreciation of their efforts at the kick-off dinner Tuesday night.

- 10-minute speaking opportunity to address the committee
- Sponsor co-branding on special committee gift
- 10 sponsor representatives invited to dinner
- Signage with organization logo at committee headquarters in Convention Center

Ribbon-Cutting Ceremony

\$9,000

Set the Career Fair and Graduate School Expo in Motion by sponsoring the Ribbon-Cutting Ceremony!

- 2-minute speaking opportunity to address attendees
- Opportunity to cut the ribbon
- Photo opportunity with SHPE National VIPs
- Signage with organization logo placement

► **All sponsorships include recognition on the convention website with logo and website link.**

Saturday Celebration

\$7,500

Punctuate the conclusion of National Convention by hosting the grand finale -- a night your future STEM stars will never forget. This sponsorship includes entertainment and refreshments.

- Promotion of event on social media
- Opportunity to place organization displays throughout event area
- Signage with organization logo placement

SHPE Social Media Ambassador Forum & Networking Event

\$7,500

Engage with SHPE's team of ambassadors. Participants are carefully selected and represent SHPE's brightest leaders and influencers within the SHPE familia.

- 10-minute speaking opportunity to address the committee
- Two social media posts live from event
- Organization hashtags and handles included in posts
- Signage with organization logo

Hospitality Suites

Thursday or Friday

Connect with attendees in this highly personal, one-on-one setting. This fast-selling opportunity is offered on a first-come, first-serve basis. Hospitality Suites may include standard A/V, and high top round tables (availability varies by room and may be limited). Food and beverage are not included in price and must be ordered through the venue.

PLATINUM \$8,500 / \$8,000 IPC

GOLD \$7,500 / \$7,000 IPC

SILVER \$6,500 / \$6,000 IPC

BRONZE \$5,500 / \$5,000 IPC

- Offer an inside peek into your organization's culture through branding and themed decor (provided by sponsor)
- Meet and greet hundreds of attendees
- Opportunity to provide marketing materials and/or giveaways throughout suite
- Opportunity to assemble organization displays throughout suite area
- Signage with organization logo placement

Executive Roundtable

\$6,000

Demonstrate your support for the advancement of Hispanics in the workforce. The Executive Roundtable brings government and organization executives together for a robust dialogue led by tech, science, and engineering experts. Executives will discuss best practices for developing and sustaining a diverse, inclusive culture.

- Speaking opportunity (10-minute limit)
- Signage with organization logo placement

SHPE Networking Social

Thursday or Friday - \$5,000

Culminate the Convention day by hosting a SHPE Social. All convention-goers are invited to celebrate a successful day of professional development by attending this nightly networking social.

- Promotion of event on social media
- Opportunity to place organization displays throughout event area
- Signage with organization logo placement

Sponsor Spotlights

\$4,000 (Limit 5)

Highlight your organization and educate attendees on organization culture, internships, and employment opportunities.

- 45-minute informational session
- Signage with organization logo placement



► **All sponsorships include recognition on the convention website with logo and website link.**

Branding | Onsite

Show your commitment to Hispanics in STEM and create buzz for your organization. We offer our partners a powerful platform to drive recognition, increase exposure, and grow brand loyalty.



Convention Badge Lanyards

\$30,000

Capitalize on the opportunity to put your companies brand around the necks of every attendee. Everyone will wear the official lanyard with your organization's logo prominently displayed, making this an exclusive opportunity to showcase your brand.

Hotel Key Cards

\$20,000

Claim your key to putting your logo in the hands of attendees by branding their hotel keys. Each key card will be imprinted with your organization's logo and messaging.

Career Fair & Graduate School Expo

\$20,000

Take center stage as the highlight sponsor of SHPE's main event, the Career Fair & Graduate School Expo.

- Access to attendee resumes
- Prominent signage with organization logo placement on overhead windows looking into the exhibit hall
- 20 Career Fair & Graduate School Expo registrations



Registration Area

\$15,000

Lead attendees into their convention experience by sponsoring the registration area, creating an opportunity for maximum brand visibility.

- Organization logo prominently displayed on registration counters
- One attendee convention bag insert (no paper inserts; minimum 5,000)

Refresh & Recharge Station

\$15,000

Bolster attendees' energy by hosting their afternoon coffee-fueled charging station and lounge area. Your logo will be prominently displayed and you are invited to provide additional giveaways.

► **All sponsorships include recognition on the convention website with logo and website link.**



Premier Convention Center Entrance Branding

\$12,500 / \$10,000 IPC

Establish your brand front and center. Use your organization logo to help welcome attendees to Denver, Colorado and the 2020 SHPE National Convention.

Relaxation Station

\$10,000

Rejuvenate and de-stress convention attendees with relaxing five-minute upper body massages compliments of your organization. Whether they are participating in a competition, preparing for an interview, or navigating the expo, this resource will enhance attendees' onsite experiences.

- Sponsor may provide branded polos for service providers
- Signage with organization logo placement



STAR Awards or STEM Luncheon Segment

\$10,000

Showcase your organization before an audience of STEM students and professionals during either of these signature events.

- Opportunity to show a 60-second, sponsor-provided video
- Half-page advertisement in event program

Escalator Clings

\$8,000

Demonstrate to attendees that your organization is the one that will take them places. Prominently display your brand logo and messaging across one set of escalators in the convention center. Wherever attendees go, you'll be right there with them.

Convention Bags

\$6,000 CO-SPONSOR (Limit 4)

Create a lasting impression by placing your logo on SHPE's Convention Bags. This will extend your visibility throughout the convention and well beyond closing day. Over 6,000 bags will be distributed to attendees with full-convention registrations.

► **All sponsorships include recognition on the convention website with logo and website link.**



Main Lobby Banner

\$6,000

Get attendees' attention first thing when they walk into the convention center. Place your organization's logo and messaging in the main lobby.

Free-Standing Sign

\$5,500

Drive traffic to your booth, showcase your organization's award winner, or display a customized message on a freestanding sign placed in a highly visible area.

STAR Awards Winner's Lane

\$2,500 / \$2,250 IPC

Show your support of leaders in STEM with organization logo placement on award winners showcase boards in a prominent area within convention center.

Sizzle Reel

\$2,000 / \$1,500 IPC

Connect visually with your target audiences. Create a two-minute video that highlights opportunities at your organization. Your sizzle reel will be played on a loop in a high-traffic area.

Career Fair & Graduate School Expo Aisle Banners

\$1,500 / \$1,250 IPC

Showcase your organization logo with placement on one overhead aisle sign within exhibit halls.

Foot Prints

\$3,000 / \$2,500 IPC

Lead the way to opportunities with 10 floor stickers with logo placement or custom messaging.

Attendee Bag & Coat Check

\$2,500

Provide attendees with necessary bag check services.

- Organization logo prominently displayed
- Organization logo on return coat ticket

ADVERTISING

STAR Awards Program

\$1,200 full-page ad
\$700 half-page ad

STEM Luncheon Program

\$1,000 full-page ad
\$600 half-page ad

Digital Guide

\$950/\$700 IPC full-page ad
\$1,750/\$1,300 IPC full-page ad with video
\$500/\$375 IPC ad is placed in first 20 pages

Online Company Directory

\$500 Highlights Package

4 images, access to online leads and stats

\$1,000 Be Visible Package

Highlights package + 4 video panels, priority placement on searches and showcase product image or video on homepage

\$4,000 Online Exhibit Hall Banner

\$6,000 Overall Online Directory Banner



► All sponsorships include recognition on the convention website with logo and website link.

Branding | Digital

Your digital footprint will have a long-lasting impact for more than 8,000 convention attendees. Increase your brand exposure by incorporating the latest social and digital media tools to engage with targeted audiences!

Wi-Fi Connectivity

\$30,000 / \$15,000 CO-PARTNER (Limit 2)

Receive maximum brand visibility by providing attendees a necessary Wi-Fi service that enables them to connect from their personal devices.

- Sponsorship includes branded Wi-Fi lounge where attendees can engage with your representatives
- Splash page acknowledgment (if available)
- Opportunity to provide marketing materials and giveaways

Social Media Wall

\$15,000

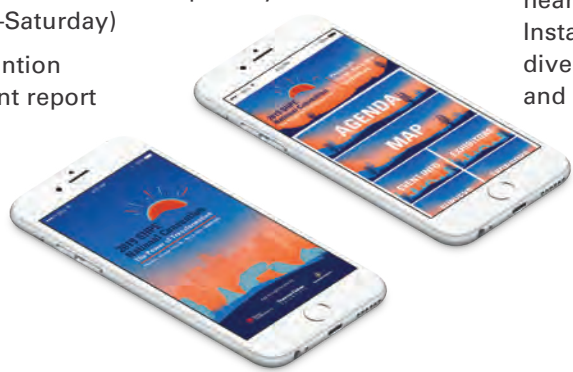
Connect with attendees in real-time as they post and share! Our Social Media Wall, prominently displayed in the convention center lobby, pulls content from our app for an interactive experience and will prominently showcase your logo.

Convention App

\$9,000 (Limit 3)

Guide attendees engagement by sponsoring the convention app. This resource drives traffic to your organization's website or onsite presence. The app is free to attendees and is easy to download, allowing you to connect with a large audience as they navigate the convention.

- Rotating banners
- One push notification alert per day (Thursday–Saturday)
- Post-convention engagement report



Dedicated Email Blast

\$4,500

Let attendees know about your involvement at the convention and how they can find you. Send a direct message to the convention attendee demographics you most want to reach.

- Put your organization name and logo front and center
- Create your own messaging or use our SHPE National Convention theme
- Distributed from SHPE to all attendees or an attendee group of your choosing

Social Media Promotion

\$2,500 (Limit 2)

Promote your workshop or exhibitor booth to SHPE's nearly 15,000 followers on Twitter, Facebook, and Instagram. Show your organization's commitment to diversity and inclusion while raising brand visibility and driving traffic to your website.

► All sponsorships include recognition on the convention website with logo and website link.

STEP #1 Choose Your Exhibitor Level

CAREER FAIR & GRADUATE SCHOOL EXPO

Company | Organization | School _____
 Name listing for all marketing (44 character limit)

EXHIBITOR LEVELS

Exhibitor Level	First Look (FL) Valid through 12/31/2019	Early Bird (EB) Valid through 4/24/2020	Regular (R) Valid after 4/24/2020	Exhibitor Level	First Look (FL) Valid through 12/31/2019	Early Bird (EB) Valid through 4/24/2020	Regular (R) Valid after 4/24/2020
<input type="checkbox"/> Visionary 20' x 40'	\$110,000	\$115,000	\$120,000	<input type="checkbox"/> Silver 10' x 10'	\$10,000	\$11,000	\$11,500
<input type="checkbox"/> Innovator 20' x 30'	\$55,000	\$60,000	\$65,000	<input type="checkbox"/> Bronze 10' x 10'	\$7,500	\$8,000	\$8,500
<input type="checkbox"/> Ambassador 10' x 40'	\$30,000	\$32,500	\$35,000	<input type="checkbox"/> Government 10' x 10'	\$5,000	\$5,100	\$5,200
<input type="checkbox"/> Platinum 10' x 30'	\$20,000	\$21,500	\$23,000	<input type="checkbox"/> Nonprofit 10' x 10'	\$2,000	\$2,100	\$2,200
<input type="checkbox"/> Gold 10' x 20'	\$14,000	\$15,000	\$16,000	<input type="checkbox"/> University/Academic 10' x 10'	\$1,200	\$1,300	\$1,400

ADDITIONAL OPTIONS

ADDED 10'X10' BOOTH SPACE

- (REGISTRATIONS EXCLUDED)
 \$900 University/Nonprofit # _____
 \$4,500 Government # _____
 \$5,850 IPC # _____
 \$6,000 Corporate # _____

INTERVIEW BOOTHS

- \$800 IPC # _____
 \$1,000 Exhibitor # _____

RESUME ACCESS NEW!

- \$1,000 (3 Months Access) _____

REGISTRATION

- \$100 IPC Career Fair-Only* # _____
 \$400 IPC Full Convention** # _____
 \$150 Exhibitor Career Fair Only* # _____
 \$500 Exhibitor Full Convention** # _____
 \$50 Pre-College Sponsor Registration # _____

TICKETS (SUBJECT TO AVAILABILITY)

Excellence in STEM Luncheon

- \$450 IPC: 1/2 Table (5 seats) # _____
 \$900 IPC: Full Table (10 seats) # _____
 \$550 Exhibitor: 1/2 Table (5 seats) # _____
 \$1,100 Exhibitor: Full Table (10 seats) # _____

STAR Awards

- \$500 IPC: 1/2 Table (5 seats) # _____
 \$1,000 IPC: Full Table (10 seats) # _____
 \$600 Exhibitor: 1/2 Table (5 seats) # _____
 \$1,200 Exhibitor: Full Table (10 seats) # _____

STEP #2 Select Your Target Opportunities

PRE-COLLEGE CONFERENCE

- Pre-College Conference Premier Partner
 \$25,000
 Pre-College Engineering Design Challenge
 \$15,000
 Workshop/Hands-On Activity
 \$5,500
 Pre-College Conference T-Shirt
 \$5,000
 Pre-College Conference Bags
 \$3,000
 STEM Exploration Expo
 \$500 Corporate
 \$200 Nonprofit/University/Government

ACADEMIC CONFERENCE

- Community College Coffee Break
 \$4,500

MentorSHPE for Community College Students

- \$2,500
 LGBTQ Track Hospitality Suite
 \$4,500
 Graduate Track Co-Partner
 \$12,000 Industry
 \$8,000 Government
 \$3,000 University
 Distinguished Lecture Series
 \$10,000
 Engineering Science Symposium
 \$8,500
 Advanced Degree Hospitality Suite
 \$800 Per Table
 Faculty Development Symposium & Dinner
 \$10,000
 Deans Roundtable
 \$10,000
 \$5,000 Co-Partner

Advisor Track

- \$10,000
 \$5,000 Co-Partner
 Resume Room Premier Partner
 \$30,000
 STEM Discipline Luncheon
 \$20,000
 SHPE Study Hall
 \$15,000
 Industry-Specific Breakfast Panel
 \$15,000
 Mentoring Panel and Networking
 \$10,000
 Convention Readiness Session
 \$8,000
 Student Travel Stipends
 \$1,500
 \$_____

SHPETINAS: IGNITING LATINAS IN STEM CONFERENCE

- SHPEtinAs Networking
 \$30,000
 \$27,500 IPC
 SHPEtinAs Evening Networking
 \$20,000
 SHPEtinAs Leader Breakfast
 \$18,000
 SHPEtinAs Power Up Social
 \$8,000
 SHPEtinAs Session/Workshop
 \$6,500
 \$6,000 IPC
 SHPEtinAs Session w/Tech Conference
 \$6,500
 \$6,000 IPC
 SHPEtinAs T-Shirts
 \$6,500

SHPEtinAs Photo Booth Station

- \$4,000
 Cafecito con SHPEtinAs Networking
 \$3,500
 SHPEtinAs Tote Bags
 \$3,000
 SHPEtinAs 4 STEM Leaders Panel Slot
 \$2,000 (0-5 years experience)
 \$1,500 IPC (0-5 years experience)
 \$2,000 (10+ years experience)
 \$1,500 IPC (10+ years experience)
 SHPEtinAs Spotlight Series
 \$1,500

PROFESSIONALS IN STEM CONFERENCE

- Professional Networking Reception
 \$20,000 Thursday
 \$20,000 Friday

- Professional Lunch 'n' Learn
 - \$10,000 Thursday
 - \$10,000 Friday
- Professional Breakfast
 - \$8,000 Thursday
- Professional Learning Session
 - \$5,000 Thursday
 - \$5,000 Friday
- Trending Topics Panel
 - \$2,500/Participant - Thursday
 - \$2,500/Participant - Friday
- Professionals Training Session
 - \$5,000 Thursday
 - \$5,000 Friday
- Startup Lounge
 - \$20,000
- Pitch Competition
 - \$20,000
 - \$5,000 Co-Partner
- Meet Your Co-Founder
 - \$15,000
- Startup Showcase
 - \$12,500

TECHNOLOGY AND INNOVATION CONFERENCE

- Design Competition
 - \$55,000
- Innovation Challenge
 - \$25,000
 - \$22,500 IPC
- Tech Luncheons
 - \$20,000

- Tech & Innovation Breakfast
 - \$10,000
- Extreme Engineering Competition Team
 - \$8,500
 - \$8,000 IPC
- Competition Fuel Station
 - \$5,000
- General Session
 - \$4,500
 - \$4,000 IPC
- Tech Theater
 - \$2,500
 - \$2,000 IPC
- Innovation Challenge Career Fair Table
 - \$2,000
 - \$1,500 IPC

SPECIAL EVENTS

- STAR Awards Gala
 - \$65,000
 - \$60,000 IPC
- Excellence in STEM Luncheon
 - \$60,000
 - \$55,000 IPC
- Opening Ceremony
 - \$60,000
 - \$30,000 Co-partner
- High Achievers Breakfast
 - \$25,000
- Chapter Presidents' Breakfast
 - \$25,000
- STAR Awards Reception
 - \$15,000

- Lifetime Member Reception
 - \$22,500
- Convention Committee Dinner
 - \$10,000
- Ribbon-Cutting Ceremony
 - \$9,000
- Saturday Celebration
 - \$7,500
- Social Media Ambassador Event
 - \$7,500
- Hospitality Suites
 - \$8,500 Platinum
 - \$8,000 Platinum IPC
 - \$7,500 Gold
 - \$7,000 Gold IPC
 - \$6,500 Silver
 - \$6,000 Silver IPC
 - \$5,500 Bronze
 - \$5,000 Bronze IPC
- Executive Roundtable
 - \$6,000
- SHPE Social Host
 - \$5,000 Thursday
 - \$5,000 Friday
- Sponsor Spotlights
 - \$4,000

BRANDING | ONSITE

- Convention Badge Lanyards
 - \$30,000
- Hotel Key Cards
 - \$20,000
- Career Fair & Graduate School Expo
 - \$20,000

- Registration Area
 - \$15,000
- Refresh & Recharge Station
 - \$15,000
- Premier Convention Center Entrance Branding
 - \$12,500
 - \$10,000 IPC
- Relaxation Station
 - \$10,000
- STAR Awards or STEM Luncheon Segment
 - \$10,000
- Escalator Clings
 - \$8,000
- Convention Bags
 - \$6,000 Co-Sponsor
 - \$6,000 Main Lobby Banner
 - \$6,000
- Free-Standing Sign
 - \$5,500
- STAR Awards Winner's Lane
 - \$2,500
 - \$2,250 IPC
- Sizzle Reel
 - \$2,000
- Career Fair & Graduate School Expo Aisle Banners
 - \$1,500
 - \$1,250 IPC
- Foot Prints
 - \$3,000
 - \$2,500 IPC

- Attendee Bag & Coat Check
 - \$2,500

ADVERTISING

- Star Awards Program Ad
 - \$1,200 full-page
 - \$700 half-page
- Stem Luncheon Program Ad
 - \$1,000 full-page
 - \$600 half-page
- Digital Guide
 - \$950 full-page ad
 - \$750 IPC full-page ad
 - \$1,750 full-page with video
 - \$1,300 IPC full-page with video
 - \$500 ad in first 20 pages
 - \$375 IPC ad in first 20 pages
- Online Company Directory
 - \$500 Highlights Package
 - \$1,000 Be Visible Package
 - \$4,000 Online Exhibit Hall Banner
 - \$6,000 Overall Online Directory Banner

BRANDING | DIGITAL

- Wi-Fi Connectivity
 - \$30,000
 - \$15,000 Co-Partner
- Social Media Wall
 - \$15,000
- Convention App
 - \$9,000
- Dedicated Email Blast
 - \$4,500
- Social Media Promotion
 - \$2,500

STEP #3 Secure Your Sponsorship

CONTACT INFORMATION

Primary Contact _____ Company _____

Industry _____ Title _____

Address _____ City _____ State ____ Zip _____

Phone _____ Fax _____

Email _____ Website _____

Secondary Contact _____ Title _____

Email _____ Phone _____

This page subtotal amount \$ _____ Previous page subtotal amount \$ _____ Total amount \$ _____

Signature (Required) _____ Date _____

PAYMENT INFORMATION

Billing Contact _____

Email _____

Phone _____

Please submit the completed form to SALES@SHPE.ORG. Upon receipt of this signed commitment form, an invoice will be sent to the billing contact with online payment options through a secured portal. If paying by check, payment should be made payable to SHPE and mailed to:

SOCIETY OF HISPANIC PROFESSIONAL ENGINEERS
 Attn: 2020 SHPE National Convention
 13181 Crossroads Parkway North, Suite 450
 City of Industry, CA 91746

Payment Terms and Cancellation Policy: Upon receipt of the signed commitment form, an invoice will be sent to the billing contact with online payment options through a secured portal. A signed commitment form is a guarantee to pay and all invoices sent to billing contact will require payment. **FIRST LOOK RATES VALID THROUGH 12/31/2019.** A signed and completed commitment form must be received by 12/31/2019 and corresponding invoice paid in full by 3/29/2020. All First Look invoices must be paid by 3/27/2020 in order to take advantage of First Look pricing. Invoices not paid by 3/27/2020 will be updated to reflect Early Bird pricing. **EARLY BIRD RATES VALID THROUGH 4/24/2020.** A signed and completed commitment form must be received by 4/24/2020 and corresponding invoice paid in full by 6/26/2020. All Early Bird invoices must be paid by 6/26/2020 in order to take advantage of Early Bird pricing. Invoices not paid by 6/26/2020 will be updated to reflect Regular pricing.

All outstanding invoices must be paid by 8/28/2020 to guarantee inclusion in exhibitor and sponsorship listings. Payments received after 9/25/2020 are subject to a 25% late fee. If your organization has any outstanding invoices with SHPE by 10/16/2020, you may not be permitted to register.

All cancellations and/or changes must be submitted in writing. All cancellations made by 8/28/2020 will be refunded minus a 25% administrative fee. If cancellation request is approved and invoice remains unpaid, SHPE has the right to collect the 25% administrative fee. All cancellation requests made after 8/28/2020 will be denied and sponsorship is non-refundable. All sales will be considered final and complete payment will be required. If cancellation request is received and invoice remains unpaid, SHPE has the right to collect on full payment of invoice.

*CAREER FAIR ONLY BADGE includes access to the Career Fair & Graduate School Expo (Friday & Saturday), interview booths and a lunch ticket for Saturday only.

**FULL CONVENTION REGISTRATION includes entrance to all open networking events, workshops, and a lunch ticket for Saturday, but does not include STEM Luncheon or STAR Awards tickets.

Important Dates

CAREER FAIR & GRADUATE SCHOOL EXPO

Wednesday, Oct 28	8:00am – 12:00pm	Exhibitor move-in IPC ONLY
Wednesday, Oct 28	12:00pm – 4:30pm	Exhibitor move-in ALL
Thursday, Oct 29	8:00am – 4:30pm	Exhibitor move-in ALL
Friday, Oct 30	8:00am – 10:00am	Exhibitor move-in ALL
Friday, Oct 30	2:00pm – 5:00pm	Career Fair & Graduate School Expo
Saturday, Oct 31	10:00am – 4:00pm	Career Fair & Graduate School Expo
Saturday, Oct 31	4:00pm – 10:00pm	Exhibitor move-out ALL

INTERVIEW BOOTHS

Thursday, Oct 29	8:00am – 12:00pm	Interview Booths move-in ALL
Thursday, Oct 29	1:00pm–5:00pm	Interview Booths available IPC ONLY
Friday, Oct 30	8:00am–5:00pm	Interview Booths available ALL
Saturday, Oct 31	8:00am–5:00pm	Interview Booths available ALL

KEY DATES

October 30	Exhibitor booth registration and sponsorship commitments open.
December 31	Deadline for commitment form submissions to be eligible for First Look rates.
February 14	Last day to renew commitments from 2019 SHPE Convention, “first right of refusal” deadline for non-IPC.
February 28	Last day to renew commitments from 2019 SHPE Convention, “first right of refusal” deadline IPC ONLY.
March 13	Workshop abstract deadline to submit for two guaranteed workshops IPC ONLY.
March 27	Payment due date to secure First Look pricing. Invoices pending payment after this date will be updated to reflect Early Bird pricing.
March 30	Workshop abstract submissions open to all sponsors/exhibitors (signed commitment form must be on file).
April 24	Deadline for commitment form submissions to be eligible for Early Bird rate.
May 8	Workshop abstract submission deadline. No additional workshop proposals will be accepted after this date.
May	IPC booth selection process at Q4 IPC meeting.
June	Exhibitor booth selection opens to all non-IPC.
June 26	Payment due date to secure Early Bird pricing. Invoices pending payment after this date will be updated to reflect Regular pricing.
August 28	Deadline for cancellation with refund (minus 25% administrative fee). Payment deadline to guarantee inclusion in 2020 SHPE National Convention marketing materials.
August 29	All cancellations are non-refundable.
September 25	All payments must be received by this date.
September 30	IPC/Exhibitor registration portal opens. First date to begin assigning names to allotted registrations.
October 7	Last day to qualify for discount pricing through Freeman.

Dates subject to change. Please email sales@shpe.org for the most up-to-date information available.

EXHIBITOR/IPC REGISTRATION Each exhibitor/IPC receives an allotted number of Full-Convention Registrations and/or Career Fair-Only badges. Each registration must be assigned to one of your representatives via the online corporate registration system. Login credentials are emailed to point of contact stated on commitment form through an automated system in early October. All representatives requiring access to the career fair or interview booths outside of general open hours will require an exhibitor/IPC registration. Only those registrants processed through exhibitor registration will have the appropriate access. Representatives registered through attendee registration (undergraduate, graduate, professional, non-member) will not have access to the exhibit floor or interview hall during set-up. We will be unable to make exceptions. We encourage you to communicate this information to all individuals from your organization.

OFFICIAL SERVICE CONTRACTOR We are pleased to select Freeman to serve as the Official Service Contractor. To assist you in planning, the SHPE Exhibitor Kit will be made available online by June 2020. It is imperative that the SHPE Exhibitor Kit be reviewed and understood in its entirety. Please note: electricity, Wi-Fi, and carpeting are not included in your booth-level participation. SHPE will provide appropriate floor covering/carpet for government level, nonprofit level, and university/academic level exhibitors only. Floor covering that covers the entire booth space is a requirement for Career Fair exhibitors and will be billed directly to your organization if it is not ordered from Freeman or installed by Friday, October 30th, 2020 at 10:00am. SHPE follows IAEE rules for exhibiting with variations that will be listed in the exhibitor service manual.

Exhibition Rules and Regulations

1. EVENT MANAGEMENT: The words 'Event Management' as used herein shall mean event management as previously specified in the contract, or its officers, committees, agents, or Employees acting for it in the management of the Exhibition.

2. ELIGIBLE EXHIBITS: Exhibits will be limited to those companies or other entities offering materials, products, or services of specific interest to Convention registrants. Event Management reserves the right to determine the eligibility of any product floor display. Exhibiting manufacturers' representatives and/or distributors must list their participating principals as the exhibitors of record. Only the sign of the exhibitor whose name appears upon the face of this contract may be placed on the exhibit space or in the printed list of Exhibitors of the Exhibition. No exhibitors or advertising will be allowed to extend beyond the space allotted to the Exhibitor or above the back and side rails. Event Management reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or Exhibitor or his representatives upon the Event Management's good-faith determination that the same is not in accordance with these Rules and Regulations. Event Management reserves the right to relocate an exhibit space at any time. This is due to situations beyond our control, including but not limited to fire marshal code, building regulations, or at the request of the hotel, convention center, or other facility in which the exhibition hall is located. In such event, the Exhibitor will have no financial remedy with Event Management. Event Management will make every effort to communicate this to Exhibitor in a timely manner and offer comparable placement.

3. LIMITATION OF LIABILITY: The Exhibitor agrees to indemnify and hold harmless the Event Management, its subsidiaries, the sponsor, owner, exhibition hall facility, and city in which this Exhibition is being held and their officers, agents, and employees, against all claims, losses, suits, damages, judgements, expenses, costs, and charges of every kind resulting from its occupancy of the space herein contracted for by reason of personal injuries, death, property damages, or any other cause sustained by any person or others. The Event Management will not be responsible for loss or damage to displays or goods belonging to Exhibitors, whether resulting from fire, storms, acts of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats, or other causes. All such items are brought to the Exhibition and displayed at Exhibitors' own risk, and should be safeguarded at all times. Event Management will provide the services of a reputable agency for perimeter protection during the period of installation, event and dismantling and Exhibitor agrees that the provision of such services constitutes adequate discharge of all obligations of the Event Management to reasonably supervise and protect Exhibitors' property within the Exhibition. Exhibitors may furnish additional guards at their own cost and expense, only with prior approval by Event Management. The Exhibitor agrees that Event Management shall not be responsible in the event of any errors or omission in the Exhibitors' official event directory and in any promotional material. Exhibitor agrees to indemnify Event Management against and hold it harmless for any claims and for all damages, costs and expenses, including without limitation, attorneys' fees and amounts paid in settlement incurred in connection with such claims, arising out of the acts or negligence of Exhibitor, his agents, or employees.

4. DEFAULT IN OCCUPANCY: If Exhibition space is not occupied by the time set for completion of installation of displays, such space may be possessed by Event Management for such purposes as it may see fit.

5. SUB-LEASING: Exhibitor shall not sublet his space, or any part thereof, of the exhibition of anything not specified in the contract. Exhibitor may not exhibit, offer for sale, give as a premium, or advertise articles not manufactured or sold in his own name, except where such articles are required for the proper demonstration of operation of Exhibitor's display, in which case identification of such articles shall be limited to the regular nameplate, imprint or other identification which in standard practice appears normally on them. Exhibitor may not permit in his Exhibit space non-exhibiting companies' representatives. Rulings of the Event Management shall in all instances be final with regard to use of any exhibit space.

6. DAMAGE TO PROPERTY: Exhibitor is liable for any damage caused to building floors, walls, or columns, or to standard Exhibit space equipment, or to other Exhibitors' property. Exhibitor may not apply paint, lacquer, adhesives, or other coating to building columns and floors or to standard Exhibit space equipment.

7. OFFICIAL SERVICE CONTRACTOR: To ensure the orderly and efficient installation, operation, and removal of the displays, and to minimize confusion by the presence or solicitation of unknown or unqualified firms, Event Management has designated an official service contractor. In venues where permitted, Exhibitors may be free to use its own display house providing the outside contractor for set up and dismantling of the Exhibit if the Exhibitor submits a request in writing to Event Management and includes a list of the names of all display company representatives working in the exhibit area along with the proof of liability insurance satisfactory to Event Management; approval by Event Management shall be in its sole discretion.

8. SPECIAL SERVICES: Electricity, gas, water, and other utilities, as well as other special services needed by individual Exhibitors, are provided only when the Exhibitor orders and agrees to pay for them, especially from the persons authorized to supply such services in conformity with city, insurance, and other requirements.

9. EXHIBIT SPACE REPRESENTATIVES: Exhibit space representatives shall be restricted to Exhibitor's employees and their authorized representatives. Exhibit space representatives shall wear badge identification furnished by Event Management at all times. Event Management may limit the number of Exhibit space representatives at any time. All Exhibit spaces must be staffed by the Exhibitor during all open-event hours.

10. ELECTRICAL SAFETY: All wiring on displays or display fixtures must conform to the applicable standards established by various governmental agencies and standard fire inspection ordinances. All display wiring must exhibit the seal and/or such other seals

of official approving agencies as may be required at the site of the Exhibition.

11. SAFETY AND FIRE LAWS: All applicable fire and safety laws and regulations must be strictly observed by the Exhibitor. Cloth decorations must be flameproof. Wiring must comply with local fire department and UL rules. Smoking in Exhibits is strictly prohibited. Crowding will be restricted, and aisles and fire exits must not be blocked by Exhibits. No displays of paper, pine boughs, leafy decorations, trees, or tree branches are allowed. Acetone and most rayon drapes are not flameproof and may be prohibited. No storage behind Exhibits is provided or permitted.

12. DECORATION: Event Management shall have full discretion and authority in the placing, arrangement, and appearance of all items displayed by Exhibitor and may require the replacing, rearrangement, or redecorating of any item or of any Exhibit space at the Exhibitor's expense. Exhibitor must make certain that surfaces or dividers and back-walls are finished in such a manner as not to be unsightly or have logos or promotion facing Exhibitors in adjoining Exhibit spaces. If such surfaces remain unfinished by the "must be set time" outlined in the service manual, Event Management shall authorize the official decorator to effect the necessary finishing at the Exhibitor's expense. With respect to any displays on which set-up has not been started by the "must be set time" outlined in the Exhibitor Manual and/or Exhibitor Kit, Event Management reserves the right to have such displays installed at the Exhibitor's expense. Event Management will not allow any installation or moving of Exhibit spaces or freight one-hour prior to the opening of the Exhibit floor.

HEIGHT AND FLOOR COVERINGS:

Exhibit spaces and/or displays must be built and erected within the height limits and guidelines set forth in the Exhibitor Manual and/or Exhibitor Kit. Any Exhibitor whose Exhibit space exceeds the height limits and/ or guidelines will be required at their own expense to alter the display to conform to the limits and guidelines. All exhibit space floor areas must be covered with carpet or approved covering. In the event of non-compliance, Event Management reserves the right to have the display area covered with proper floor coverings at the Exhibitor's expense.

13. SOUND LEVEL: Mechanical or electrical devices which produce sound must be operated so as not to prove disturbing to other Exhibitors. Event Management reserves the right to determine the acceptable sound level in all such instances.

14. PERFORMANCE OF MUSIC: The Exhibitor acknowledges that any live or recorded performances of copyrighted music which occur in the Exhibitor's exhibit space must be licensed from the appropriate copyright owner or agent. The Exhibitor undertakes full responsibility for obtaining any necessary licenses and agrees to indemnify and hold harmless Event Management from any damages or expenses incurred by Event Management due to the Exhibitor's failure to obtain such licenses.

15. LOTTERIES/CONTESTS: The operation of games of chance, lottery devices, or the actual or simulated pursuit of any recreation pastime is permitted only to the extent permitted by applicable law and upon prior written approval from Event Management. Furthermore, any such activity shall remain within the constraints of the Exhibit space only.

16. PERSONNEL AND ATTIRE: Event Management reserves the right to determine whether the character and/or attire of Exhibit space personnel is acceptable and in keeping with the best interests of Exhibitors and the Exhibition. Further, Exhibitor expressly agrees that he and his personnel will not conduct official any Exhibitor functions in his private rooms during business hours of the Exhibition.

17. EXHIBITOR CONDUCT: Exhibitors wishing to conduct retail sales within their Exhibit space are subject to rules set forth by Event Management and the facility. Exhibitors will be responsible for the collection and remittance of all applicable federal, state, and local sales and use and other taxes. Subject to the foregoing, the distribution of samples, souvenirs, publications, and the like, or other sales or sales promotion activities, must be conducted by Exhibitor only from within his Exhibit space. The distribution of any articles that interfere with the activities or obstructs access to neighboring Exhibit spaces, or that impedes aisles, is prohibited.

No article containing any product other than the product or materials made or processed or used by Exhibitor in his product or service may be distributed except by prior written permission of Event Management.

18. OBSTRUCTION OF AISLES OR EXHIBIT SPACES: Any demonstration of activity that results in obstruction of aisles or prevents ready access to nearby Exhibitors' exhibit spaces shall be suspended for any periods specified by Event Management.

19. ADMISSION: Admission is open to adults affiliated with the industry/profession served by the Exhibition. No persons under 18 years of age will be admitted to the Exhibit hall or conference sessions unless otherwise specified. Event Management shall have sole control over admission policies at all times.

20. TERMINATION OF EXHIBITION: In the event that the premises in which the Exhibition is or is to be conducted shall become, in the sole discretion of Event Management, unfit for occupancy, or in the event the holding of the Exhibition or the performance of Event Management under the contract (of which these Rules and Regulations are a part) are substantially or materially interfered with by virtue of any cause or causes not reasonably within the control of Event Management, said contract, and/or the Exhibition (or any part thereof) may be terminated by Event Management in its sole discretion.

Event Management shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of any cause or causes not reasonably within the control of Event Management. If Event Management so terminates said contract and/or the Exhibition (or any part thereof), then Event Management may

retain such part of any Exhibitor's rental as shall be required to recompense it for expenses incurred up to the time such contingency shall have occurred, and there shall be no further liability on the part of either party. For purposes hereof, the phrase "cause or causes not reasonably within the control of Event Management" shall include, but not be limited to, fire; casualty; flood; epidemic; earthquake; explosion or accident; blockage embargo; inclement weather; governmental restraints; orders of civil defense or military authorities; act of public enemy; riot or civil disturbance; strike, lockout, boycott, or other labor disturbance; inability to secure sufficient labor; technical or other personnel failure; impairment or lack of adequate transportation facilities; inability to obtain condemnation, requisition or commandeering of necessary supplies or equipment; local, State or Federal laws, ordinances, rules, orders, decrees, or regulations whether legislative, executive, or judicial; or Act of God.

21. RESOLUTION OF DISPUTES: In the event of a dispute or disagreement between Exhibitor and an official contractor, between Exhibitor and a labor union or labor union representative, or between two or more Exhibitors, all interpretations of the rules governing the Exhibition, actions, or decisions concerning this dispute of disagreement by Event Management intended to resolve the dispute or disagreement shall be binding on Exhibitor.

22. RECEIPT OF GOODS AND EXHIBITS: All arriving goods and Exhibits will be received at receiving areas designated by Event Management. All incoming goods and Exhibits must be plainly marked and all charges prepaid.

23. CARE AND REMOVAL OF EXHIBITS: The Event Management will maintain the cleanliness of all aisles, Exhibitor must, at his own expense, keep Exhibits clean and in good order. All Exhibits must remain fully intact until the Exhibition has officially ended. Disturbing or tearing down an Exhibit prior to the official closing hour of the Exhibition can result in a penalty and a refusal by Event Management to accept or process Exhibit space applications for subsequent Exhibition(s).

Exhibits must be removed from the building by the time specified in the Exhibitor Manual. In the event any Exhibitor fails to remove his exhibit in the allotted time, Event Management reserves the right, at the Exhibitor's expense, to ship the Exhibit through a carrier of Event Management's choosing or to place the same in a storage warehouse subject to the Exhibitor's disposition or make such other disposition of this property as it may deem desirable without any liability to Event Management.

24. PHOTOGRAPHY: Before, after, or during event hours, no photography or videotaping will be permitted anywhere except by Event Management or the official event photographer(s). Only those professional photographers approved by Event Management will be allowed on the event floor. Any individual, whether Exhibitor or attendee, is prohibited from taking photographs or electronic images of Exhibit displays or their contents without the permission of the Exhibitor involved. Violators will be escorted off the Exhibit floor and will forfeit their credentials and to a deletion of the photographs/recordings. Violators will not be allowed re-entry. Event Management reserves the right to use photographs taken at the event for promotional purposes. No drone photography will be allowed.

25. INSURANCE: Exhibitor is advised to see that his insurance policies include extraterritorial coverage, and that he has his own theft, public liability, and property damage insurance.

26. LOSSES: Event Management shall bear no responsibility for damage to Exhibitor's property, or lost shipments either coming in or going out, nor for moving costs. Damage to inadequately packed property is Exhibitor's own responsibility. If Exhibit fails to arrive, Exhibitor is nevertheless responsible for Exhibit space cost. Exhibitor is advised to insure against these risks.

27. AMENDMENT TO RULES: Any matters not specifically covered by the preceding rules shall be subject solely to the decision of Event Management. The Event Management shall have full point in the matter of interpretation, amendment and enforcement of all said rules and regulations, and that any such amendments, when made and brought to the notice of the said Exhibitor shall be and become part hereof as though duly incorporated herein and subject to each and every one of the terms and conditions therein set forth.

28. DEFAULT: If the Exhibitor defaults in any of its obligations under this contract or violates any of its obligations or covenants under this contract, including without limitation any Exhibition Rule or Regulation promulgated pursuant to the contract, the Event Management may, without notice, terminate this agreement and retain all monies received on account as liquidated damages. Event Management may thereupon direct the Exhibitor forthwith to remove its employees and agents, and all of its articles of merchandise and other personal property, from the space contracted for and from the Exhibition Hall.

29. AGREEMENT TO RULES: Exhibitor, for himself and his employees, agents, and representatives, agrees to abide by the foregoing Rules and Regulations set in the Exhibitor Manual and/or Exhibitor Kit, and by any amendments that may be put into effect by Event Management.

30. CONTRACT ACCEPTANCE: Deposit of your check does not constitute contract acceptance. This agreement shall not be binding until accepted by Event Management.

31. FORUM SELECTION: All disputes and matters arising under, in connection with, or incident to this Agreement, shall be litigated, if at all, in and before a court in the State of California, to the exclusion of the courts of any other state or country.

32. CHOICE OF LAW: This Agreement shall be governed by and construed in accordance with the internal laws of the State of California, without regard to such state's conflict of laws principles.

33. PROMOTION: Any promotion in the event city at but not limited to the convention center, hotels, airports, restaurants, bars, and other venues must receive prior written approval from Event Management.

EXHIBITOR/INDUSTRY PARTNERSHIP COUNCIL (IPC) REGISTRATION

Each Exhibitor/IPC receives an allotted number of Full-Convention Registrations and/or Career Fair-Only badges. Each registration must be assigned to one of your representatives via the online corporate registration system. Login credentials are emailed to point of contact stated on commitment form through an automated system in early October. All representatives requiring access to the career fair or interview booths outside of general open hours will require an Exhibitor/IPC registration. Only those registrants processed through Exhibitor registration will have the appropriate access. Representatives registered through attendee registration (undergraduate, graduate, professional, non-member) will not have access to the Exhibit floor or interview hall during set-up. We will be unable to make exceptions. We encourage you to communicate this information to all individuals from your organization.

OFFICIAL SERVICE CONTRACTOR

SHPE is pleased to select Freeman to serve as the Official Service Contractor. To assist you in planning, the SHPE Exhibitor Kit will be made available online by June 2020. It is imperative that the SHPE Exhibitor Kit be reviewed and understood in its entirety. Please note that electricity, Wi-Fi, and carpeting are not included in your Exhibit booth-level participation. SHPE will provide appropriate floor covering/carpet for government level, nonprofit level, and university/academic level Exhibitors only. Floor covering that covers the entire Exhibit booth space is a requirement for Career Fair exhibitors and will be billed directly to your organization if it is not ordered from Freeman or installed by Friday, October 30, 2020 at 10:00am. SHPE follows IAEE rules for exhibiting with variations that will be listed in the Exhibitor Kit.

EXHIBIT SPACE

All 10'x10' Exhibit spaces include pipe and drape, one 6' table, two chairs, and one wastebasket. Floor covering/carpet requirement will be reinforced at all Exhibit levels. SHPE will provide appropriate floor covering/carpet for government level, nonprofit level, and university/academic level Exhibitors only. Upgrades and substitutions will not be accepted. Exhibitors may provide alternate floor covering/ carpet, but no discounts or reimbursements will be applied. SHPE will not provide carpeting materials for booths outside of government, nonprofit, and university/academic level Exhibitors. A valid .gov email address is required for government sponsorship. Federal 501(c)(3) tax-exemption documentation is required for nonprofit sponsorship. All Exhibitors are expected to adhere to the good neighbor policy of no more than five representatives per 10'x10' booth space at one time.

PAYMENT TERMS AND CANCELLATION POLICY

Upon receipt of the signed commitment form, an invoice will be sent to the billing contact with online payment options through a secured portal. A signed commitment form is a guarantee to pay and all invoices sent to billing contact will require payment. **FIRST LOOK RATES VALID THROUGH 12/31/2019.** A signed and completed commitment form must be received by 12/31/2019 and corresponding invoice paid in full by 3/27/2020. All First Look invoices must be paid by 3/27/2020 in order to take advantage of First Look pricing. Invoices not paid by 3/27/2020 will be updated to reflect Early Bird pricing. **EARLY BIRD RATES VALID THROUGH 4/24/2020.** A signed and completed commitment form must be received by 4/24/2020 and corresponding invoice paid in full by 6/26/2020. All Early Bird invoices must be paid by 6/26/2020 in order to take advantage of Early Bird pricing. Invoices not paid by 6/26/2020 will be updated to reflect Regular pricing.

All outstanding invoices must be paid by 8/28/2020 to guarantee inclusion in exhibitor and sponsorship listings. Payments received after 9/25/2020 are subject to a 25% late fee. If your organization has any outstanding invoices with SHPE by 10/16/2020, you may not be permitted to register.

All cancellations and/or changes must be submitted in writing. All cancellations made by 8/28/2020 will be refunded minus a 25% administrative fee. If cancellation request is approved and invoice remains unpaid, SHPE has the right to collect the 25% administrative fee. All cancellation requests made after 8/28/2020 will be denied and sponsorship is non-refundable. All sales will be considered final and complete payment will be required. If cancellation request is received and invoice remains unpaid, SHPE has the right to collect on full payment of invoice.

CODE OF CONDUCT

SHPE appreciates your support of its Convention Exhibitor Code of Conduct. Your continued cooperation helps us uphold the integrity of the convention, our exhibitors, sponsors, and attendees. We require that all Exhibitors and Sponsors agree to abide by the following Code of Conduct Rules & Guidelines:

1. All employees of your organization who interact with SHPE employees, members, and attendees will conduct themselves at all times professionally and refrain from any conduct or comments that are or could be construed as harassing, discriminatory, offensive, or inappropriate.
2. All employees of your organization who will attend any SHPE-sponsored event agrees to act professionally at all times, including refraining from the excessive consumption of any legal alcohol or drugs, the consumption or use of any illegal substances, and abiding by all rules and regulations of SHPE.
3. Since the majority of SHPE members and convention attendees are students, we have a strict policy to not serve alcohol at any event where a student and/or minor is present.
4. All employees of your organization agree to show respect for fellow Exhibitors and their right to a safe and successful Exhibit.
5. You agree to notify all applicable employees of your organization of these standards.

Industry Partnership Council (IPC) Membership

The Industry Partnership Council (IPC) is made up of 50 national, top-level companies and government agencies that are committed to diversity and inclusion. IPC members align with the SHPE mission by supporting year-round programs, sharing industry perspective, providing resources and development tools, and meeting recruitment and retention strategy goals. As an IPC member, you'll have the opportunity to engage with SHPE's 11,000+ membership consisting of pre-college, undergraduate and graduate students, and professionals in STEM.



To become an IPC Member email sales@shpe.org for more information.



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