SASE
SOCIETY OF ASIAN SCIENTISTS & ENGINEERS

NATIONAL CONVENTION

2023

OCTOBER 11-14

Atlanta, GA
SASEConnect.org

2023 NATIONAL CONVENTION

October 11-14, 2023

Georgia World Congress Center

The Omni Atlanta Hotel at CNN Center

Atlanta, Georgia

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A LETTER
FROM THE CEO

Dear Friends,

The Society of Asian Scientists and Engineers (SASE) is one of the fastest growing Asian and Pacific Islander (API) organizations in the country thanks to an amazing network of students, professionals, and partners. SASE started in 2007 as a talent acquisition and community building organization, with the mission to support students and expand our reach into professional training and leadership development.

In partnership with many of our sponsors, SASE showcases the largest API STEM Career Fair and Convention. This year, the National Convention (NC) will return to Atlanta, Georgia on October 11-14. We are excited to bring over 100 collegiate chapters and thousands of students to the event to engage with you. We know one of the biggest reasons collegiate students attend NC is to meet you and learn about your organization. That is why we are always on the lookout for new and engaging opportunities with you. We have some of the most talented students at any career fair and we want to help you be an employer of choice among our members. SASE strongly believes in the success of diversity and inclusion in the workplace at all levels.

Through SASE Pro, we co-create programming with many of the sponsors' API ERG/BRGs from over 80 organizations. Our invite-only Executive Forum engages over 50 senior executives who support company efforts in expanding DE&I, talent, and professional development. We are the largest API platform for employee recognition and professional development and as part of our convention celebrations, we proudly honor API military service members (who may be working for your organization).

Reports show API professionals are the least likely to hold manager and executive positions out of any other racial group in the U.S. This challenge motivates us to help bring out the untapped leadership potential in your API employees. With your support, we continue to expand our training at all levels, from collegiate through executives, to make a real impact for the API community. We look forward to partnering with you to strengthen your company's employee's potential and API awareness.

Through SASE National Convention sponsorships, we can help put your organization in front of top talent. Additionally, your API employees can grow and learn in a safe environment that is unique to the API professionals. SASE can continue to be your source for top diverse talent and support that talent throughout their career at your organization. We look forward to working with you to showcase your organization and develop your API employees on October 11-14 in vibrant Atlanta!

Sincerely,
Khánh Vũ

SASE

KEY MILESTONES

2007

NOVEMBER
SASE was founded by P&G employees and registered in the State of Ohio as a 501(c)(3) nonprofit

2008

OCTOBER
Carnegie Mellon University becomes the first SASE collegiate chapter

2009

DECEMBER
Cincinnati becomes the first SASE professional chapter

2010

MARCH
GE sponsors SASE

AUGUST
SASE reaches 10 collegiate chapters

NOVEMBER
SASE reaches 20 collegiate chapters

DECEMBER
Shell, Toyota, Michelin, Lockheed Martin and Southern Company sponsor SASE

2011

FEBRUARY
SASE hires Executive Director; PASES chapters vote to join SASE

MARCH
SASE announces first National Conference for September 2011

SEPTEMBER
SASE holds first National Conference and Career Fair in Baltimore, MD

2011

SEPTEMBER
SASE holds first National Conference and Career Fair in Baltimore, MD

2012

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

2013

OCTOBER
SASE reaches 53 collegiate chapters and 5 professional chapters; SASE hosts third national conference and largest career fair for Asian Americans in the nation

2014

FEBRUARY
SASE hosts 6 regional conferences

2015

JULY
SASE hosts virtual retreat for collegiate regional team

OCTOBER
SASE hosts fifth national conference and STEM career fair in Houston, TX

2017

FEBRUARY
Embry-Riddle becomes 88th collegiate chapter

OCTOBER
SASE reaches 80 general sponsors and 16 organizational-level sponsors

SASE hosts first ERG Training & APIA Senior Leadership meeting

2018

JANUARY
Dennis Hirotsu joins SASE as Executive Advisor

OCTOBER
SASE hosts full professional training and organizes executive forum at 2018 national conference

2019

JULY
SASE hosts inaugural SASEsalutes at 2019 national conference

2020

FEBRUARY
SASE reaches 100 collegiate chapters sponsor SASE

OCTOBER
SASE successfully hosts its first virtual national conference

2021

JUNE
SASE launches Women's Leadership Conference

2022

JANUARY
SASE establishes first collegiate chapter in Canada

OCTOBER
Return to in-person National Convention

SASE

OVERVIEW & DEMOGRAPHICS

The Society of Asian Scientists and Engineers is a 501(c)(3) nonprofit organization dedicated to advancing Asian heritage scientists and engineers in education and employment to achieve their full career potential. In addition to professional development, SASE encourages members to contribute to the enhancement of the communities in which they live.

SASE'S MISSION

Prepare Leaders
Prepare Asian heritage scientists and engineers for success in the global business world.

Celebrate Diversity
Celebrate diversity on campuses and in the workplace.

Give Back
Provide opportunities for members to make contributions to their local communities.

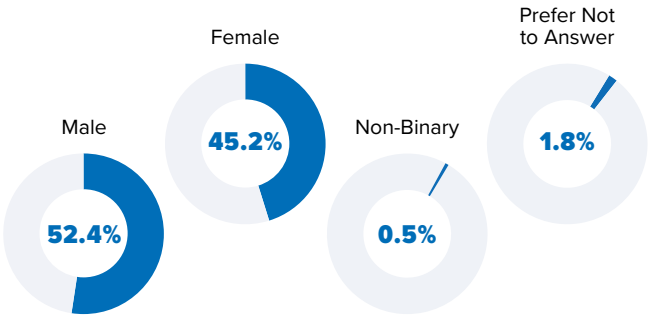
2022 NATIONAL CONVENTION DEMOGRAPHICS

REGISTRATIONS

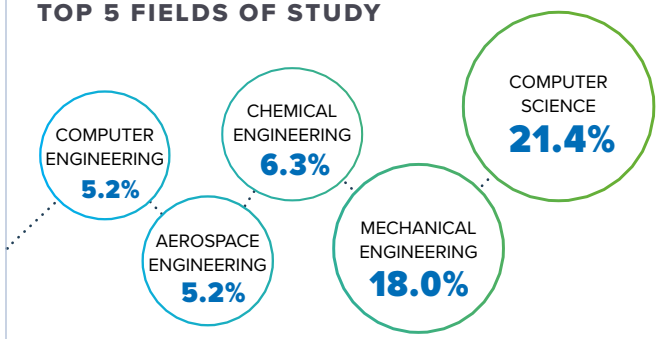
2,100+

PROFESSIONAL ATTENDEE CAREER LEVEL

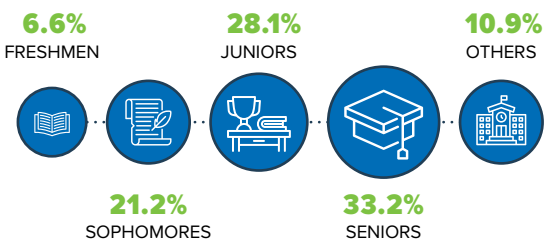
GENDER



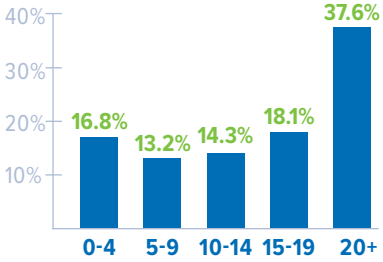
TOP 5 FIELDS OF STUDY



YEAR IN SCHOOL



PROFESSIONAL ATTENDEE EXPERIENCE IN YEARS



REGISTRATION TYPE

44.7% COLLEGIATE STUDENTS

55.3% EXPERIENCED PROFESSIONALS

SASE

2022 REACH

Each year, SASE hosts the largest Asian STEM career fair in the U.S. In addition, our annual SASE Magazine is distributed to all conference attendees and all chapters.

With a network of more than 15,000 students and professionals, SASE provides unique access to technical talent across the U.S. We position you to recruit potential candidates and connect with other companies who believe in diversity and inclusion. Through our programs, your company can make an impact on the next generation of leaders and even provide your employees with a place to grow, learn, volunteer and lead.

SOCIAL MEDIA REACH

FACEBOOK • *facebook.com/SASE*

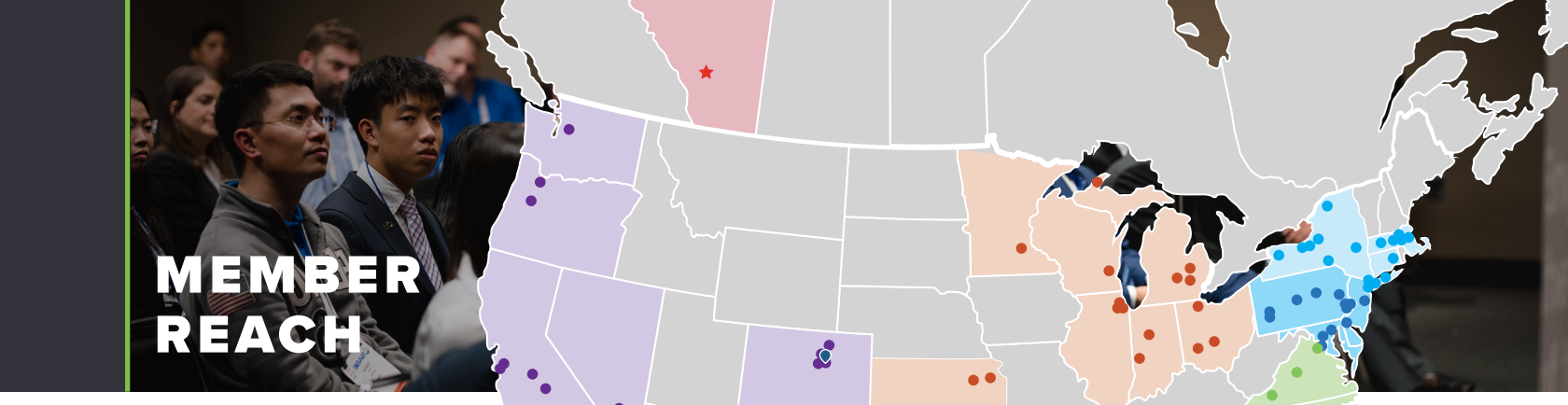
LIKES	ENGAGEMENT	REACH	ENGAGEMENT RATE
6,300+	75+	38,300+	6.49%

INSTAGRAM • *@saseconnect*

FOLLOWERS	POSTS	ENGAGEMENT	IMPRESSIONS	ENGAGEMENT RATE
1,900+	95+	290,000+	91,000+	9.11%

LINKEDIN • *linkedin.com/company/society-of-asian-scientists-and-engineers/*

FOLLOWERS	POSTS	IMPRESSIONS	ENGAGEMENT RATE
7,900+	230+	210,000+	4.4%



MEMBER REACH

COLLEGIATE CHAPTERS

Binghamton University
Boston University
Brandeis University
City College of New York, The
Clarkson University
New York University
Northeastern University
Rensselaer Polytechnic Institute
Rochester Institute of Technology
Stevens Institute of Technology
Stony Brook University
Syracuse University
University at Buffalo
University of Connecticut
University of Massachusetts - Amherst
University of Rochester
Worcester Polytechnic Institute

Bucknell University
Carnegie Mellon University
Drexel University
George Washington University
Lehigh University
Pennsylvania State University
Rutgers University
Temple University
University of Delaware
University of Maryland - Baltimore County
University of Maryland - College Park
University of Pittsburgh
Villanova University

Kansas State University
Kettering University
Michigan State University
Michigan Technological University
Northwestern University
Ohio State University, The
Purdue University
Rose-Hulman Institute of Technology
University of Dayton
University of Illinois at Chicago
University of Kansas
University of Michigan
University of Minnesota - Twin Cities
University of Toledo
Wilbur Wright College

Arizona State University
California State University - Fresno
California State University - Long Beach
Colorado School of Mines
Colorado State University - Fort Collins
Oregon State University
Regis University
San Diego State University
San Jose State University
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 Nevada Las Vegas
University of New Mexico
University of Portland
University of Southern California
University of Washington

Embry-Riddle Aeronautical University, Daytona Beach
Florida State University
George Mason University
Georgia Institute of Technology
Lamar University
Louisiana State University
North Carolina State University
Oklahoma State University
Rice University
Texas A&M University
University of Alabama - Huntsville
University of Central Florida
University of Florida
University of Houston
University of Miami
University of Oklahoma, The
University of South Florida
University of Tennessee - Knoxville, The
University of Texas at Arlington
University of Texas at Austin, The
University of Texas at Dallas
University of Virginia Charlottesville
Virginia Polytechnic Institute and State University
University of Louisiana, Lafayette
University of North Texas

★ Canada, University of Calgary

PRO
Arizona
Colorado

● NE Subregion A ● NE Subregion B ● Midwest Region ● West Region ● South Region ★ 1st Canadian Chapter ● Professional Chapter

2023

CONVENTION EVENTS & OPPORTUNITIES

OCT 12, 2023	OCT 11-13, 2023	OCT 12-13, 2023	OCT 13, 2023	OCT 14, 2023
SASEhack (Traditional)	Professional Conference	Collegiate Conference & Hospitality Suites	Resume Rooms & Hospitality Suites	STEM Career Fair

The following pages will present you with options to build your ideal experience. Select a collegiate conference opportunity followed by a professional conference opportunity, then browse through our opportunity boosters to round out your package.

STEP 1	STEP 2	STEP 3	STEP 4
Pick your Engagement Level	**Expand Your Engagement**	**Spotlight Your Support**	**Leave an Impression**

Note: From Step 1, one engagement level must be selected as the minimum sponsorship required. We can also customize your sponsorship package and reserve booth spaces that fit your needs – just contact a SASE sponsorship outreach team member to get started.

2023 CONFERENCE REGISTRATION TYPES

Professional Registration
$950 per person

Includes all professional events (training, meals, and award celebrations) and access to collegiate events including, General Sessions, Interview Booths, and STEM Career Fair.

National Convention Sponsor Registration
$100 per person

Includes access to collegiate events including General Sessions, Interview Booths, and STEM Career Fair.

STEP 1

PICK YOUR ENGAGEMENT LEVEL

☐ Convention Co-Lead Sponsor | $44,000 *(1 remaining)*

- Logo recognition on SASE Convention page
- Organizational Advisory Council (OAC) membership (please see benefits below)
- Upgrade to Two Full page ads in SASE Magazine, either an advertising spread or two-single ad pages
- Inclusion of sponsor item in attendee tote bags (sponsor to provide item)
- Company produced video to be shared on SASE YouTube channel (ex. career readiness, leadership, resume building)
- Upgrade to 4 Professional Registrations
- Upgrade to 8 National Convention Sponsor Registrations
- One pre-convention email blast acknowledging Co-Lead Sponsorship
  - SASE-drafted email to registrants highlighting company's sponsorship
  - Sent within 14 days of National Convention
- Inclusion on two "Visit Us" vertical digital monitor ads outside entrance to Career Fair
- Company logo and Career Fair booth number listed on mobile app
- Upgrade to a total of two additional SASE Social Media posts
- Upgrade to a total of four additional interview booths (Fri & Sat)

☐ University Lead Sponsor | $11,500

This is the highest profile university sponsorship with extensive benefits

- 4 National Convention Sponsor Registrations
- 10 x 20 Career Fair Booth
- Two Interview booths (Fri & Sat)
- Logo Recognition on SASE Convention Website
- 90 Day Access to Resume Database
- Invitation for one representration to attend Organizational Advisory Council (OAC) meetings at National Convention
- School-specific marketing sheet in tote bag (supplied by school)
- Full-page ad in SASE Magazine - half-page welcome from dean (with photo), half-page ad for school
- Email Blast to Registrants
  - SASE-drafted email to registrants highlighting company's sponsorship
  - Sent within 14 days of National Convention
- One SASE Social Media post

☐ Organizational Advisory Council (OAC) Member | $30,000

- Logo on SASE homepage
- Full-year access to resume database
- Full-year unlimited job postings
- Key school chapter development
- Two face-to-face OAC meetings per year
- Complimentary participation in one SASE Regional Conference
- 20' x 20' Career Fair Booth
- One Collegiate Workshop
- One panelist for shared SASE Collegiate Panels
- Two interview booths (Fri & Sat)
- 3 Professional Registrations
- 6 National Convention Sponsor Registrations
- Full-page ad in SASE Magazine
- Logo in OAC page in SASE Magazone
- Email Blast to Registrants
  - SASE-drafted email to registrants highlighting company's sponsorship
  - Sent within 14 days in National Convention
- One SASE Social Media post per Social Channel (LinkedIn, Facebook & Instagram)

STEP 1

PICK YOUR ENGAGEMENT LEVEL

CONT

☐ 10’ x 10’ Career Fair Booth Package | $9,000

$8,500 if committed by June 30 | Government/Non-porfit Pricing: $7,500 | Academic Pricing: $2,250

- Logo Recognition on SASE Convention Website
- Half-page ad in SASE Magazine
- Two National Convention Sponsor Registrations
- 90 Day Access to Resume Database
- Booth Package Includes: one 6’ table, 2 chairs, 1 wastebasket

☐ 10’ x 20’ Career Fair Booth Package | $16,000

$15,500 if committed by June 30 | Government/Non-porfit Pricing: $13,500 | Academic Pricing: $4,250

- Logo Recognition on SASE Convention Website
- Full-page ad in SASE Magazine
- 4 National Convention Sponsor Registrations
- 90 Day Access to Resume Database
- Booth Package Includes: two 6’ tables, 4 chairs, 2 wastebaskets

☐ 10’ x 30’ Career Fair Booth Package | $21,000

$20,500 if committed by June 30

- Logo Recognition on SASE Convention Website
- Full-page ad in SASE Magazine
- 6 National Convention Sponsor Registrations
- 90 Day Access to Resume Database
- Booth Package Includes: two 6’ tables, 4 chairs, 2 wastebaskets

☐ 20’ x 20’ Career Fair Booth Package | $26,000

$25,500 if committed by June 30

- Logo Recognition on SASE Convention Website
- Full-page ad in SASE Magazine
- 8 National Convention Sponsor Registrations
- 90 Day Access to Resume Database
- Booth Package Includes: two 6’ tables, 4 chairs, 2 wastebaskets

NEED MORE SPACE?

Additional 10’ x 10’ Booth Space | $5,000

- Booth Package Includes: one 6’ table, 2 chairs, 1 wastebasket

Interview Booth (Friday & Saturday) | $1,000

- Booth Package Includes: one 6’ table, 2 chairs, 1 wastebasket

STEP 2

EXPAND YOUR ENGAGEMENT

☐ Resume Review Sponsor | $10,000 | OAC Price: $8,000 *(6 max.)*

SOLD

- Resume critiques by your company representatives
- 4 National Convention Sponsor Registrations

☐ Sponsored Collegiate Workshop | $9,000 | OAC Price: $7,500

WAITING LIST

- Company provides workshop representative(s)
- Present on a specific collegiate educational topic to support student success (SASE can provide guidelines/ list of topics of needed)
- Two National Convention Sponsor Registrations for two presenters
- Includes signage at session
- SASE provided professional Speaker/Coach for specific collegiate educational topic (additional $2,500)

☐ Hospitality Suite | $6,500 | OAC Price: $6,250 *(Thursday is sold out /2 remain for Friday)*

- Includes a $1,500 credit towards sponsor food/beverage
- Based on availability for Thursday and/or Friday
- Sponsor responsible for furnishing/electrical
- Push notifications sent to all collegiate students through mobile app
- Branded signage outside Hospitality Suite

STEP 3

SPOTLIGHT YOUR SUPPORT

Step 1 - "Pick your Engagement Level" commitment required

☐ Thursday Night Collegiate Welcome Reception | $17,500

- Exclusive sponsorship of the Thursday Night Collegiate Welcome Reception, which includes the Chapter Awards & Collegiate STAR Awards
- Sponsor Logo shown on screen at the beginning of the event
- Opportunity for an executive from sponsor to do a 2-3 minute, live or pre-recorded video, integrated at beginning of event
- Recognition in SASE magazine as Thursday Night Collegiate Welcome Reception sponsor
- 6 additional National Convention Sponsor Registrations

☐ Friday Morning General Session | $20,000

- Exclusive sponsorship of the Friday Morning General Session, which includes the SASEsalutes Military Awards
- Sponsor Logo shown on screen at the beginning of the event
- Opportunity for an executive from sponsor to do a 2-3 minute, live or pre-recorded video, integrated at beginning of event
- Recognition in SASE magazine as Friday Morning General Session sponsor
- 6 additional National Convention Sponsor Registrations

☐ Friday Evening Celebration | $22,500

- Exclusive sponsorship of the Friday Evening Celebration, which includes the Spirit of SASE and SASE Heart Awards
- Sponsor Logo shown on screen at the beginning of the event
- Opportunity for an executive from sponsor to do a 2-3 minute, live or pre-recorded video, integrated at beginning of event
- Recognition in SASE magazine as Friday Evening Celebration sponsor
- 6 additional National Convention Sponsor Registrations

☐ Saturday Collegiate Leadership Seminar Sponsor | $15,000

SOLD

- Provide a Keynote Speaker for the Seminar for a 15 - 20 minute discussion around a specific collegiate educational topic to support student success
  - SASE can provide guidelines/list of topics if needed
- Sponsor Logo shown on screen at the beginning of the event
- 3 National Convention Sponsor Registrations

STEP 3

SPOTLIGHT YOUR SUPPORT

CONT.

☐ SASEhack Sponsor | $12,500 Co-Lead *(2 remaining)*

- Sponsor SASE's Fall Hackathon 2023
- Opportunity to co-craft challenge prompt and format of event e.g.
  - In-person or hybrid 24-hour implementation hack competition
  - Business pitch presentation competition or
  - Multi-challenge quest
- Opportunity to supply challenge materials
  - Data sets
  - Build kits (e.g. raspberry pi, licenses for frameworks, etc)
- Opportunity to present to attendees (e.g. technology or ideation panel)
- Interact with attendees as judges and/or mentors
- Recognition in SASE Magazine and on SASE website and Social Media

☐ SASEhack Spring Virtual Event Sponsor | $10,000

- Exclusive sponsor of SASE's Spring Hackathon
- Opportunity to present to attendees (e.g. technology or ideation workshop)
- Provide judges and/or mentors to teams
- Recognition in SASE Magazine and on SASE website and Social Media

STEP 4

LEAVE AN IMPRESSION

☐ Convention Tote Bag Exlusive Sponsor | $27,500

- Company logo on tote bag distributed to all convention attendees One Product Insert in tote bag or backpack (production and shipping not included)
- Sponsor logo prominently placed
- Upgrade from tote bags to backpacks for an additional $10,000
- Email Blast to Registrants
  - SASE-drafted email to registrants highlighting company's sponsorship
  - Sent within 14 days of national convention

☐ SASE Convention Plush SASE Mascot | $22,500

- Will be offered along with other SASE branded items during event
- Email Blast to Registrants
  - SASE-drafted email to registrants highlighting company's sponsorship
  - Sent within 14 days of national convention
- Organization logo co-branded with SASE
- Included in all collegiate convention bags

☐ Onsite Registration Sponsor | $12,500

- Branded Registration Counters (Co-branded with SASE)
- One Product Insert in Tote Bag (production and shipping not included)
- Email Blast to Registrants
  - SASE-drafted email to registrants highlighting company's sponsorship
  - Sent within 14 days of national conventionSent within 14 days of national convention

☐ Lanyard Sponsor | $10,000

SOLD

- Company logo on each attendee lanyards (single color
- Email Blast to Registrants
  - SASE-drafted email to registrants highlighting company's sponsorship
  - Sent within 14 days of national convention

☐ Student Resource Center Sponsor | $15,000

- Sponsor recognized for their support providing space for students to print/copy resumes, documents, etc. and have a space (50 seats) to wait for upcoming interviews
- Branded Counter Space
- Branded Charging Stations (2)
- Email Blast to Registrants
  - SASE-drafted email to registrants highlighting company's sponsorship
  - Sent within 14 days of national convention
- Opportunity to customize space (additional cost)

STEP 4

LEAVE AN IMPRESSION

CONT.

☐ SASE Photo Booth Sponsor | $10,000

- Company logo recognition at SASE photo booth & logo on photo print
- Email Blast to Registrants
  - SASE-drafted email to registrants highlighting company's sponsorship
  - Sent within 14 days of national convention

☐ Mobile App Exclusive Sponsor | $8,500

- Includes logo on convention app with convention schedule
- Email Blast to Registrants
  - SASE-drafted email to registrants highlighting company's sponsorship
  - Sent within 14 days of national convention

☐ Building A Monitors Located on All Levels | $8,500

- 100 seconds out of 180 second loop
- Located on 400, 300, or Exhibit Hall Levels
- Displayed for duration of event

☐ Convention T-Shirt Sponsor | $10,000 *(2 max.)*

- Company logo on sleeve of National Convention T-Shirt
- Included in all convention tote bags

☐ Convention Chopstick Sponsor | $4,000

- Company logo on packaged chopsticks
- Can be distributed by sponsor or included in all tote bags

☐ Product Inserts in Tote Bag | $2,000

- One item included in convention tote bags
- Production and shipping not included

STEP 4

LEAVE AN IMPRESSION

CONT.

☐ **Escalator Runners (Building A)** | **$2,500** (***3 remaining***)

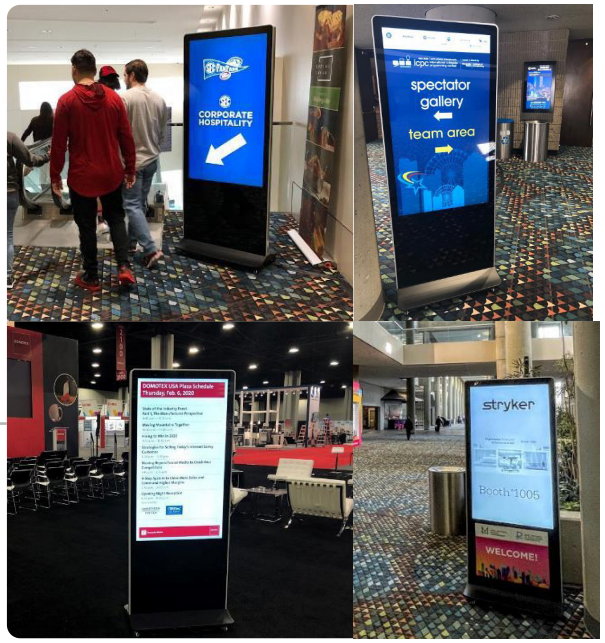
- One continuous sheet with safety-puck holes or message
- Includes production, installation and removal
- Displayed for duration of event

☐ **Aisle Sign Danglers** | **$1,500 each**

- Organization logo branded on one aisle signs in career fair (double-sided)
- Includes production, installation and removal
- Displayed for duration of event

☐ **55” Vertical Digital Monitor** | **$1,500**

- Sign with your logo and message (e.g., “Come see us in Booth ___”)
- Displayed for duration of the event



☐ **Water Cooler Wrap** | **$750**

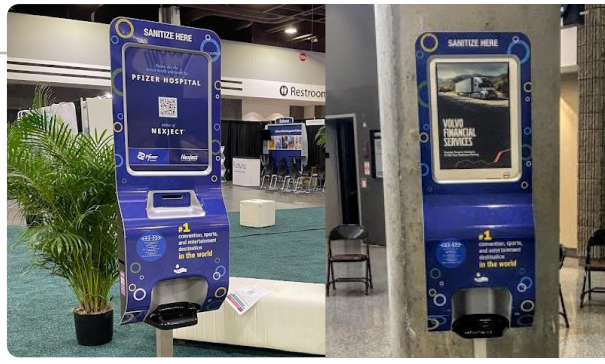
- Includes production, installation and removal
- Displayed for duration of event
- Located on 400, 300, or Exhibit Hall Levels

☐ **Carpet Floor Clings** | **$500**

- 4’ x 6’ (Rectangle) or 4’ x 4’ (Arrow)
- Displayed for duration of event
- Includes production, installation and removal
- Located on 400, 300, or Exhibit Hall Levels

☐ **Hand Sanitizer Poster** | **$400**

- 12” x 16.5” poster on Sanitizer Unit (e.g., “Come see us in Booth ___”)
- Displayed for duration of event
- Includes production, installation and removal
- Located on 400, 300, or Exhibit Hall Levels

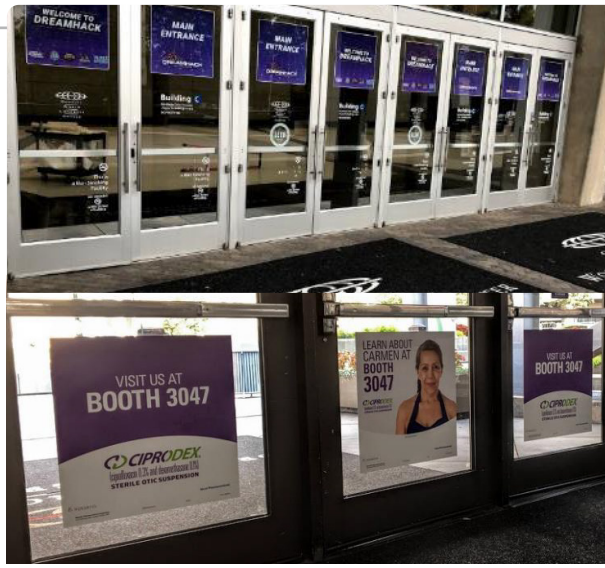


STEP 4

LEAVE AN IMPRESSION

CONT.

☐ Door/Window Cling | $350



- 24" x 24" Sign with your logo and message (e.g., "Come see us in Booth ___")
- Displayed for duration of event
- Located on 400 level
- Includes production, installation, and dismantle

☐ SASE Magazine Ad

- Full-page ad | **$4,000**
- Half-page ad (horizontal) | **$2,500**
- Full-page upgrade from complimentary half page | **$2,000**

☐ Digital Ad on Convention Website | $3,000 *(5 remaining)*

- Square format ad image
- Rotating display on home page 60 days prior to the event
- Customize link when people click on the ad

☐ E-Newsletter Article | $2,500

- Article featured in SASEXpress, monthly e-newsletter reaching over 12,000 subscribers

☐ SASE Social Media (Convention Season)

- Sponsored NC Promo Ads on Instagram, Facebook, and Tiktok | **$5,000**
- Instagram Story Post and Highlight | **$1,500**
- Discord Community Ad | **$800**

☐ SASE Social Media (Non-Convention Season)

- Sponsored Company Supporting SASE Ads on Instagram, Facebook, and TikTok | **$3,000**
- Discord Community Ad | **$800**

E ADDITIONAL ELEMENTS

☐ **Company Day Wednesday Only** | **$2,500** *(5 remain)*

- Includes a $1,500 credit towards sponsor food/beverage
- Requires separate sub-block agreement of at least 10 rooms for one night.
    - Direct billing with the hotel may be required

☐ **Offering Ceremony Room** | **$1,000**

- Company-use room for after Career Fair closes on Saturday
    - Does not include A/V or electrical

P WANT TO GO PRO?

☐ **Premium Pro Conference Sponsor** | **$17,500** *(5 max.)*

- Includes Pro Pack (11-pk) of Professional conference registrations
- Announcement at Wednesday Professional Welcome Session notifying attendees of sponsored Networking Rooms
- Wednesday Evening Pro-focused Networking Room including branded signage
- Includes a $1,500 credit towards sponsor food/beverage
- Acknowledgement of sponsorship throughout conference
- Event sponsor listing on pro conference website, marketing materials, and mobile app
- Sponsor logo on Pro photo booth prints

☐ **Pro Conference Sponsor** | **$12,500**

- Includes Pro Pack (11-pk) of Professional conference registrations
- Acknowledgement of sponsorship throughout conference
- Event sponsor listing on pro conference website, marketing materials, & mobile app
- Sponsor logo on Pro photo booth prints

☐ **Sponsored Professional Workshop** | **$9,000**

- 4 Professional Conference Registrations
- Provide 60-min workshop on an aligned topic to the professional audience
- Acknowledgement of sponsorship throughout conference
- Event sponsor listing on pro conference website & marketing materials

☐ **Pro Pack of Registrations** | Early Bird: **$9,000** *(before June 30, 2023)* | **$9,500** *(regular)*

- Buy 10, Get 1 Free Registration for Professional Conference
- Pro registration codes issued for distribution
- Includes all professional events from Wednesday through Friday (professional workshops , lunches, dinners and awards celebrations) and career fair

THANK YOU

ORGANIZATIONAL ADVISORY COUNCIL (OAC)

The Organizational Advisory Council of the Society of Asian Scientists and Engineers plays an important role in SASE's continued growth and success. OAC members are partners in the strategic development of SASE, and participate in national and regional events.

SASE is deeply grateful to the OAC members for their continued support.

Actalent

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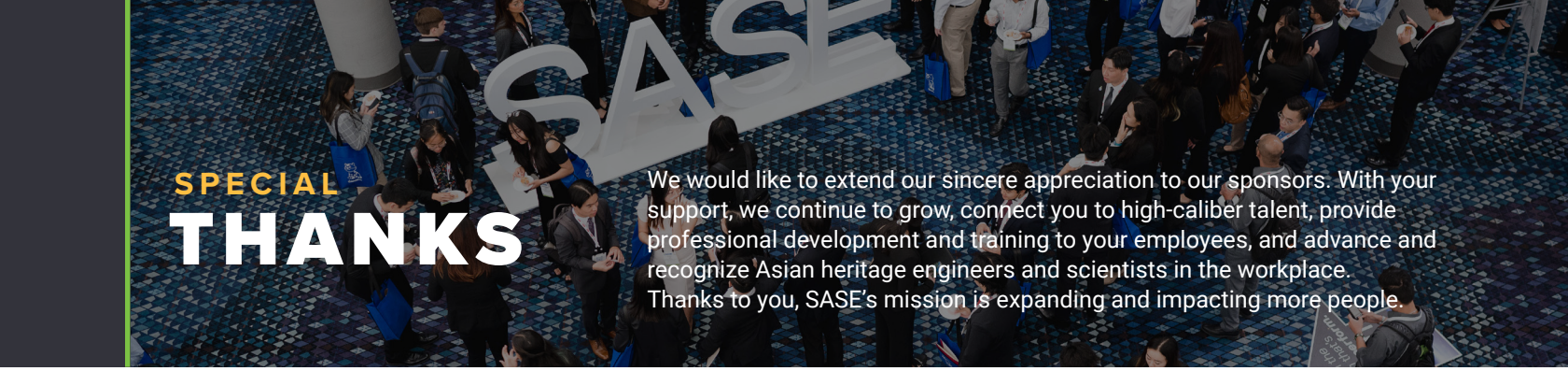

SPECIAL THANKS

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.

ABB
Actalent
Aerojet Rocketdyne
Albemarle
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ATI — Proven to perform.
BAE Systems
Blue Origin
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Rockwell Automation
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Southern Company
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tenable
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UCLA
Union Pacific
ULA
ups — Proud sponsor of the Society of Asian Scientists and Engineers
USC Viterbi School of Engineering
Wabtec Corporation
Walmart
Wells Fargo

2023 SASE NATIONAL CONVENTION COMMITMENT FORM

Company Name:

Contact Name:

Title:

Phone: Email:

Address:

City: State: Zip Code:

Website:

Company logo URL link:

Floor plan: *https://www.expocad.com/host/fx/roc/23sase/exfx.html*

Please choose your 1st, 2nd and 3rd choice booth numbers and we will assign your first option if available, moving on to your 2nd and 3rd if not. If no booth numbers are noted, one will be assigned by SASE Management.

Booth Preferences: 1. 2. 3.

STEP 1

PICK YOUR ENGAGEMENT LEVEL

- ☐ Convention Co-Lead Sponsor | $44,000
- ☐ University Lead Sponsor | $11,500 (Academic Institutions Only)
- ☐ Organizational Advisory Council (OAC) Member | $30,000
- ☐ 10’ x 10’ Career Fair Booth Package | $9,000
  - ☐ If committed by June 30 | $8,500
  - ☐ Gov’t/Non Profit | $7,500
  - ☐ Academic | $2,250
- ☐ 10’ x 20’ Career Fair Booth Package | $16,000
  - ☐ If committed by June 30 | $15,500
  - ☐ Gov’t/Non Profit | $13,500
  - ☐ Academic | $4,250
- ☐ 10’ x 30’ Career Fair Booth Package | $21,000
  - ☐ If committed by June 30 | $20,500
- ☐ 20’ x 20’ Career Fair Booth Package | $26,000
  - ☐ If committed by June 30 | $25,500
- ☐ _____ Additional 10’ x 10’ Booth Spaces | $5,000 each
- ☐ _____ Interview Booth (Friday & Saturday) | $1,000 each

Total Career Fair Booth Size: _____ x _____

Total Interview Booths: _____

Additional Registrations

_____ Additional Professional Registrations | $950 per person

_____ Additional National Convention Sponsor Registrations | $100 per person

Total Professional Registrations: _____

Total National Convention Sponsor Registrations: _____

STEP 2 EXPAND YOUR ENGAGEMENT

- ☐ Resume Review Sponsor (OAC) | ~~$8,000~~ SOLD
  - ☐ Resume Review Sponsor (non-OAC) | $10,000
- ☐ Sponsored Collegiate Workshop (OAC) | ~~$7,500~~ WAITING LIST
  - ☐ Sponsored Collegiate Workshop (non-OAC) | $9,000
- ☐ Thursday Hospitality Suite (OAC) | $6,250
  - ☐ Thursday Hospitality Suite (non-OAC) | $6,500
- ☐ Friday Hospitality Suite (OAC) | $6,250
  - ☐ Friday Hospitality Suite (non-OAC) | $6,500

STEP 3 SPOTLIGHT YOUR SUPPORT

- ☐ Thursday Night Collegiate Welcome Reception | $17,500
- ☐ Friday Morning General Session | $20,000
- ☐ Friday Evening Celebration | $22,500
- ☐ Saturday Collegiate Leadership Seminar | ~~$15,000~~ SOLD
- ☐ SASEhack Co-Lead | $12,500
- ☐ SASEhack Spring Virtual | $10,000

STEP 4 LEAVE AN IMPRESSION

- ☐ Convention Tote Bag Exclusive Sponsor | $27,500
- ☐ Upgrade from tote bags to backpacks | additional $10,000
- ☐ 2023 Convention Plush SASE Mascot | $22,500
- ☐ Onsite Registration Sponsor | $12,500
- ☐ Lanyard Sponsor | ~~$10,000~~ SOLD
- ☐ Student Resource Center | $15,000
- ☐ SASE Photo Booth Sponsor | $10,000
- ☐ Mobile App Exclusive Sponsor | $8,500

STEP 4 LEAVE AN IMPRESSION

CONT.

- ☐ Building A Monitors located on all levels | $8,500
- ☐ Convention T-Shirt Sponsor | $10,000
- ☐ Convention Chopstick Sponsor | $4,000
- ☐ Product Inserts in Tote Bag | $2,000
- ☐ Escalator Runner (Building A) | $2,500
- ☐ Aisle Sign Danglers | $1,500 each ——— Total # of Danglers:
- ☐ 55” Vertical Digital Monitors | $1,500 each ——— Total # of Monitors:
- ☐ Water Cooler Wraps | $750 each ——— Total # of Wraps:
- ☐ Carpet/Floor Clings | $500 each ——— Total # of Clings:
- ☐ Hand Sanitizer Posters | $400 each ——— Total # of Posters:
- ☐ Door/Window Clings | $350 each ——— Total # of Clings:
- ☐ SASE Magazine Ad
  - ☐ Full-page Ad | $4,000
  - ☐ Half-page Ad | $2,500
  - ☐ Full-page upgrade from complimentary half-page | $2,000
- ☐ Digital Ad on Convention Website | $3,000
- ☐ E-Newsletter Article | $2,500
- ☐ SASE Social Media Posts (Convention Season)
  - ☐ Sponsored NC Promo Ads on Instagram, Facebook, and Tiktok | $5,000
  - ☐ Instagram Story Post & Highlight | $1,500
  - ☐ Discord Community Ad | $800
- ☐ SASE Social Media Posts (Non-Convention Season)
  - ☐ Sponsored Ads on Instagram, Facebook, and Tiktok | $3,000
  - ☐ Discord Community Ad | $800

E ADDITIONAL ELEMENTS

- ☐ Company Day - Wednesday only | $2,500 *(7 max.)*
- ☐ Offering Ceremony Room | $1,000

P WANT TO GO PRO?

- ☐ Premium Pro Conference Sponsor | $17,500 *(5 max.)*
- ☐ Pro Conference Sponsor | $12,500
- ☐ Sponsored Professional Workshop | $9,000
- ☐ Pro Pack Registrations | $9,500
  - ☐ If committed by June 30 | $9,000

N ADDITIONAL NEEDS

**Please note, booth carpet is not included, exhibitors will need to order carpet for their booth or provide their own. Booth carpet is not required. Electrical and internet are not included.*

S NC 2023 SPONSORSHIP SUMMARY

Completed by Event Management

Booth #: Booth Size: Total $

** * * Payment due within 60 days of completed commitment form * * **

Authorized Sponsor Signature

Title:

Date:

By signing I acknowledge that I have received the rules and regulations contained on this page of the contract. The signed contract shall become a binding contract in accordance with the terms of the agreement and all rules and regulations.

Authorized SASE Signature

Title:

Date:

Check enclosed for payment (make check payable to SASE, address listed below) Credit Card of ACH/Wire Transfers: A payment link will be provided with your confirmation Payment terms: Payment due within 60 days of completed commitment form.

Credit Card or ACH/Wire Transfers: A payment link will be provided with your confirmation Payment Terms
For checks, please make payable to SASE. Mail check to: P.O. Box 11179, Denver, CO 80211-0179

SASE reserves the right to deny access if invoice is not paid in full prior to move in

Cancellation Policy: Cancellations are subject to one hundred percent (100%) of all monies paid to be retained by SASE *Cancellations will result in the forfeit of all registration badges Liability: The parties hereby agree that it is the duty and the responsibility of each Exhibitor to install and put the exhibit into place before the opening of the Exhibits, that all property, material and/or equipment shipped to or from the conference site by Exhibitor is at the sole risk of the Exhibitor. It is mutually agreed that SASE, its officers, agents, contractors and employees shall not be liable to the Exhibitor for any and all losses, damages or injuries to all persons or property including, but not limited to,destruction of the Exhibit at the Conference site resulting from any cause, condition or activity. All claims for any such loss, damages or injuries are expressly and knowingly waived by the Exhibitor. Insurance: Exhibitors must have adequate insurance coverage including automobile coverage if applicable, obtained at their own expense, with SASE named as an additional insured, for property loss or damage to themselves for liability for property damage and personal injury to others. SASE and its agents and employees assume no risk and the Exhibitor expressly releases them of and from any and all liability for damages, injury or loss to any person or goods, from any cause whatsoever. Each Exhibitor agrees to indemnify and hold harmless SASE, its agents, employees, directors, officers and consultants, and the Georgia World Congress Center, Atlanta, GA, against all claims, demands, suits, costs or expenses because of injury, loss or damages.

Please sign and email completed form to Richard.Grainger@SASEConnect.org or Maria.Labriola@SASEConnect.org

EXHIBITION RULES AND REGULATIONS

1. EVENT MANAGEMENT: The words 'Event Management' as used herein shall mean event management, Society of Asian Scientists and Engineers (SASE) and ROC Management, Inc., or its officer or Committees or 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 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 their 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 anytime. In such event the exhibitor will have no financial remedy with Event Management.

3. LIMITATION OF LIABILITY: 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 exhibitor's own risk, and should be safeguarded at all times by the exhibitor.

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 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, attorney's fees and amounts paid in settlement incurred in connection with such claims arising out of the acts or negligence of Exhibitor, their Agents or Employees.

Event Management agrees to indemnify Exhibitor against and hold it harmless for any claims and for all damages, costs and expenses including without limitation, attorney's fees and amounts paid in settlement incurred in connection with such claims arising out of acts of negligence of Event Management or its 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 their 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 their 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 their exhibit space nonexhibiting 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 Exhibitor's 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 assure 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 dismantle of the exhibit 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.

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 specially 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 Underwriters' Rules. Smoking in exhibits is forbidden. Crowding will be restricted, 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 Exhibitors 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 or removal of unfinished displays at the Exhibitor's expense. Any displays on which set-up has not been started by the "must be set time" outlined in the exhibitor manual, 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, erected within the height limits and guidelines set forth in the exhibitor manual. 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.

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, or lottery devices, or the actual or simulated pursuit of any recreation pastime is permitted only to the extent permitted by applicable law and on 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 they and their personnel will not conduct official exhibitor functions in their private rooms during business hours of the Exhibition.

17. RETAIL SALES: Retail sales by exhibitors is prohibited.

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 all affiliated with the industry served by the Exhibition. No persons under 18 years of age will be allowed on the exhibit hall floor during move in or move out 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. 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 terminates said contract and/or the Exhibition (or any part thereof) as aforesaid, 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 by way of limitation; fire; casualty; flood; epidemic; earthquake; explosion or accident; blockage embargo; inclement weather; governmental restraints; or 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, mandates, rules orders, decrees or regulations whether legislative, executive or judicial, and whether constitutional or unconstitutional; or Act of God.

21. RESOLUTION OF DISPUTES: In the event of a dispute or disagreement between: Exhibitor and Official Contractor, or 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 on allowed dates at receiving areas designated by Event Management as outlined in the exhibitor kit. All incoming goods and exhibits must be plainly marked and all charges prepaid.

23. CARE AND REMOVAL OF EXHIBITS: Event Management will maintain the cleanliness of all aisles, Exhibitor must, at their 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 exhibitions. Exhibits must be removed from the building by the time specified in the Exhibitor's Manual. In the event any Exhibitor fails to remove their 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 the Event Management.

24. PHOTOGRAPHY: Before, after, or during event hours, no photography or videotaping will be permitted of any attendee except for by Event Management or the official event photographer. Exhibitors are prohibited from taking photographs or videos of attendees or any exhibit displays (or their contents) without the permission of the attendee or exhibitor involved.

25. INSURANCE: Exhibitor is advised to see that their regular company insurance includes extraterritorial coverage, and that they have their 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 an exhibit, or portion of an exhibit, fails to arrive, Exhibitor is nevertheless responsible for exhibit space cost. Exhibitor is advised to ensure 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. Event Management shall have full and final authority 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, Event Management may, without notice, terminate this agreement and retain all moneys received on account as liquidated damages. The Event Management may thereupon direct the Exhibitor forthwith to remove its Employees, Agents or Servants, 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 themselves and their employees, and representatives, agrees to abide by the foregoing rules, rules and regulations set in the exhibitor service kit/manual, 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 Ohio, 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 Ohio (regardless of 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 and bars must receive prior written approval from Event Management.