WE20 VIRTUAL CAREER FAIR PROSPECTUS

PRACTICE Curiosity

WE20 VIRTUAL CAREER FAIR PROSPECTUS

WE20.SWE.ORG • #WE20
WE20 VIRTUAL CAREER FAIR OPPORTUNITIES

VIRTUAL CAREER FAIR DATES:
WEDNESDAY // NOVEMBER 4  ■ THURSDAY // NOVEMBER 5  ■ MONDAY // NOVEMBER 9  ■ TUESDAY // NOVEMBER 10

VIRTUAL CAREER FAIR HOURS:
11-3 CENTRAL
(the link to enter the career fair will be active during this time. Those that are in the career fair will not be kicked out. Exhibitors can continue to interview or put up a notice in their booth that they are gone for the day and to come back during the career fair hours)

There are 4 levels of career fair participation, with SWE discounts for government and non-profit organizations. See academic levels below.

There will be 3 separate entrances to the WE20 Virtual Career Fair. One for CPC organizations, one for the academic pavilion and one for all other organizations.

VIRTUAL CAREER FAIR PACKAGES:

ACADEMIC PAVILLION

ACADEMIC SILVER: $2,500 (on or before September 11th) / $2,900 (after September 11th)
◆ Fully Customizable Booth (Choose from small booth templates)
◆ Add up to 2 videos in your booth, and up to 2 documents
◆ 4th Tier Placement
◆ Text, Audio and Video Chat through the platform
◆ Up to 2 Recruiter Seats, may purchase additional at $100 each
◆ 8 Full Conference Registrations

ACADEMIC PURPLE: $4,800 (on or before September 11th) / $5,600 (after September 11th)
◆ Fully Customizable Booth (Choose from the mid-sized booth templates)
◆ Add up to 4 videos in your booth, and up to 4 documents
◆ 4th Tier Placement
◆ Text, Audio and Video Chat through the platform
◆ Up to 4 Recruiter Seats, may purchase additional at $100 each
◆ 12 Full Conference Registrations
VIRTUAL CAREER FAIR PACKAGES (CONT’D):

SILVER - $5,990 (on or before September 11th) / $6,990 (after September 11th)
- Fully Customizable Booth (Choose from small booth templates)
- Up to 5 Job Postings in your booth
- Add up to 3 videos in your booth, up to 3 documents (in addition to the job postings)
- 4th Tier Placement
- Text, Audio and Video Chat through the platform
- Up to 4 Recruiter Seats, may purchase additional at $100 each
- 12 Full WE20 Conference Registrations
- 60-day access to the SWE Career Center resume database (30 days prior through 30 days post-conference and one recruiter seat)
- 15% discount on SWE Magazine Ad (any size, commitment by September 1, 2020)

PURPLE - $11,780 (on or before September 11th) / $13,780 (after September 11th)
- Fully Customizable Booth (Choose from the mid-sized booth templates)
- Up to 10 Job Postings in your booth
- Add up to 5 videos in your booth, up to 5 documents (in addition to the job postings)
- Keyword search (may supply 3 keywords)
- 3rd Tier Placement
- Up to 8 Recruiter Seats, may purchase additional at $100 each
- 16 Full WE20 Conference Registrations
- 60-day access to the SWE Career Center resume database (30 days prior through 30 days post-conference and one recruiter seat)
- 25% discount on SWE Magazine Ad (any size, commitment by September 1, 2020)

GOLD - $17,670 (on or before September 11th) / $20,670 (after September 11th)
- Fully Customizable Booth (Choose from the mid-sized booth templates)
- Up to 15 Job Postings in your booth
- Add up to 10 videos in your booth, up to 10 documents (in addition to the job postings)
- Keyword search (may supply 5 keywords)
- 2nd Tier Placement
- Text, Audio and Video Chat through the platform
- Full User Report
- Up to 12 Recruiter Seats, may purchase additional at $100 each
- 20 Full WE20 Conference Registrations
- 60-day access to the SWE Career Center resume database (30 days prior through 30 days post-conference and one recruiter seat)
- 25% discount on SWE Magazine Ad (any size, commitment by September 1, 2020)

PLATINUM - $23,560 (on or before September 11th) / $27,560 (after September 11th)
- Fully Customizable Booth (Choose from the large booth templates)
- Up to 20 Job Postings in your booth
- Add unlimited videos to your booth and unlimited documents (in addition to the job postings)
- Keyword Search (may supply 10 keywords)
- 1st Tier Placement
- Text, Audio and Video Chat
- Full User Report
- Up to 16 Recruiter Seats, may purchase additional at $100 each
- 25 Full WE20 Conference Registrations
- Two push notifications to visit the booth
- 60-day access to the SWE Career Center resume database (30 days prior through 30 days post-conference and one recruiter seat)
- 30% discount on SWE Magazine Ad (any size, commitment by September 1, 2020)
BRING PROSPECTS TO YOU WITH SPONSORSHIPS, BRANDING AND ADVERTISING!

$50,000 SPONSORSHIP

VIRTUAL WE20 PRESENTING SPONSOR // (LIMIT: 1 SPONSORSHIP)
Includes welcome video pop-up, pre-recorded message from sponsor that will play after the SWE welcome in the virtual lobby, banner in the lobby that can link to another video or to your organization's booth, recognized as the Virtual WE20 Presenting Sponsor in all materials (including promotional emails), 3 social media posts (one per week October 26, November 2, November 9, 2020) and recognition in a “know before you attend” email to all registered attendees), 3 push notifications (to be scheduled during the weeks of November 2 and 9, 2020).

$15,000 SPONSORSHIPS

BRANDED ORIGAMI // (LIMIT: 1 SPONSORSHIP)
Just Added! Explore the relationship between art and engineering with WE20's only takeaway sponsorship! This double sided, interactive opportunity includes a branded origami design which will appear in the WE20 print issue of SWE Magazine, reaching 42,000 members. One side will feature the branded origami for attendees to create and the opposite side will feature a full page advertisement for you to promote your organization's career/internship opportunities, booth presence, award recipients, etc. Optional: Reach a wider audience by hosting a social media contest! Encourage WE20 attendees and SWE Members to upload their origami creations to social media, tagging the sponsor and SWE. Prize provided by sponsor.
Details:
◆ Full page ad in WE20 edition of SWE Magazine
◆ Digital Banner Ad (250 x 250) for 2 months on swe.org
◆ Origami design included; Ad and creatives must be confirmed by September 4, 2020

EDUCATIONAL TRACK // (LIMIT: 1 SPONSORSHIP, PER TRACK)
(Advocacy and Outreach, Career Management, Inclusion and Cultural Awareness, Technical Innovations and Disruption, Self-Management and Development Strategic Leadership). This includes track signage in the virtual auditorium with logo placement and URL to Career Fair Booth or Video - it is up to you.

FRIDAY KEYNOTE // (LIMIT: 4 SPONSORSHIPS)
This keynote will take place on Friday, November 6, 2020 and features an invited speaker selected by SWE’s Conference Advisory Board. A unique opportunity to represent your organization in front of all registered attendees. These remarks will be attached to the recorded keynote and be available for replay through the platform for one year, increasing your reach to those who cannot attend during the scheduled time. You will receive one social media post during the weeks of Nov 2-9, 2020 and you may provide a 3-minute recording.

MONDAY KEYNOTE // (LIMIT: 4 SPONSORSHIPS)
Just added! This keynote will take place on Monday, November 9, 2020 and features an invited speaker selected by SWE’s Conference Advisory Board. A unique opportunity to represent your organization in front of all registered attendees. These remarks will be attached to the recorded keynote and be available for replay through the platform for one year, increasing your reach to those who cannot attend during the scheduled time. You will receive one social media post during the weeks of Nov 2-9, 2020 and you may provide a 3-minute recording.

SWENEXT GLOBAL INNOVATOR AWARD // (LIMIT: 2 SPONSORSHIPS)
Available for up to 6 high school juniors or seniors each year per sponsorship, the SWENext Global Innovator Award recognizes engineering excellence in female students across the country. The SWENext Innovator Award Program recognizes the outstanding young women shaping the future of SWE by developing an engineering identity in themselves and others. Award recipients exemplify intellectual curiosity, enthusiasm, and leadership in the STEM community. These students demonstrate a commitment to bettering the lives of women in STEM, volunteer in outreach initiatives, and are pursuing a career in engineering.

THURSDAY KEYNOTE // (LIMIT: 4 SPONSORSHIPS)
This keynote will take place on Thursday, November 5, 2020 and features an invited speaker selected by SWE's Conference Advisory Board. A unique opportunity to represent your organization in front of all registered attendees. These remarks will be attached to the recorded keynote and be available for replay through the platform for one year, increasing your reach to those who cannot attend during the scheduled time. You will receive one social media post during the weeks of Nov 2-9, 2020 and you may provide a 3-minute recording.
WE20 VIRTUAL SPONSORSHIP OPPORTUNITIES (CONT’D)

$12,000 SPONSORSHIPS

SATURDAY KEYNOTE // (LIMIT: 3 SPONSORSHIPS)
This keynote will take place on Saturday, November 7, 2020 and features an invited speaker selected by SWE’s Conference Advisory Board. A unique opportunity to represent your organization in front of all registered attendees. These remarks will be attached to the recorded keynote and be available for replay through the platform for one year, increasing your reach to those who cannot attend during the scheduled time. You will receive one social media post during the weeks of Nov 2-9, 2020 and you may provide a 3-minute recording.

SWE AWARDS // (LIMIT: 4 SPONSORSHIPS)
SWE Awards recipients will be recognized virtually this year. In lieu of an awards banquet, SWE will be creating a page that highlights all of the recipients, with their awards and those that give speeches will be available for play on this site for an entire year. Your sponsorship includes recorded remarks (no more than 3 minutes) to be included on this page and through SWE’s social media channels and your logo and recognition as a sponsor will appear on all communications to the SWE community announcing the award recipients and the launch of this new page.

$10,000 SPONSORSHIPS

SWENEXT COMMUNITY AWARD // (LIMIT: 1 SPONSORSHIP)
This award encourages students to envision solutions to problems within their communities using science, technology, engineering or math (STEM), and show they have the capacity to pursue STEM careers. These awards are given to SWENexters in their freshman and sophomore years of high school who have been actively engaged in the SWE community, have a solid understanding of engineering principles, play a role in serving their own community, and demonstrate strong leadership skills.

VIRTUAL CAREER FAIR PREP ROOM // (LIMIT: 4 SPONSORSHIPS)
As the experts of recruiting and hiring, SWE is looking for partners willing to support attendees by providing one or more of the following resources: Resume Review, Career Fair Interview Tips, Elevator Pitch or How to Navigate a Virtual Career Fair. Sponsors will interact virtually with job seekers using their own virtual platform or SWE’s platform.

VIRTUAL HELP DESK // (LIMIT: 1 SPONSORSHIP)
Your organization’s logo will be displayed on the help desk in the virtual lobby. You will also receive 2 push notifications through the platform one during the week of November 2, 2020 and one during the week of November 9, 2020.

VIRTUAL LOBBY VIDEO AND LINK // (LIMIT: 16 SPONSORSHIPS)
Your organization’s logo will be displayed all days of the virtual event. Attendees can click on the logo and be directed to your booth or a video. This also includes one push notification through the platform during the week of November 2, 2020 and 2 social media posts one the week of November 2, 2020 and one the week of November 9, 2020.

$8,000 SPONSORSHIPS

SELF-CARE LOUNGE // (LIMIT: 4 SPONSORSHIPS)
Brand New Opportunity! Attendees will seek out this space which will feature virtual guided meditation sessions and mental health resources including self-care tips. Sponsors will receive recognition through the promotion of the lounge and scheduled meditation sessions.

Your organization’s logo will be on the lounge entrance throughout the conference. Provide a pre-recorded message to all those in the lounge, also have employees join attendees in the lounge to mix and mingle.

$7,000 SPONSORSHIPS

COLLEGIATE LEADERSHIP INSTITUTE // (LIMIT: 5 SPONSORSHIPS)
Select SWE Members/Attendees will have the opportunity to attend the Collegiate Leadership Institute: a personalized educational event consisting of high-quality and interactive sessions from recognized subject matter experts/professional speakers in the areas of leadership and career development. Attendees are also matched with a mentor that they will interact with throughout the year.

DAILY MORNING EMAIL // (LIMIT: 4 SPONSORSHIPS, PER WEEK) // Week 1: November 2-7, 2020 or Week 2: November 9-13, 2020
Just Added! Have your logo and URL of your choice on each daily email to all registered attendees of WE20 during week 1 or week 2. This email will highlight content for the day.
$7,000 SPONSORSHIPS (CONT’D)

**DAILY RECAP EMAIL // (LIMIT: 4 SPONSORSHIPS, PER WEEK) // Week 1: November 2-7, 2020 or Week 2: November 9-13, 2020**

Just Added! Have your logo and URL of your choice on each daily email to all registered attendees of WE20 during week 1 or week 2 highlighting programming that occurred that day.

**RAPID FIRE COMPETITION // (LIMIT: 5 SPONSORSHIPS)**

This event highlights and rewards the best collegiate research abstracts chosen from SWE members’ submissions globally. The top 20 finalists (10 Undergraduate & 10 Graduate) will give a five-minute presentation of their work during WE20. Sponsor this competition to support the innovation of students and professionals. Your organization will be recognized by branding on event materials, communication and opening of the competition. Your employees will be given the chance to volunteer for judging this competition.

**SWENEXT HIGH SCHOOL LEADERSHIP ACADEMY (SHLA) // (LIMIT: 5 SPONSORSHIPS)**

The SWENext High School Leadership Academy (SHLA) provides custom programming to high school students selected for their leadership potential. Participants learn about college admissions in engineering, receive mentorship training, and connect with women in the industry.

**$6,000 SPONSORSHIP**

**HOSPITALITY SUITE // (LIMIT: 20 SPONSORSHIPS)**

Host your own lounge for 60 min., have your recruiters mix and mingle with attendees, create your own interactive presentation or invite an executive to speak. This room will be promoted on the schedule, it is up to you to make it your own.

**$5,000 SPONSORSHIPS**

**COLLEGIATE POSTER COMPETITION // (LIMIT: 4 SPONSORSHIPS)**

This event highlights and rewards posters of the best collegiate research abstracts chosen from SWE members’ submissions globally. The top 20 finalists (10 Undergraduate & 10 Graduate) will present a technical poster of their work during WE20. Sponsor this competition and support some of the brightest engineering students around. This is a great opportunity to find talent for your organization. Your organization will be recognized by branding on event materials, communication and opening of the competition. Your employees will be given the chance to volunteer for judging this competition.

**GAMIFICATION (SCAVENGER HUNT) // (LIMIT: 5 SPONSORSHIPS)**

Help attendees have fun during the virtual conference. Place a logo in one of the virtual areas or an item in your booth for attendees to find. The first 3 attendees to find all items will receive a special SWESwag gift box.

**LEADERBOARD // (LIMIT: 4 SPONSORSHIPS)**

Encourage attendees to interact and enjoy WE20 by sponsoring the leaderboard! Place your logo on the top of the leaderboard, which attendees will be checking to see their current ranking by accumulating various points as they visit different areas of the conference, download swag, watch videos and more! Once WE20 wraps up, the top 3 attendees of the leaderboard will be featured in a special social media shout out tagging the sponsor.

**MEGA SESSIONS // (LIMIT: 5 SPONSORSHIPS)**

WE20 Mega Sessions are high-level, thought-provoking sessions designed to engage attendees on a range of topics. These sessions are open to all attendees where Mega Session speakers will share new ideas and perspectives that attendees can apply to their careers. Sponsors will be recognized through branding at the beginning of all Mega Sessions.

**PUSH NOTIFICATIONS (3) // (LIMIT: 5 SPONSORSHIPS)**

Your organization will receive 3 push notifications that can be used during November 2-9, 2020 through the platform. Limited to 150 characters (and can add a button to your booth or careers page).

**SCHEDULE OF EVENTS // (LIMIT: 4 SPONSORSHIPS)**

Attendees will access the daily schedule of events posted in vFairs to plan their day ahead. The Schedule of Events sponsor will have their name and logo recognition displayed in the agenda throughout the duration of the virtual conference.

**STUDENT REGISTRATION GRANTS**

Support the futures of women seeking to effect change around the globe through engineering and technology by sponsoring their registration to WE20. Recipients will be selected by SWE according to basic criteria provided by the Sponsor and all recipients will receive an email confirmation with logo placement of the Sponsor and a mention of the Sponsor’s booth at WE20.

**WE20 SOCIAL MEDIA CONTEST // (LIMIT: 4 SPONSORSHIPS)**

Brand New Opportunity! SWE Trivia Game ... Winners receive a copy of SWE’s 1952 Poster “Engineering Needs Women”.

**YOGA RECHARGE // (LIMIT: 4 SPONSORSHIPS)**

Exercise your mind and body at WE20 by sponsoring yoga classes. Open to all attendees to participate virtually. This popular session is guided by a certified yoga instructor. As a sponsor, your organization will be thanked at the beginning of each session and on all promotional materials.
$3,500 SPONSORSHIPS

INFORMATION SESSIONS // (LIMIT: 16 SPONSORSHIPS)
Don’t miss an opportunity to familiarize potential recruits with your organization. During these info sessions, your industry leaders can provide organization information, collect resumes, convey company best practices, and network with attendees. You choose how to use this session time. Will it be an info session? Workshop? Panel? You decide.

TECH TALKS // (LIMIT: 16 SPONSORSHIPS)
Demonstrate your latest technology and reach out to our audience of engineers and technologists. Equipment and props are encouraged. Tech Talks will be pre-recorded into the platform with live q&a to engage with attendees.

$1,000 SPONSORSHIP

SWE SWAG BAG // (LIMIT: 10 SPONSORSHIPS, ONE ITEM)
This pdf item (one per sponsor) will be pre-loaded into each attendee’s virtual conference bag (up to 10 sponsors).

ADDITIONAL SPONSOR RECOGNITION:
All Sponsors will be recognized on WE20 sites and on the virtual platform, in the Annual Conference Edition of SWE Magazine, and in a post-event email to all registered attendees.

WE20 SWE MAGAZINE (CONFERENCE EDITION)
◆ Full Page Ad + 1150 x 135 Banner Ad + 4 job postings
   BW - $7,800 // 4C - $9,095
◆ ½ Page Ad + 250 x 250 Banner Ad + 2 job postings
   BW - $4,800 // 4C - $6,095
◆ 1/3 Page Ad + 850 x 105 Banner Ad + 1 job posting
   BW - $4,000 // 4C - $5,295
◆ ¼ Page Ad + 850 x 105 Banner Ad + 1 job posting
   BW - $3,000 // 4C - $4,295
MUST confirm placement by September 2; Ads are due by September 18. Specifications can be found here.