2020 NATIONAL CONFERENCE PROSPECTUS

October 8-10, 2020
Pittsburgh, PA
Conference.SASEConnect.org

CONTACT
Clarence Low
(303) 902-7202
Clarence.Low@saseconnect.org

Rene Avendano
(562) 496-4428
Rene.Avendano@saseconnect.org
Dear prospective sponsor,

Thank you for your interest in helping present our 2020 National Conference in Pittsburgh, Pennsylvania. We’re excited for you to be part of our 10th and largest conference yet.

SASE has grown at a fast pace over the last 12 years, and today we’re the largest Asian and Pacific Islander (API) organization in the U.S. Our collegiate chapters consistently attract new members and send large groups to our conferences every year. We know one of the biggest reasons they come is to meet you and learn about your organization -- that’s why we’re always engaging various companies to hire talent.

As our conference continues to grow, we want to provide as much value as possible to our members, and sponsors. Our programs focus on the challenges and opportunities ahead of API employees because we strongly believe in the success of diversity and inclusion in the workplace. We’re the largest API platform for employee recognition and professional development, and we’re proud to also honor API military service members (who may be working for your organization) as part of our conference agenda.

Reports show API professionals are the least likely to hold manager and executive positions out of any other racial group in the U.S., and that motivates us to make strides in the API leadership arena. With our education and training resources, we’re leading that conversation starting at the collegiate level through the C-suite level. We’re confident that, with your support, we can make a real impact in the API community.

We look forward to seeing you October 8-10 in Pittsburgh.

Sincerely,

Khanh Vu
CEO and Executive Director
ABOUT SASE

Our mission is to:
• Prepare Asian heritage scientists and engineers for success in the global business world
• Celebrate diversity on campuses and in the workplace
• Provide opportunities for members to make contributions to their local communities

KEY MILESTONES

- **NOV 2007**  SASE was founded by P&G employees and registered in the State of Ohio as a 501(c)(3) nonprofit
- **OCT 2008**  Carnegie Mellon University becomes the first SASE collegiate chapter
- **DEC 2009**  Cincinnati becomes the first SASE professional chapter
- **MAR 2010**  GE sponsors SASE
- **AUG 2010**  SASE reaches 10 collegiate chapters
- **NOV 2010**  SASE reaches 20 collegiate chapters
- **DEC 2010 - JAN 2011**  Shell, Toyota, Michelin, Lockheed Martin and Southern Company sponsor SASE
- **FEB 2011**  SASE hires Executive Director
  PASES chapters vote to join SASE
- **MAR 2011**  SASE announces first National Conference for September 2011
- **SEPT 2011**  SASE holds first National Conference and Career Fair in Baltimore, MD
- **OCT 2011**  SASE reaches 32 collegiate chapters
- **MAR - APR 2012**  SASE reaches 53 collegiate chapters and 5 professional chapters

SASE hosts 5 regional conferences (NE, Central, South, Mountain and West) with over 600 participants

- **OCT 2013**  SASE hosts third national conference and largest career fair for Asian Americans in the nation
- **FEB - MAR 2014**  SASE hosts 6 regional conferences (UCSC, Purdue, CSM, UPitt, UF and UH)
- **JUL 2015**  SASE hosts virtual retreat for collegiate regional team
- **OCT 2015**  SASE hosts fifth national conference and STEM career fair in Houston
- **SEPT 2017**  Embry-Riddle becomes 88th collegiate chapter
- **OCT 2017**  SASE reaches 80 general sponsors and 16 organizational-level sponsors
  SASE hosts first ERG Training & APIA Senior Leadership meeting
- **JAN 2018**  Dennis Hirotsu joins SASE as Executive Advisor
- **OCT 2018**  SASE hosts full professional training and organizes executive forum at 2018 national conference
- **JUL 2019**  SASE starts inaugural SASEsalutes hosted at 2019 national conference
2019 CONFERENCE AND CAREER FAIR

3,100 TOTAL ATTENDEES

- Gender
  - 60% Male
  - 40% Female

- Academic Level
  - 86% Undergraduate
  - 14% Graduate

- Students/Professionals
  - 58% Students
  - 42% Professionals

- Nationality
  - 73% U.S. Citizen or Permanent Resident
  - 27% Other

- Undergrad Groups
  - 43% Seniors
  - 30% Juniors
  - 19% Sophomores
  - 8% Freshmen

- GPA
  - 82% Over 3.0 GPA
  - 45% Over 3.5 GPA

Social Media Impressions (at NC2019)

- Facebook
  - facebook.com/SASE
  - Fans: 5,800
  - Items Published: 86
  - Engagement: 4,900
  - Awareness: 196
  - Impressions: 275,000
  - Clicks: 3,400

- Instagram
  - @saseconnect
  - Followers: 876
  - Items Published: 105
  - Engagement: 2,600
  - Impressions: 99,000

- LinkedIn
  - linkedin.com/company/society-of-asian-scientists-and-engineers
  - Engagement Rate: 4.32%
  - Followers: 2,770

WHY SASE?

- We have unprecedented access to technical talent from across the U.S. (82% have a 3.0 GPA or above).
- You'll be able to develop and hire technically talented individuals to become leaders through SASE’s programs.
- You can connect with other leaders and companies who believe in diversity and inclusion.
- You can provide your employees with a place to grow, learn, volunteer, lead and connect with others who come from similar backgrounds.
- You'll join a network of 10,000+ students and professionals.
- You can give back by strengthening and developing the younger generation.

FYI

- SASE hosts the largest Asian and Pacific Islander career fair in the U.S.
- The annual SASE Magazine is distributed to all attendees of the national conference, all attendees of the 6 regional conferences, and all chapters. #SASENC2020
SASE CHAPTERS

SASE members are part of more than 80 collegiate chapters and professional chapters across the nation.

COLLEGIATE CHAPTERS

Arizona State University
Boston University
Brandeis University
California State University, Fresno
California State University, Long Beach
Carnegie Mellon University
City College of New York
Clarkson University
Colorado School of Mines
Colorado State University
Cooper Union for the Advancement of Science and Art
Cornell University
Drexel University
Embry-Riddle Aeronautical University
George Washington University
Georgia Institute of Technology
Lamar University
Lehigh University
Michigan State University
New York University (Polytechnic Institute of New York University)
North Carolina State University
Northeastern University
Northwestern University
The Ohio State University
Purdue University
Regis University
Rensselaer Polytechnic Institute
Rice University
Rochester Institute of Technology
Rose-Hulman Institute of Technology
Rutgers University
San Jose State University
Stevens Institute of Technology
SUNY Binghamton
SUNY Buffalo (University at Buffalo)
SUNY Stony Brook
Syracuse University
Temple University
Texas A&M University
University of Alabama in Huntsville
University of Arizona
University of California, Berkeley
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 Colorado, Boulder
University of Colorado, Denver
University of Dayton
University of Delaware
University of Florida
University of Houston
University of Illinois at Chicago
University of Illinois at Urbana-Champaign
University of Maryland, Baltimore County
University of Maryland, College Park
University of Massachusetts, Amherst
University of Miami
University of Michigan
University of Minnesota, Twin Cities
University of Nevada, Las Vegas
University of New Hampshire
University of Notre Dame
The University of Oklahoma
University of Pennsylvania
University of Pittsburgh
University of Rhode Island
University of Rochester
University of South Florida
University of Texas at Arlington
The University of Texas at Austin
University of Virginia, Charlottesville
University of Washington
Vanderbilt University
Villanova University
Virginia Tech
Worcester Polytechnic Institute
2020 CONFERENCE SPONSOR OPPORTUNITIES

CONFERENCE CO-LEAD ($35,000) (3 max.)
- 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
- 2 Gold Registrations
- 6 Silver Registrations
- 2-minute video shown at the Gala dinner
- One pre-conference email blast
- One “Visit Us” sign outside career fair
- Opportunity for sponsor speaker to do a short 3-minute presentation at Friday dinner
- Facebook post
- Two interview booths

AWARDS GALA DINNER ($31,000)
- Welcome and speaker introduction
- Full page ad in SASE Magazine
- Double career fair booth
- 4 Silver Registrations
- Distribution of sponsor materials

THURSDAY LUNCH ($27,000)
- Welcome and speaker introduction
- Full page ad in SASE Magazine
- Double career fair booth
- 2 Silver Registrations
- Distribution of sponsor materials

ORGANIZATIONAL ADVISORY COUNCIL (OAC) ($25,000)
- 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
- 2 Gold Registrations
- 4 Silver 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
- Full year unlimited job postings
- Key school chapter development

COLLEGIATE LEADERSHIP SEMINAR ($25,500 – One Sponsor) ($20,500 Each – Two Sponsors)
- Provide presenter (subject to SASE approval)
- One workshop
- Full page ad in SASE Magazine
- Double career fair booth
- 2 Silver Registrations

FRIDAY BREAKFAST ($25,000)
- Welcome and speaker introduction
- Full page ad in SASE Magazine
- Double career fair booth
- 2 Silver Registrations
- Distribution of sponsor materials

SATURDAY BREAKFAST ($20,000)
- Welcome and speaker introduction
- Full page ad in SASE Magazine
- Double career fair booth
- 2 Silver Registrations
- Distribution of sponsor materials
THURSDAY ACHIEVEMENT AWARDS DINNER ($20,000)
• Welcome and speaker introduction
• Full page ad in SASE Magazine
• Double career fair booth
• 2 Silver Registrations
• Distribution of sponsor materials

THURSDAY BREAKFAST ($18,000)
• Welcome and speaker introduction
• Full page ad in SASE Magazine
• Double booth at career fair
• 2 Gold Registrations
• Distribution of sponsor materials

THURSDAY NIGHT RECEPTION ($17,250)
• Event attendee welcome
• Full page ad in SASE Magazine
• Double career fair booth
• 2 Silver Registrations
• Distribution of sponsor materials

THURSDAY AFTERNOON PROFESSIONAL NETWORKING ($12,250)
• Event attendee welcome
• Half page ad in SASE Magazine
• Single career fair booth
• 2 Silver Registrations
• Distribution of sponsor materials

THURSDAY SASE PROFESSIONAL TRAINING ($11,000) (12 max.)
• Two 3-hour sessions provided by SASE trainers
• Welcome and sponsor introduction
• Half page ad in SASE Magazine
• 2 Gold Registrations
• Distribution of sponsor materials

RIBBON-CUTTING GRAND OPENING OF CAREER FAIR ($12,250)
• 2-minute welcome to attendees
• Opportunity to cut ribbon
• Photo opportunity with SASE VIPs

FRIDAY BREAK ($10,250)
• Two breaks, mid-morning and mid-afternoon
• Half page ad in SASE Magazine
• Single career fair booth
• 2 Silver Registrations
• Distribution of sponsor materials

REGISTRATION: ONSITE AND ONLINE ($16,250)
• Extra signage at check-in (physical and online check-in)
• Full page ad in SASE Magazine
• Double career fair booth
• 2 Silver Registrations

RESUME ROOM ($17,500 Each Sponsor – 6 max.)
• Resume critiques by your company representatives
• Full page ad in SASE Magazine
• Double career fair booth
• 2 Silver Registrations

SASEBOWL (LEAD $12,250) (NON-LEAD $10,250)
• Teams compete to be SASE Champion
• Single career fair booth
• Half page ad in SASE Magazine
• 2 Silver Registrations

PREMIUM WORKSHOP ($18,500)
• Welcome (company provides workshop presenter)
• Full page ad in SASE Magazine
• Double career fair booth
• 3 Silver Registrations
• 2 Silver Registrations for up to 2 presenters

SPONSORED WORKSHOP ($14,000)
• Welcome (company provides workshop presenter)
• Half page ad in SASE Magazine
• Single career fair booth
• 2 Silver Registrations
• 2 Silver Registrations for up to 2 presenters
SPONSORED PROFESSIONAL WORKSHOP WITH SASE ($10,250)
• Welcome (SASE provides workshop presenter)
• Half page ad in SASE Magazine
• Single career fair booth
• 2 Silver Registrations
• Distribution of sponsor materials

SPONSORED PANEL ($10,250)
• Welcome (company provides one panelist)
• Half page ad in SASE Magazine
• Single career fair booth
• 2 Silver Registrations

SASE PHOTO STUDIO ($15,250)
• Company logo on SASE step-and-repeat photo studio banner
• Full page ad in SASE Magazine
• Single career fair booth
• 2 Silver Registrations

NAME TAGS ($15,250)
• Company logo on each attendee name tag
• Full page ad in SASE Magazine
• Single career fair booth
• 2 Silver Registrations

CONFERENCE TOTE BAG (Exclusive Sponsor $18,250, Non-Exclusive Sponsor $12,250) (2 max.)
• Distributed to all conference attendees
• Company logo printed on each bag
• Full page ad in SASE Magazine
• Single career fair booth
• 2 Silver Registrations
• Distribution of sponsor materials

CHARGING STATIONS ($11,000)
• 2 stations for attendees
• Full page ad in SASE Magazine
• Single career fair booth
• 2 Silver Registrations

CAREER FAIR OPPORTUNITIES

STANDARD CAREER FAIR ($7,150) ($6,650 if paid by June 1)
• Career fair booth (10’ x 10’)
• Half page ad in SASE Magazine
• 1 Silver Registration

Government Pricing: $6,150

DOUBLE CAREER FAIR ($13,250) ($12,750 if paid by June 1)
• Double career fair booth (20’ x 10’)
• Full page ad in SASE Magazine
• 2 Silver Registrations

TRIPLE CAREER FAIR BOOTH ($16,750)
• Triple booth (30’ x 10’)
• Full page ad in SASE Magazine
• 2 Silver Registrations

QUAD CAREER FAIR BOOTH ($21,375)
• Quad booth (20’ x 20’)
• Full page ad in SASE Magazine
• 3 Silver Registrations

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

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 upgrade from a half page to full page is an additional $1,500.

UNIVERSITY LEAD SPONSOR ($10,000) (academic institutions only)
This is the highest profile university sponsorship with extensive benefits:
• Ten Bronze 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

• Full page ad without sponsorship: $4,000
• Half page ad (horizontal) without sponsorship: $2,500
• Full page upgrade from complimentary half page: $2,500

ADDITIONAL OPPORTUNITIES

(Must be purchased with a sponsorship package)

INTERVIEW BOOTH ($500 for either Friday/Saturday OR $850 for both Friday and Saturday)

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

POSTER OUTSIDE CAREER FAIR ON EASEL ($1,500)
• Large 22” X 28” sign with your logo and message (e.g., “Come See Us in Booth ___”).

SASEHACK (LEAD $20,000) (NON-LEAD $10,000)
• Sponsor SASE’s hackathon
• Opportunity to present to participants
• Provide judge/mentor
• Recognition in SASE Magazine and on SASE website

EMAIL BLAST TO REGISTRANTS ($3,000)
(limited availability)
• Sponsor-drafted email to registrants with opportunities, company description, sponsor logo or invitation
• Sent within 14 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 ($10,000 for exclusive and $5,000 for multiple – 4 max.)

THREE FACEBOOK POSTS (limited availability)
• $1,750 non-conference season
• $2,500 conference season (September–October)

3-MONTH BANNER AD ($2,995 January – August)
2-MONTH BANNER AD ($2,995 September – October)

E-NEWSLETTER ($2,500)
THANK YOU!

We would like to extend our sincere appreciation to our sponsors. With your support, we continue to grow, connect you to high-caliber talent, provide professional development and training to your employees, and advance and recognize Asian heritage engineers and scientists in the workplace. Thanks to you, SASE’s mission is expanding and impacting more people.

SASECONNECT.ORG

LEAD SPONSORS

ACADEMIC LEAD

ORGANIZATIONAL ADVISORY COUNCIL (OAC) MEMBERS