2018 Artwork: “Energia” by Debora Kuetzpala Vasquez, mixed media watercolor

The 2018 artwork was hand painted for SACNAS by San Antonio artist Debora Kuetzpala Vasquez. The piece combines two powerful energy symbols from the Mayan and the Mexican cultures: Hunab Ku (at the center) and Ketzalkoatl, the serpent, that symbolize Mother Womb and learning/knowledge, respectively. Together, the symbols depict how our collective knowledge as a community is protected and uplifted by the legacy left to us by our ancestors.
On behalf of SACNAS, we welcome you to 2018 SACNAS - The National Diversity in STEM Conference hosted in San Antonio, Texas. This year's event will be the largest multidisciplinary and multicultural STEM diversity conference in the country.

The major goals for 2018 SACNAS are:

1) Mentor and develop conference attendees, and
2) Serve as the connector between diverse STEM talent and you.

2018 SACNAS is the platform for partners and sponsors to access, connect with, engage, support, and network with nearly 4,000 STEM students and professionals from across the nation. One of the most important aspects of our conference is the breadth of professional development opportunities available. Whether it’s principles of leadership, engagement through networking, or access to the brightest talent, you will find them all at 2018 SACNAS.

We hope you take advantage of the many benefits that come with a conference partnership. As a conference partner, you demonstrate your commitment to diversifying STEM, not only at your own institution or company, but across the country. Your presence as a conference partner or exhibitor will help educate our attendees and influence their academic and career paths.

In this partnership prospectus, you will find an overview of the benefits associated with being a conference sponsor and exhibitor. You will also find the best engagement and branding platforms for connecting with our conference attendees.

We look forward to seeing you at 2018 SACNAS, taking place October 11-13, 2018, in historic San Antonio, Texas.

Lino Gonzalez, PhD  SACNAS President

John D. Winnett  Interim Executive Director
Celebrating 45 years

Society for Advancement of Chicanos/Hispanics & Native Americans in Science (SACNAS) is an inclusive organization dedicated to fostering the success of Chicanos/Hispanics and Native Americans, from college students to professionals, in attaining advanced degrees, careers, and positions of leadership in STEM.

Our vision is to achieve true diversity in STEM, which we define as having the field, including leadership positions, reflect the demographics of the U.S. population.

Celebrating 45 Years of Science, Culture, and Community!

SACNAS was founded in 1973 as part of the Chicano and American Indian civil rights movements. Empowered by the collective social progress, a handful of Native American and Chicano scientists united to form the first society for those most underrepresented in STEM.

Since then, SACNAS has grown to nearly 6,000 members, 115+ chapters, and over 25,000 friends and partners. Together, we are the premier multicultural and multidisciplinary STEM diversity organization in the country.

At SACNAS, we understand that diverse voices bring creative solutions to our world’s most pressing problems. Faithful to our founders’ original vision, we continue to build a national network that is innovative, powerful, and inclusive. Our programs and events provide students and professionals the opportunities and resources they need to advance in their education and careers through:

For more information visit sacnas.org
2017 SACNAS: By the Numbers

**Attendees by Ethnicity**
- 23% White/Caucasian
- 10% African American/Black
- 7% American Indian/Native American
- 8% Asian/Asian American
- 5% Puerto Rican
- 5% Native Hawaiian/Indigenous Pacific Islander
- 11% Other Latino/a (Caribbean, Central, or South American)
- 2% Alaskan Native
- 1% Other

**Attendees by Discipline**
- 39% Life Sciences
- 41% Engineering
- 8% Chemistry
- 7% Health
- 6% Mathematics
- 5% Physics & Astronomy
- 5% Psychology & Social Sciences
- 4% Geoscience
- 3% Materials Research
- 2% Computer & Information Science
- 1% Traditional Knowledge
- <1%

**Attendees by Gender**
- 58% Female
- 37% Male
- <1% Male to Female Transgender
- <1% Female to Male Transgender
- 5% Other

**Overall Attendees**
- 3,845

**Student Research Presentations**
- 1,070
- 117 Student Presentation Awards
- 200 Mentor Judges (Approximate)

**Breakout Sessions**
- 119

**Registration Type (Level)**
- 39% Undergraduate Student
- 13% Graduate Student
- 3% VIP and Guests
- 2% Postdoc
- 42% Professional
- 1% Postbac Student

**Travel Scholarships**
- 570

**Scientific Symposium Sessions**
- 50

**Professional Development Sessions**
- 69
ELITE SPONSORSHIPS

Presenting: $150,000
Platinum: $100,000
Gold: $75,000
Silver: $50,000
Bronze: $25,000

SPECIALTY SPONSORSHIPS

(Engagement + Branding)

$20,000
Conversations with Scientists
Hotel Key Cards (Exclusive)
Student Presentation Awards Ceremony
Travel Scholarship Reception

$15,000
Community College Day (Pre-Conference)
Escalator Clings
Native American Program
Student Chapter Reception
Student Research Presentation Breakfast
Resume Build Rooms (Exclusive)
Stair Clings
Water Bottles

$10,000
Breakfast Meet & Greets
Discipline Specific Welcome Reception - Tier 1
(Pre-Conference)
Lobby Charging Stations (Exclusive)
PhD Professional Development Breakfast / Lunch
(Pre-Conference)
Pocket Guide
Recruitment Guide

$7,500
Scientific Symposium Session
Business Card Raffle
Column Wrap
Discipline Specific Welcome Reception - Tier 2
(Pre-Conference)
Escalator Runners
Field Trips
Hotel Key Cards (Specific Hotel)
Leadership Institutes Alumni Reception
LGBTQA Reception
Luggage Tags
Mentor Judges Breakfast
PhD Reception (Pre-Conference)
Pow Wow
Resume Build Room (per day)
Women in STEM Reception

$5,000
Business Card Drop
Lobby Charging Station
Main Lobby Banner (Clings)
Student Presentation Coaching Session

$2,500
Elevator Wraps
Planter Boxes
Sponsor Flags
Window Clings
Wall Clings

$1,000 - $1,500
Student Presentation Award
Travel Scholarships Award
## Elite Sponsorships

<table>
<thead>
<tr>
<th>ELITE BENEFITS</th>
<th>PRESENTING $150,000 Limit 1</th>
<th>PLATINUM $100,000 Limit 3</th>
<th>GOLD $75,000 Limit 4</th>
<th>SILVER $50,000</th>
<th>BRONZE $25,000</th>
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<tbody>
<tr>
<td><strong>Speaking Opportunities</strong></td>
<td></td>
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<tr>
<td>5-Minute Speaking Opportunity: Opening Ceremony</td>
<td>X</td>
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<tr>
<td>3-Minute Speaking Opportunity: choose Friday Lunch, Friday Dinner, or Student Awards</td>
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<tr>
<td><strong>On-Stage Recognition</strong></td>
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<tr>
<td>On-Stage Recognition &amp; Photo Op: Opening Ceremony</td>
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<td>X</td>
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<tr>
<td>30-Second Sponsor-Created Video: Opening Ceremony, Friday Lunch</td>
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<tr>
<td><strong>VIP</strong></td>
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<tr>
<td>VIP Tickets to Meet &amp; Greet* with Opening Keynote Speaker</td>
<td>12</td>
<td>8</td>
<td>6</td>
<td>4</td>
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</tr>
<tr>
<td><strong>Marketing/Branding</strong></td>
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<td></td>
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<tr>
<td>Reserved Seats (Tables of 10) at General Sessions</td>
<td>30</td>
<td>20</td>
<td>10</td>
<td>10</td>
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</tr>
<tr>
<td>Recognition on All Conference Signage</td>
<td>Top Billing</td>
<td>Platinum</td>
<td>Preferred</td>
<td>Logo</td>
<td>Logo</td>
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<tr>
<td>Level-Specific Recognition on the 2018 Conference Website</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Logo or Name on All Conference Emails</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Visual Acknowledgement at All General Sessions</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>1 Conference Attendee Bag Item Insert (No Paper) - 4,000 Minimum</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>1 Electronic Postcard to All Registered Conference Attendees</td>
<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td>Branded Lanyards - 4,000</td>
<td>X</td>
<td></td>
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<tr>
<td>Co-Branded (w/ SACNAS) Conference Bags - 4,000</td>
<td>X</td>
<td>X</td>
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<td>Announcement of Sponsorship on Social Media (w/ Logo): Twitter, Facebook</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>1 “Message From Presenting Sponsor” Email (Sponsor Created) Pre- OR Post-Conference</td>
<td>X</td>
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<tr>
<td>Elite Sponsor Badge Ribbons</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td><strong>Conference &amp; Exhibit Hall</strong></td>
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<tr>
<td>Conference &amp; Exhibit Hall: Premium Space &amp; Placement</td>
<td>20’ x 40’</td>
<td>20’ x 30’</td>
<td>20’ x 20’</td>
<td>10’ x 30’</td>
<td>10’ x 20’</td>
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<tr>
<td>Exhibit Hall Package (Carpet, Set-Up, Tables/Chairs, etc.) Included</td>
<td>Up to $7,500</td>
<td>Up to $5,000</td>
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<tr>
<td>Full Conference Registrations, including Exhibit Hall Access</td>
<td>20</td>
<td>16</td>
<td>12</td>
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<td>4</td>
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<tr>
<td>Conference App Launch Screen (logo)</td>
<td>X</td>
<td></td>
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<tr>
<td>Rotating Logo on Conference App</td>
<td>X</td>
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<tr>
<td>Lead Retrieval Device</td>
<td>7</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
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<tr>
<td><strong>Post-Conference</strong></td>
<td></td>
<td></td>
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<tr>
<td>Access to SACNAS Resume Database</td>
<td>1-Year</td>
<td>1-Year</td>
<td>1-Year</td>
<td>9-Months</td>
<td>6-Months</td>
</tr>
<tr>
<td>Logo or Name on Post-Conference Email (26,000+)</td>
<td>Top Billing</td>
<td>Platinum</td>
<td>Preferred</td>
<td>Logo</td>
<td>Name</td>
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<tr>
<td>Option for a 30-45 Minute Webinar with SACNAS Membership</td>
<td>X</td>
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<tr>
<td><strong>Discount</strong></td>
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<tr>
<td>Elite Partners Can Add Additional Sponsorship(s) for a Discount (% off)</td>
<td>33%</td>
<td>25%</td>
<td>20%</td>
<td>15%</td>
<td>10%</td>
</tr>
</tbody>
</table>
Engagement Sponsorships

$20,000

CONVERSATIONS WITH SCIENTISTS
Co-Sponsorship / Limit 2*

*EXCLUSIVE sponsorship available for $35,000

Conversations with Scientists is a signature event, gathering professionals and student attendees in information, roundtable, and discipline-specific discussions. For the first time, these conversations will occur over dinner.

- Signage with sponsor logo placed outside session rooms
- Sponsor logo projected graphically in each room
- Short, 3-minute sponsor video (provided by sponsor) played in each session room
- Sponsor logo on table top signs
- Opportunity to provide one take-away item (non-paper) – 1,000 minimum
- Two full conference registrations
- Two lead retrieval devices
- Specialty sponsor badge ribbons

STUDENT PRESENTATION AWARDS CEREMONY

Expected Attendance: 1,500 students (1,000 breakfast + 500 presentations)

The Student Presentation Awards Ceremony celebrates our students’ highest accomplishments. Students will enjoy breakfast, a sponsor welcome speech, a keynote speaker, and receive top awards for each discipline in the poster and oral presentations.

- Signage with sponsor logo placed outside of ballroom and in breakfast area
- Sponsor logo projected on screen
- Speaking opportunity: 3-minute welcome
- Verbal recognition by Student Presentations Committee chair
- Opportunity to provide one take-away item (non-paper) – 1,000 minimum
- Opportunity to provide marketing materials at designated sponsor table (in breakfast area)
- Sponsor logo on 125 double-sided poster presentation boards (250 logos)
- Two full conference registrations
- Two lead retrieval devices
- Post-conference email (sponsor created) sent by SACNAS to award ceremony attendees on behalf of sponsor
- Specialty sponsor badge ribbons

TRAVEL SCHOLARSHIP RECEPTION

Expected Attendance: 500 students

The Travel Scholarship Reception honors 500 of the best and brightest students at the conference. This interactive session encourages students to get the most out of 2018 SACNAS by providing an orientation, networking activities, and a motivational speaker.

- Signage with sponsor logo placed outside of reception area
- Sponsor logo projected on screen
- Speaking opportunity: 5-minute welcome + 2-minute video option
- Sponsor logo on 50 table-top signs
- Opportunity to provide one take-away item (non-paper) – 500 minimum
- Opportunity to provide marketing materials at designated sponsor table
- Two full conference registrations
- Two lead retrieval devices
- Pre- and post-conference email (sponsor created) sent by SACNAS to reception attendees on behalf of sponsor
- Specialty sponsor badge ribbons
COMMUNITY COLLEGE DAY

Expected Attendance: 100 students (pre-conference)

Community College Day offers local and national community college students the opportunity to prepare for 2018 SACNAS a day early. This program helps students learn how to navigate the conference, develop networking skills, access educational resources, and build their road map to navigating the conference and their future in STEM.

- Signage with sponsor logo placed outside of program area
- Sponsor logo projected on screen
- Speaking opportunity: 5-minute welcome + video option (3 minutes) at dinner
- Exclusive opportunity: 45-minute workshop presentation
- Table at 2 hour afternoon recruitment session
- Opportunity to provide one take-away item (non-paper) – 100 minimum
- Opportunity to provide marketing materials at designated sponsor table
- Two full conference registrations
- One lead retrieval device
- Post-conference email (sponsor created) sent by SACNAS to Community College Day attendees on behalf of sponsor
- Specialty sponsor badge ribbons

NATIVE AMERICAN SESSIONS

Expected Attendance: 500

Engage with Native American SACNAS participants at three signature events at the conference, and get special recognition at the SACNAS Annual Pow Wow, a highlight for all participants. The sponsorship includes a pre-conference reception honoring students in our Science Scholars: the Native American Path (SSNAP) program, as well as attendees from the American Indian Higher Education Consortium (AIHEC). Also included are the Thursday Native American Welcome event, Native American Reception and special Recognition at the Pow Wow.

- Special recognition in a pre-conference email to SSNAP/AIHEC participants
- Signage with sponsor logo placed outside the Native American program and reception areas, including Native American Marketplace
- Sponsor logo projected on screen
- Speaking opportunities: 3-minutes of podium time at the AIHEC/SSNAPP pre-conference reception, Native American Welcome, and Native American Reception
- Sponsor logo on table-top signs
- Opportunity to provide marketing materials at designated sponsor table
- Special mention at Pow Wow (1,000 attendees)
- One full conference registration
- One lead retrieval device
- Post-conference email (sponsor created) sent by SACNAS to session attendees on behalf of sponsor
- Specialty sponsor badge ribbons

“The conference exceeded my expectations. Moreover, it allowed me to develop professional and networking skills which will be valuable for a lifetime. I was inspired by the successful women in STEM careers.”

-Yamalis López, Student, Chemical Engineering
STUDENT CHAPTER RECEPTION & AWARDS

Expected Attendance: 350 students

SACNAS has over 115 student and professional chapters nationwide that provide local support and leadership development for students and STEM professionals. At the conference, the chapter reception allows chapter members to compete in the coveted SACNAS chapter cheering contest, network, and exchange best practices. The Chapter Award Ceremony recognizes the Chapter of the Year awardee(s).

- Special recognition in a pre-conference email to 2,000+ chapter members
- Signage with sponsor logo placed outside the reception area
- Sponsor logo projected on screen
- Speaking Opportunity: 3-minute welcome
- Sponsor logo on 35 table-top signs
- Sponsor recognition in Chapter Award Ceremony press release
- Opportunity to provide one take-away item (non-paper) – 350 minimum
- Opportunity to provide marketing materials at designated sponsor table
- One full conference registration
- One lead retrieval device
- Post-conference email (sponsor created) sent by SACNAS to reception attendees on behalf of sponsor
- Specialty sponsor badge ribbons

NEW STUDENT PRESENTER ORIENTATION AND BREAKFAST*

Expected Attendance: 1,000 students (500 breakfast + 500 presentations)

The goal of the Student Presenter Orientation and Breakfast is to motivate students to effectively present their research and interact with the mentor judges. Students will enjoy breakfast, sponsor welcome speech, networking, and guidance on how to successfully present their research.

- Signage with sponsor logo placed outside the breakfast area
- Sponsor logo projected on screen
- Speaking opportunity: 3-minute welcome
- Verbal recognition by Student Presentations Committee chair
- Sponsor logo on 125 double-sided poster presentation boards (250 logos)
- Opportunity to provide one take-away item (non-paper) – 500 minimum
- Opportunity to provide marketing materials at designated sponsor table
- One full conference registration
- One lead retrieval device
- Post-conference email (sponsor created) sent by SACNAS to breakfast attendees on behalf of sponsor
- Specialty sponsor badge ribbons

*EXCLUSIVE sponsorship—including all poster presentation boards and student research awards ceremony—is available for $32,500.

$10,000

BREAKFAST MEET & GREETS

Expected Attendance: 75 students

Kick off the second day of the conference by hosting an informal and discipline-specific breakfast meet and greet. Attendees (up to 75 per sponsor) will enjoy a continental buffet breakfast and networking specifically with your team. (3 available)

- Signage with sponsor logo placed outside of reception area
- Sponsor logo projected on screen
- Speaking opportunity: 10-minute welcome + video option
- Opportunity to provide one take-away item – 75 minimum
- Opportunity to provide marketing materials at designated sponsor table
- Post-conference email (sponsor created) sent by SACNAS to breakfast attendees on behalf of sponsor
- One full conference registration
- Specialty sponsor badge ribbons
DISCIPLINE SPECIFIC RECEPTION – TIER 1 (Pre-Conference)

Expected Attendance: 100 students

Discipline specific pre-conference receptions offer a formal way to connect with conference attendees at your programs and provides opportunities in a networking setting before everyone else. Tier 1 pre-conference receptions provide the largest amount of exposure to the attendees in the programs with the highest attendee percentages, which includes life sciences & biomedical.

• Signage with sponsor logo placed outside the reception area
• Sponsor logo projected on screen
• Speaking opportunity: 10-minute welcome + video option
• Opportunity to provide one take-away item – 100 minimum
• Opportunity to provide marketing materials at designated sponsor table
• Post-conference email (sponsor created) sent by SACNAS to reception attendees on behalf of sponsor
• One full conference registration
• Specialty sponsor badge ribbons

NEW PHD PROFESSIONAL DEVELOPMENT BREAKFAST / LUNCH* (Pre-Conference)

Expected Attendance: 75 - 100 professionals

Connect with motivated, advanced graduate students, postdocs, and early career PhD professionals at the pre-conference breakfast or lunch. Attendees are looking to be inspired and gain needed skills to advance in their careers. This cohort of new PhDs proactively choose to attend pre-conference day, and are motivated to interact.

• Signage with sponsor logo placed outside of breakfast/lunch area
• Sponsor logo projected on screen
• Speaking opportunity: 5-minute welcome + video option
• Opportunity to provide one take-away item
• Post-conference email (sponsor created) sent by SACNAS to breakfast or lunch attendees on behalf of sponsor
• One full conference registration
• Specialty sponsor badge ribbons

*EXCLUSIVE sponsorship of the PhD breakfast, lunch, and reception is available for $35,000.

$7,500

SCIENTIFIC SYMPOSIA SESSIONS

Expected Attendance: 25 - 50 students

Present a scientific symposium (90-minutes) during one morning of the conference. Scientific symposia should consist of four researchers presenting original research and a moderator, all of your choice. (3 available)

• Signage with sponsor logo placed outside the breakout session
• Speaking opportunity: welcome
• Opportunity to provide one take-away item
• Post-conference email (sponsor created) sent by SACNAS to session attendees on behalf of sponsor
• One full conference registration
• Specialty sponsor badge ribbons

“At SACNAS I was overjoyed and even got emotional multiple times. The feeling of being surrounded by so many people that look like me in one meeting is still hard to put in words. One of the most incredible experiences for me was attending the POW WOW... Thank you for the experience.”
- Asmeret Asefaw Berhe, Associate Professor, Soil Biogeochemistry
DISCIPLINE SPECIFIC RECEPTIONS – TIER 2 (Pre-Conference)

Expected Attendance: 40 - 50 students

Discipline specific pre-conference receptions offer a formal way to connect with conference attendees at your programs and opportunities to interact in a networking setting before everyone else. Tier 2 pre-receptions offer great exposure to the attendees in the engineering, mathematics, chemistry, health, psychology/social sciences, physics & astronomy, and computer & information sciences disciplines.

- Signage with sponsor logo placed outside the reception area
- Sponsor logo projected on screen
- Speaking opportunity: 10-minute welcome + video option
- Opportunity to provide one take-away item – 50 minimum
- Opportunity to provide marketing materials at designated sponsor table
- Post-conference email (sponsor created) sent by SACNAS to reception attendees on behalf of sponsor
- Specialty sponsor badge ribbons

FIELD TRIPS (Saturday)

Bring a diverse group of qualified students/recruits (up to 75) to your organization, lab, or research center. You design the visit and what you want your audience to experience. (5 available)

- Ability to recruit attendees from exclusive SACNAS travel scholarship list
- SACNAS provides student recruitment strategy and support
- Opportunity to provide one take-away item – 75 minimum
- Facility required to be within a reasonable driving distance of San Antonio Convention Center
- Includes transportation and student snack bags
- Specialty sponsor badge ribbons
LEADERSHIP INSTITUTES RECEPTION

Expected Attendance: 75

This reception recognizes and honors alumni of the SACNAS Linton-Poodry Leadership Institute (LPSLI) and the SACNAS-HHMI Advanced Leadership Institute (ALI). Since 2009, these programs have trained a cadre of 300 underrepresented minority scientists to become leaders in their own institutions and in STEM fields. The sponsor gains exclusive access to a group of elite SACNAS STEM professionals that have a passion around leadership development.

- Signage with sponsor logo placement outside of reception area
- Speaking opportunity: sponsor opening remarks
- Opportunity to provide one take-away item – 75 minimum
- Opportunity to provide marketing materials at designated sponsor table
- Post-conference email (sponsor created) sent by SACNAS to alumni on behalf of sponsor
- Specialty sponsor badge ribbon

LGBTQA RECEPTION

Expected Attendance: 75

This dessert reception celebrates LGBTQA students, professionals, and allies. The reception offers attendees the opportunity to network, exchange stories, and build community.

- Signage with sponsor logo placed outside the reception area
- Speaking opportunity: 5-minute welcome
- Opportunity to provide one take-away item – 75 minimum
- Opportunity to provide marketing materials at designated sponsor table
- Post-conference email (sponsor created) sent by SACNAS to reception attendees on behalf of sponsor
- Specialty sponsor badge ribbons

MENTOR JUDGES ORIENTATION & BREAKFAST

Expected Attendance: 100

The Mentor Judges Orientation & Breakfast brings together a wide variety of STEM professionals with at least one advanced degree with the common goal of evaluating and judging student research presentations. Judges will learn the process and criteria used to judge undergraduate poster and graduate oral presentations. These professionals are dedicated to helping students reach the highest levels of excellence through academic rigor.

- Signage with sponsor logo placed outside the breakfast area
- Sponsor logo projected on screen
- Speaking opportunity: 5-minute welcome
- Opportunity to provide one take-away item – 100 minimum
- Opportunity to provide marketing materials at designated sponsor table
- Post-conference email (sponsor created) sent by SACNAS to attendees on behalf of sponsor
- Specialty sponsor badge ribbon

NEW PHD PROFESSIONAL DEVELOPMENT RECEPTION (Pre-Conference)

Expected Attendance: 50+

Be the first to connect and network in a pre-conference reception with new PhDs proactively looking to network, explore, and gain the skills needed to advance their careers. This cohort proactively chooses to attend this pre-conference day and are motivated to interact.

- Signage with sponsor logo placed outside of reception area
- Sponsor logo projected on screen
- Speaking opportunity: 5-minute welcome + video option
- Opportunity to provide one take-away item – 50 minimum
- Opportunity to provide marketing materials at designated sponsor table
- Post-conference email (sponsor created) sent by SACNAS to reception attendees on behalf of sponsor
- Specialty sponsor badge ribbons
POW WOW

Expected Attendance: 1,000

The SACNAS Pow Wow celebrates cultural diversity within our Native American communities and enables Native American members to share tradition and culture with all conference attendees. This is one of the highest energy events during the conference.

• Signage with sponsor logo placed outside of Pow Wow and Native American Marketplace
• Sponsor logo projected on screen
• Sponsor invited to participate in the Grand Entry Procession alongside SACNAS board and staff
• Verbal acknowledgement by Pow Wow emcee
• Opportunity to provide marketing materials at designated sponsor table
• One full conference registration
• Specialty sponsor badge ribbons

RESUME BUILD ROOM*

Create a mentoring-focused environment for conference attendees to build and update resumes, CVs, LinkedIn profiles, and other professional documents to increase their opportunities for academic or professional success. Sponsor provides a 30-minute session of expert advice and strategies each morning and continued mentoring for the duration of the time allotment in this open-style room. (2 available)

• Signage with sponsor logo placed outside the resume room
• Speaking opportunity: welcome
• Opportunity to provide marketing materials at designated sponsor table
• One full conference registration
• Specialty sponsor badge ribbons
• Four computers and two printers provided

*EXCLUSIVE sponsorship for both days is available for $15,000.
WOMEN IN STEM RECEPTION

Expected Attendance: 75

The Women in STEM dessert reception celebrates and focuses on women at every stage of their education and career. The reception offers attendees the opportunity to network, exchange stories, and build community.

• Signage with sponsor logo placed outside of reception area
• Speaking opportunity: 5-minute welcome
• Opportunity to provide one take-away item – 75 minimum
• Opportunity to provide marketing materials at designated sponsor table
• Post-conference email (sponsor created) sent by SACNAS to reception attendees on behalf of sponsor
• Specialty sponsor badge ribbons

$5,000

STUDENT PRESENTATION COACHING SESSION (Wednesday)

Expected Attendance: 75 - 100 students

Coaching sessions are specifically designed to assist novice student presenters in developing effective presentation skills. Professionals and senior students in all disciplines are invited to serve as a coach by providing positive/constructive feedback and tips to presenters during this 60-minute session.

• Signage with sponsor logo placed outside of room
• Speaking opportunity: 5-minute welcome + video option
• Opportunity to provide one take-away item – 75 minimum
• Opportunity to serve as a coach
• Opportunity to provide marketing materials at designated sponsor table
• Specialty sponsor badge ribbons

$1,000 - $1,500

STUDENT PRESENTATION AWARDS:

Graduate Oral $1,500
Undergraduate Poster $1,000

Over 1,000 students will present their research at 2018 SACNAS under the rigorous, mentorship-focused review of 200+ judges. Each student presentation award sponsorship recognizes one discipline specific and two general exemplary presentations.

• Sponsor name displayed on PowerPoint presentation during awards ceremony
• Verbal recognition by Student Presentations Committee chair during announcement of sponsored award
• Sponsor provided with student awardee name, institution, and email address

TRAVEL SCHOLARSHIP AWARD - $1,500

Competitively reviewed, individual travel scholarship awards provide travel and lodging for attendees. Attendees at the conference gain the valuable training, mentoring, and cultural support needed to take the next steps in their educations and careers.

• Individual sponsors listed on PowerPoint presentation during Travel Scholarship Reception
• Name and logo in award acceptance letter

“Being a first generation college student, I have always felt at a disadvantage compared to my peers...but after my experience at SACNAS, I am grateful to say that I have received guidance, met numerous mentors who care about the advancement of minorities like myself in STEM, and won an award!”

- Luis Ramirez, Student, Mechanical Engineering
Branding Sponsorships

$15,000

**ESCALATOR CLINGS**
Whenever conference attendees go up or down the escalators, there you will be on both sides! Your brand showcased on top of the convention center escalators shows that you are the company that will take them places. (2 available)

- Company logo and messaging prominently displayed on both sides of the escalator.
- Production and installation included. Sponsor responsible for design if more than a logo.
- Escalator runners will not be applied on top of an escalator with side clings.

**STAIR CLINGS**
Help promote exercise by encouraging conference attendees to walk up the main lobby stairs to their next session. When they do, they will prominently see your logo and/or message. Your brand showcased on top on the stairs says that you are looking to help attendees step up to the next level in their careers (1 available)

- Company logo and/or messaging displayed prominently on the front of all steps (approx. 45) in the main convention center lobby.
- Production and installation included. Sponsor responsible for design if more than a logo.
- Sections (14-15 stairs each) may be purchased for $5,000 each. (3 total sections available)

**WATER BOTTLES**
Help promote healthy lifestyles by supplying nearly 4,000 conference attendees with a water bottle proudly displaying your sponsor logo.

- Water bottles (with sponsor logo) placed in nearly 4,000 conference attendee bags
- Specialty sponsor badge ribbons

$10,000

**POCKET GUIDE**
Gain exclusive exposure to all conference attendees from the very beginning! The pocket guide is a handy conference agenda-at-a-glance provided to nearly 4,000 attendees at registration.

- Name/logo recognition on the cover of the pocket guide
- Full-page, full-color ad on the back cover of the pocket guide
- One full conference registration
- Specialty sponsor badge ribbons

**RECRUITMENT GUIDE**
The recruitment guide offers nearly 4,000 conference attendees vital information about their next steps whether it is what school to choose or what institutions are hiring.

- Name/logo recognition on the cover of the recruitment guide, which is included in each attendee's bag at registration
- Full-page color ad on the inside front cover
- One full conference registration
- Specialty sponsor badge ribbons

$7,500

**BUSINESS CARD RAFFLE**
The Business Card Raffle allows you to collect critical contact information from attendees as they fill out entry forms or drop their business cards at the SACNAS booth each day to win an iPad.

- Signage with sponsor logo placed near/on the raffle area
- Opportunity to provide table cover with sponsor logo for raffle table
- iPads included
- Contact list of raffle participants including name, email, university/company, and phone number
- Specialty sponsor badge ribbons
COLUMN WRAP
Attendees will see your logo/brand each time they walk through the main convention center area.
• Sponsor logo and messaging prominently displayed on all four sides of a column in the main convention center lobby.
• Production and installation included. Sponsor responsible for design.

ESCALATOR RUNNERS
Whenever conference attendees go up or down the escalators, there you will be on the top rails. Your brand showcased on top of the convention center escalators shows that you are the company that will take them places. (2 available)
• Company logo and messaging prominently displayed on the upper railing of one set of escalators.
• Production and installation included. Sponsor responsible for design if more than a logo.

HOTEL KEY CARDS*
Want to assure you are the first sponsor conference attendees see and think about? If so, putting your logo on hotel key cards is the way to go!
• Distribution of custom hotel key cards with sponsor logo to conference attendees in the SACNAS blocks at the Marriott Riverwalk, San Antonio Marriott Rivercenter, or the Grand Hyatt (approximately 1,400 key cards per hotel)
• Specialty sponsor badge ribbons
*EXCLUSIVE sponsorship—including all 3 conference hotels (over 4,000 key cards)—is available for $20,000.

LUGGAGE TAGS
By providing luggage tags to nearly 4,000 conference attendees, you can guarantee they will think of you on their flights home and each time they travel.
• 4,000+ luggage tags with sponsor logo given to attendees at registration
• Specialty sponsor badge ribbons

$5,000
BUSINESS CARD DROP
Have your business card included in nearly 4,000 conference attendee gift bags.
• Business card placed in each conference attendee bag
• Specialty sponsor badge ribbons

CHARGING STATION*
What happens at every conference? Cell phones and laptop batteries die! You can be the saving grace by sponsoring one of the two main charging stations in the convention center.
• Sponsor logo and messaging prominently displayed on a main charging station.
• Branding area is 2’ x 7’ (fountain view) or 2’ x 10’ (park view).
• Includes a sponsor flag.
• Production and installation included. Sponsor responsible for design if more than a logo.
*EXCLUSIVE sponsorship of both main lobby charging stations is available for $10,000.

MAIN LOBBY BANNER (CLINGS)
Place your logo and messaging on the upper glass panel railing in the main lobby. Conference attendees are sure to see your brand every time they look up or go to sessions.
• Sponsor logo and messaging prominently displayed on a set of four glass panels.
• Full size cling is 3’ x 15’ (each individual panel 38” x 47.25”).
• Cling production and installation included. Sponsor responsible for design if more than a logo.
$2,500

**DOOR CLINGS**
Place your logo on windows within select exterior doors throughout the conference center. Conference attendees will see your brand every time they enter or exit the building.

- Sponsor logo prominently displayed on a ten (need size units) square window cling (clings alternate window panes) on two exterior doors.
- Sponsor may place clings either facing the outside or inside.
- Cling production and installation included. Sponsor responsible for design, if more than a logo.

**ELEVATOR WRAP**
Whenever conference attendees take an elevator in the convention center or their hotel, you will be right there. Your brand will be showcased on the front two panels of an elevator.

- Company logo and messaging prominently displayed on the front two panels of an elevator in the convention center or specific hotel. (pending venue approval and availability)
- Production and installation included. Sponsor responsible for design if more than a logo.

**PLANTER BOXES**
Conference attendees will notice your logo/message wrapped on a large planter box wrapped around a tree leading up to the convention center or on select terraces.

- Sponsor logo and messaging prominently displayed on a large planter-box structure (4-sided).
- Production and installation included. Sponsor responsible for design if more than a logo.
- Location is dependent on availability.

**SPONSOR FLAGS**
Create a visual impact at the conference with custom flags placed in high traffic areas.

- Company logo and messaging prominently displayed on a custom flag (approximately 10’ high) in the convention center. (limit of 3 flags per sponsor)
- Production and installation included. Sponsor responsible for design if more than a logo.

**WALL CLINGS**
Place your logo and messaging on select walls throughout the conference center. Conference attendees will see your brand every time they walk to/from sessions.

- Sponsor logo and messaging prominently displayed on a large 3’ x 5’ wall cling.
- Cling production and installation included. Sponsor responsible for design, if more than a logo.
- Location is dependent on availability and convention center approval.

**MAIN LOBBY BANNER (CLINGS)**
Place your logo/brand on two large windows and let the sun radiate your message to all the conference attendees.

- Sponsor logo and messaging prominently displayed on two windows (interior facing message).
- Full window cling size sign is 6’ x 4’. (each individual window cling is 3’ x 4’)
- Cling production and installation included. Sponsor responsible for design if more than a logo.

**OTHER BRANDING THOUGHTS?**
Do you have another branding idea you wish SACNAS to consider for your organization/company at the 2018 conference? If so, we love creativity and are all ears…let’s chat further!
Graduate School & Career Expo

WHY EXHIBIT?

"SACNAS is a great opportunity to connect with incredible STEM students and share information about our organization’s training opportunities.”

- Mitzi K., National Institutes of Health

HIGHLIGHTS FROM 2017 SACNAS

- 801 Exhibitors
- 383 Exhibit Booths
- 4.68K User Contributions
- 152K Engagement
- 2.82K Users
- 133K Minutes Open

"Six months after the 2016 SACNAS conference, 68% of undergraduate and master’s degree students applied or intended to apply to a graduate school they learned about at the conference.

2017SACNAS.ORG (MARCH - OCT.)

- 516K Total Page Views
- 105K Sessions
- 50.3K Visitors
- 95% of 2017 SACNAS student attendees reported meeting people who can help them advance in their school and career.

52% Returning Visitors

MOBILE APP

2017 SACNAS

(WEST COAST)
Exhibit Booth Information

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<tr>
<th>EXHIBITOR BENEFITS</th>
<th>CHOICE $1,650</th>
<th>PREMIUM $2,100</th>
<th>CORPORATE $3,000</th>
<th>PREMIERE $4,500</th>
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<tr>
<td>10’ x 10’ Booth</td>
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<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Pipe &amp; Drape</td>
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<tr>
<td>Booth Décor Package (2’ x 6’ Skirted Table, 2 Chairs, 1 Wastebasket, 1 Booth Identification Sign, and Access to Exhibitor Lounge)</td>
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<tr>
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</tr>
</tbody>
</table>

**SMALL NONPROFIT DISCOUNT**
Registered nonprofits with an overall organization operational budget of less than $1 million (not just a single department) can receive a $450 discount on a choice booth selected by SACNAS.

To request the small nonprofit discount, please send your 501(c)(3) IRS determination letter and most recent IRS 990 form to exhibits@sacnas.org. Once approved, you will be assigned a booth number and given information to log on to your specific exhibitor portal.

**WHAT IS NOT INCLUDED?**
- Multiple registrations*
- Booth carpet
- Lead retrieval device or app
- Premium Internet service** (Basic Wi-Fi is complimentary)
- Electrical outlets**

* Exhibitors may purchase up to three (3) additional exhibitor registrations per 10’ x 10’ booth.

**Additional services can be purchased in the exhibitor portal.
Important Dates

APRIL 9
MAY 8
AUGUST 11
SEPTEMBER 20
OCTOBER 11-13

APRIL 24
JUNE 5
SEPTEMBER 11
OCTOBER 4

Group reservations open
General booth sales open
Final day for booth refund
Shepard Exhibition Services* deadline for discounted standard orders

Deadline for group reservations
Unclaimed booth reservations released for general sale
Shepard Exhibition Services* deadline for discounted custom orders
Shepard Exhibition Services* deadline for booth ID sign request

2018 SACNAS
The National Diversity in STEM Conference
Henry B. González Convention Center
San Antonio, Texas

MOVE-IN
October 10
11:00 am to 4:30 pm
October 11
7:30 am to 9:00 am

EXHIBITION HOURS
October 11
9:30 am to 12:00 pm
2:00 pm to 5:30 pm
October 12
8:45 am to 12:00 pm
1:45 pm to 5:00 pm
12.5 hours total

MOVE-OUT
October 12
5:00 pm to 8:00 pm

*Shepard Exposition Services is SACNAS’ official service contractor. Shepard is available to customize your booth layout, structure, engagement items, and experiences. For more information, they can be reached directly by phone at (832) 799-5700 or email houston@shepardes.com.
PAYMENTS
Payment is due within 30 days of order date. If a booth reservation is made after September 11, 2018, payment will be due in full at the time the reservation is made. Failure to make full and timely payment may result in loss of your booth reservation.

Payment Options:
• Enter your credit card (Amex, MasterCard, Visa) via the online point of sale system (POS) in the exhibitor portal
• Call our office to provide credit card info: 831-459-0170 (Amex, MasterCard, Visa)
• Send a check, payable to SACNAS, with booth number in memo, via regular mail to: SACNAS, c/o 2018 CONFERENCE, PO Box 8526, Santa Cruz, CA 95061-8526

Payment Processing & Handling Fee:
We aim to provide the highest level of customer service and a one payment system. A 2.9% transaction processing fee is already included in your booth price.

CANCELLATIONS
Booth Cancellation Deadline: Friday, August 11, 2018
Cancellations received and acknowledged by SACNAS on or before the booth reservation cancellation deadline of August 11, 2018, will receive a refund of exhibitor’s fees minus a $500 cancellation processing fee per booth. After August 11, exhibitors cannot be refunded the cost of their booth or any associated fees.

NO SHOW POLICY
Exhibitors must be set up and be present for all open hours in the exhibit hall. Exhibitors forfeit space not occupied by the start of the second exhibit session on Thursday, October 11, 2018, 2:00 pm. SACNAS reserves the right to reissue unoccupied exhibit space as it sees fit.

CONTACT US

Ready to Exhibit?
Visit us online: 2018sacnas.org > Sponsors & Exhibits > Exhibit
exhibits@sacnas.org or 1-877-722-6271 ext. 239

Interested in Sponsoring?
Visit us online: 2018sacnas.org > Sponsors & Exhibits > Sponsor
sponsor@sacnas.org or 1-877-722-6271 ext. 239
SACNAS is proud to invite you to the Henry B. González Convention Center in San Antonio, Texas, for our special 45th anniversary celebration. The city of San Antonio is the indigenous land of the Payaya people and is home to the beautiful Riverwalk, the Alamo, and a thriving and vibrant Latino community. Join us as we bring science, culture, and community to the second biggest city in Texas.

**EXHIBIT**

**Henry B. González Convention Center**
900 E Market St.
San Antonio, TX 78205
Learn more about San Antonio: visitsanantonio.com

**FLY**

**San Antonio International Airport**
9800 Airport Blvd.
San Antonio, TX 78216
Airport Code: SAT

**STAY**

**San Antonio Marriott Rivercenter**
101 Bowie Street
San Antonio, TX 78205
Double/King Room $199 + taxes & fees
https://aws.passkey.com/go/18sacnas
(210) 223-1000

**San Antonio Marriott Riverwalk**
889 East Market Street
San Antonio, TX 78205
Double/King Room $199 + taxes & fees
https://aws.passkey.com/go/18sacnas
(210) 224-4555

**Grand Hyatt San Antonio**
600 East Market Street
San Antonio, TX 78205
Double/King Room $199 + taxes & fees
https://aws.passkey.com/go/2018SACNAS
(210) 224-1234

More information on our discounted hotel rooms:
2018sacnas.org > Attendees > Travel & Lodging

*Book early! Spaces are limited.
Save the Date: 2019 SACNAS

Hawai‘i Convention Center
Honolulu, HI
Oct. 31 - Nov. 2, 2019

Get a jumpstart on sponsorship for 2019!
Multi-year sponsorship packages available.