2017 National Conference and STEM Career Fair

SPONSOR GUIDE

OCTOBER 12-14, 2017

Renaissance Schaumburg Convention Center
Northwest Chicago, Illinois
**Connect…** at our National Conference and Career Fair, where you can recruit the best and brightest Asian heritage scientists and engineers

**Join…** us in advancing Asian heritage scientists and engineers in education and employment

**Engage…** your Asian heritage employees and affinity groups with SASE to support their mission

**Come Together…** in bringing Asian heritage scientists and engineers to their highest levels of development in your organization

**Enjoy…** our magazine, *SASE*, which reaches our members and conference attendees with wonderful articles and inspiring profiles

**Showcase…** your organization as a diversity advocate

---

**2017 National Conference and STEM Career Fair**

*Renaissance Schaumburg Convention Center*

*Northwest Chicago, Illinois • October 12-14, 2017*

---

**2016 Conference and STEM Career Fair Attendee Profiles and Data:**

- **2,700** Total Attendees
- **121** Universities Represented

---

**SASE Chapter Growth**

<table>
<thead>
<tr>
<th>Year</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>84</td>
</tr>
<tr>
<td>2014</td>
<td>73</td>
</tr>
<tr>
<td>2012</td>
<td>40</td>
</tr>
</tbody>
</table>

---

**Conference and STEM Career Fair Attendee Profiles**

- 73% Female
- 28% Male
- 72% Undergraduate
- 36% Graduate
- 45% Freshmen
- 20% Sophomores
- 6% Juniors
- 33% Seniors
- 12% Engineering Majors
- 55% CS and EE or Science or Other Major
- 6% U.S. Citizen or Permanent Resident
- 92% Over 3.5 GPA
- 51% Over 3.0 GPA
- Average GPA: 3.45

---

**Conference and STEM Career Fair Attendee Growth (Projected)**

- Attendees 2017: 3,000
- Attendees 2016: 2,700
- Attendees 2015: 2,300
- Attendees 2014: 1,800

---

**Attendees 2017**

**Conference and STEM Career Fair attendees have great GPAs!**
## Conference Sponsor Opportunities

**October 12-14, 2017, Chicago, Illinois**

### Conference Co-Lead
($32,000, maximum 3)
- Website banner ad on SASE conference page
- Organizational Advisory Council (OAC) membership
- Two ad pages in SASE Magazine, either an advertising spread or a single ad page and a full page editorial profile of an Asian-American executive
- Quad career fair booth
- One workshop
- Eight full conference registrations
- Two breaks, mid-morning and mid-afternoon
- One pre-conference email blast
- One “Visit Us” sign outside career fair
- One Facebook post
- Two interview booths

### Organizational Advisory Council - OAC ($22,000)
- Double booth at career fair
- Full page ad in SASE Magazine
- Two interview booths
- Full year access to resume database
- Two face-to-face OAC meetings per year
- Six full conference registrations
- One email blast
- One workshop at national conference
- One SASE Regional Conference sponsorship – includes mention on regional conference website, table at event, one event registration
- Scrolling logo on SASE homepage
- Logo (or listing) on OAC page in SASE Magazine

### Awards Dinner
($30,000)
- Welcome, introduce event speaker
- Full page ad in SASE Magazine
- Double career fair booth
- Four full conference registrations
- Distribution of sponsor materials

### Friday Breakfast
($20,000)
- Welcome, introduce event speaker
- Full page ad in SASE Magazine
- Double career fair booth
- Two full conference registrations
- Distribution of sponsor materials

### Saturday Breakfast
($18,000)
- Welcome, introduce event speaker
- Full page ad in SASE Magazine
- Double career fair booth
- Two full conference registrations
- Distribution of sponsor materials

### Thursday Night Reception
($16,000)
- Welcome event attendees
- Full page ad in SASE Magazine
- Double career fair booth
- Two full conference registrations
- Distribution of sponsor materials

### Break ($13,000)
- Two breaks, mid-morning and mid-afternoon
- Full page ad in SASE Magazine
- Double career fair booth
- Two full conference registrations
- Distribution of sponsor materials

### Ribon-Cutting Grand Opening of Career Fair
($12,000)
- Two minute welcome to attendees
- Opportunity to cut ribbon
- Photo opportunity with SASE VIPs
- Double career fair booth
- Full page ad in SASE Magazine
- Two full conference registrations

### Name Tags ($18,000)
- Company logo on each attendee name tag
- Full page ad in SASE Magazine
- Double career fair booth
- Two full conference registrations

### Conference Tote Bag
($18,000 exclusive sponsor or $12,000 non-exclusive – 2 maximum)
- Distributed to all conference attendees
- Company logo printed on each bag
- Full page ad in SASE Magazine
- Career fair booth
- Two full conference registrations
- Distribution of sponsor materials

### Registration: Onsite and Online ($16,000)
- Extra signage at check-in
- Full page ad in SASE Magazine
- Double career fair booth
- Two full conference registrations

### Resume Room
($17,000 each sponsor – 4 maximum)
- Your company reps offer resume critiques
- Full page ad in SASE Magazine
- Double career fair booth
- Two full conference registrations

### Business Center ($12,000)
- Four computing stations for attendees, with central printing
- Full page ad in SASE Magazine
- Single career fair booth
- Two full conference registrations
- Providing 4 computers with central printing optional ($1,000 discount)

### Student Travel
($12,000, 1 per region)
- Support students from your region to travel to conference
- Student badge ribbons saying “I’m here because of (your company)”
- Full page ad in SASE Magazine
- Double career fair booth
- Two full conference registrations

### SASEBowl ($12,000)
- Competing teams vie to be engineering, general knowledge and “All things SASE” Champion
- Career Fair Booth
- Half page ad in SASE Magazine
- Two full conference registrations

### SASE Photo Studio ($15,000)
- Company logo on SASE “Step and Repeat” photo studio banner
- Full page ad in SASE Magazine
- Career fair booth
- Two full conference registrations

### Sponsored Workshop
($13,000)
- Welcome attendees, supply workshop presenter
- Half page ad in SASE Magazine
- Career fair booth
- Two full conference registrations
# Conference Sponsor Opportunities

**SPONSORED PANEL ($10,000)**
- Welcome attendees, provide one panelist
- Half page ad in SASE Magazine
- Career fair booth
- Two full conference registrations

**THURSDAY AFTERNOON PROFESSIONAL NETWORKING ($12,000)**
- Welcome event attendees
- Half page ad in SASE Magazine
- Career fair booth
- Two full conference registrations

**CAREER FAIR OPPORTUNITIES:**

**STANDARD CAREER FAIR ($6,950)**
- Half page ad in SASE Magazine
- One full conference registration
- Government Pricing: $5,950

**DOUBLE CAREER FAIR ($12,450)**
- Double career fair booth (20’ x 10’)
- Full page ad in SASE Magazine
- Two full conference registrations

**TRIPLE CAREER FAIR BOOTH ($16,000)**
- Triple booth (30’ x 10’)
- Full page ad in SASE Magazine
- Two full conference registrations

**QUAD CAREER FAIR BOOTH ($20,000)**
- Quad booth (20’ x 20’)
- Full page ad in SASE Magazine
- Three full conference registrations

**ADDITIONAL OPPORTUNITIES:**
- Must be purchased with a sponsorship package

**INTERVIEW BOOTHS ($300)**
- One interview booth

**HOSPITALITY SUITES ($3,000)**
- Based on availability. Sponsor provides food and non-alcoholic drinks

**POSTER OUTSIDE CAREER FAIR ON EASEL ($1,500)**
- Large sign (22” X 28”) with your logo and message, such as “Come See Us in Booth ____.”

**SASEHACK ($20,000 exclusive, $10,000 for non-exclusive)**
- Sponsor SASE’s own hackathon
- Opportunity to present to participants
- Provide judge/mentor
- Recognition in SASE Magazine and on SASE website

**EMAIL BLAST TO REGISTRANTS ($3,000)**
- Sponsor drafts email to registrants, detailing opportunities, company description, sponsor logo or invitation
- Limit 8 (plus lead and OAC sponsors)
- Sent within 10 days of national conference

**PRODUCT INSERTS IN TOTE BAG ($1,200)**
- Included in conference tote bags

**WATER BOTTLES FOR ATTENDEES ($10,000)**
- Includes your company logo
- Included in conference tote bags

**MOBILE APP ($8,000 for exclusive and $4,000 for multiple – max 4)**

**FACEBOOK POST – 3 Posts**
- $1,295 non-conference season
- $1,995 conference season (Sept-Oct)

**3-MONTH BANNER AD ($2,995 Jan. – Aug.)**

**2-MONTH BANNER AD ($2,995 Sept. – Oct.)**

**E-NEWSLETTER ($2,500)**

**ACADEMIC OPPORTUNITIES**
- Showcase your school as a desirable place for organizations to recruit and hire your graduates
- Promote your graduate programs to over 2,500 Asian undergraduate technical students
- SASE has deeply discounted these Academic Opportunities to encourage participation
- **Booth cost:** $1,500
  - (75% discount from corporate rate)
- Sponsorship includes a complimentary half page advertisement in SASE Magazine and one career fair registration. To increase half page to full page is an additional $1,500.

**UNIVERSITY LEAD SPONSOR ($10,000)**

This is the highest profile university sponsorship, with extensive benefits:
- Ten full conference registrations
- Unlimited career fair attendance
- Double career fair booth
- Invitation for one representative to attend Organizational Advisory Council (OAC) meetings
- School-specific marketing sheet in tote bag (supplied by school)
- Full Page in SASE magazine – half page welcome from Dean (with photo), half page ad for school
- Logo prominently displayed on website
- One email blast
- One Facebook post

**PRINT ADVERTISING OPPORTUNITIES**

SASE Magazine is the official magazine of the Society of Asian Scientists and Engineers (SASE). It is distributed to all conference attendees and all chapters.

Advertising in SASE Magazine is included with all conference sponsorships.

In addition, there are other opportunities to advertise:
- Half page ad (horizontal): Without sponsorship $2,500
- Full page upgrade from complimentary half page: $2,500
- Full page ad: Without Sponsorship $4,000

---

SDC Society of Asian Scientists and Engineers
SASE Chapters

Collegiate Chapters
- Arizona State University
- Boston University
- Brandeis University
- California State University Fresno
- Carnegie Mellon University
- City College of New York
- Clarkson University
- Clemson University
- Colorado School of Mines
- Colorado State University
- Cooper Union
- Cornell University
- Drexel University
- Franklin W. Olin College of Engineering
- Georgia Institute of Technology
- Lamar University
- Lehigh University
- Massachusetts Institute of Technology
- Michigan State University
- New York University
- North Carolina State University
- Northeastern University
- Northwestern University
- The Ohio State University
- Old Dominion University
- Pennsylvania State University
- Purdue University
- Regis University
- Rensselaer Polytechnic Institute
- Rice University
- Rochester Institute of Technology
- Rose-Hulman Institute of Technology
- Rutgers University-New Brunswick
- San Francisco State University
- Stanford University
- Stevens Institute of Technology
- SUNY Binghamton
- SUNY Buffalo
- SUNY Stony Brook
- Syracuse University
- Temple University
- Texas A&M University
- University of Arizona
- University of California-Berkeley
- University of California-Irvine
- University of California-Los Angeles
- University of California-Merced
- University of California-San Diego
- University of California-Santa Barbara
- University of California-Santa Cruz
- University of Cincinnati
- University of Colorado-Boulder
- University of Colorado-Denver
- University of Dayton
- University of Delaware
- University of Florida
- University of Houston
- University of Illinois Chicago
- University of Illinois Urbana-Champaign
- University of Iowa
- University of Maryland-College Park
- University of Massachusetts-Amherst
- University of Miami
- University of Michigan
- University of Minnesota-Twin Cities
- University of Missouri-Columbia
- University of Nevada Las Vegas
- University of New Hampshire
- University of North Florida
- University of Notre Dame
- The University of Oklahoma
- University of Pennsylvania
- University of Pittsburgh
- University of South Florida
- University of Southern California
- University of Texas-Arlington
- The University of Texas-Austin
- University of Virginia-Charlottesville
- University of Washington
- University of Wisconsin-Madison
- Vanderbilt University
- Virginia Polytechnic Institute and State University (Virginia Tech)
- Worcester Polytechnic Institute

Professional Chapters
- Boston
- Cincinnati
- Colorado
- Houston
- Las Vegas
- Philadelphia
- Washington D.C.

Did you know that SASE has the largest Asian-American Career Fair in the U.S.? 

ABOUT OUR MAGAZINE SASE is the official magazine of the Society of Asian Scientists and Engineers (SASE). The Fall conference issue is distributed to all conference attendees and all chapters.

PARTICIPATION in the conference issue of SASE is included as a benefit of all conference sponsorships.

FOR MORE INFORMATION about participating in the 2017 SASE National Conference and STEM Career Fair, contact: René Avendaño (562) 496-4428, rene.avendano@saseconnect.org

FOR MORE INFORMATION ABOUT SASE go to www.saseconnect.org

JOIN THE CONVERSATION ONLINE for the 2017 conference on Twitter: #SASE2017

PAYMENT TIMING AND TERMS: Designated sponsorships must be prepaid to be reserved. No cancellation after payment received. All sponsorships must be fully paid before the beginning of the 2017 Conference and STEM Career Fair, October 12, 2017.
SPECIAL THANKS

The Society of Asian Scientists & Engineers (SASE) would like to extend our sincere appreciation to our conference sponsors. Because of your support, we have been able to present a great conference and provide a higher level of service to our members. Because of your support we continue to develop an infrastructure that will allow SASE to continue its role in advancing Asian heritage engineers and scientists in the workplace. Because of you, our association is stronger, and better. THANK YOU!

LEAD SPONSORS

OAC SPONSORS

EVENT / PRODUCT SPONSORS

CAREER FAIR / OTHER SPONSORS

ACADEMIC / NON PROFIT SPONSORS