2024 NSBE Professional Development Conference (PDC)
PARTNERSHIP OPPORTUNITIES
Welcome to DC!

Join fellow Black engineers, S.T.E.M. professionals, entrepreneurs, and executives at the 2024 National Society of Black Engineers Professional Development Conference on August 21-24, 2024. This year's conference theme is “A Purposeful Journey: From Roots to Legacy,” centering an event that features intentional programming focused on technical preparation, professional development, and leadership activation. Our conference attendees will engage in all the industries in the DMV has to offer engineers, designers, scientists, inventors, tech partners, community organizers, and leaders in S.T.E.M. The NSBE Professional Development Conference offers a unique opportunity to engage with experienced S.T.E.M. professionals and innovation for your organization.

We aim to develop a partnership between your organization and the NSBE Professionals that will last for many years to come. Come join 1,000+ of your fellow engineers, developers, and scientists in industry and academia for a 360-degree look at how culture, innovation, and tech run the world.

- Maurice Patterson, PDC Chair
- Johnnie Tangle, III, NSBE Professionals Finance Chair
Professional Development Conference
AUG 21–24, 2024

Location: Grand Hyatt, Washington, DC - The premier event for the NSBE Professionals is coming to the DMV.

Theme: “A Purposeful Journey: From Roots to Legacy” with intentional programming focused on technical preparation, professional development, and leadership activation.
WHO WE ARE

OUR MISSION
NSBE Professionals seek to “inspire the next generation of technical professionals and serve as a catalyst for transforming the culture of engineering.” This goal is achieved by empowering the organization’s members to grow technically, academically, and professionally, and continue to represent the success of NSBE’s mission.
CAREER INDUSTRIES

MAJOR INDUSTRIES
- ENGINEERING
- INFORMATION TECHNOLOGY
- AEROSPACE
- MANUFACTURING
- CONSULTING
- ENERGY
- EDUCATION
DEMOGRAPHICS

4494
ACTIVE MEMBERS

PDC ATTENDANCE

WORK EXPERIENCE

ACTIVE MEMBERS

Not Disclosed 1 - 2 Years 3 - 5 Years 6 - 10 Years 11 - 15 Years 16+ Years

Lifetime Professional
TARGETED AUDIENCE

NSBE PROFESSIONALS
The only conference produced specifically for the NSBE Professional Member. Hear refreshing sessions and embark on new opportunities to enhance your career.

PARTNER EXECUTIVES & EMPLOYEES
Looking to inform technical professionals about what your organization is working on? Have employees looking for professional development? Look no further.

ENTREPRENEURS
Join the NSBE Professionals in sharing your innovation and knowledge, as we build our supplier database for our NSBE partners.
PARTNERSHIP OPPORTUNITIES

TITLE SPONSORSHIP
$100,000

Exclusive Benefits
- Prominent logo placement in all event advertising, branding and promotion
- 20 Complimentary registrations
- 8 Tickets to Evening of Excellence Gala
- Opening Session welcome remarks

Career Expo
- 2 Booth spaces in career exposition

Print and Digital Amplification
- In conference mobile app
- Prominent in-venue logo placement, including welcome signage

Programming
- Executive Luncheon or choice of event
- Optional Hospitality Suite
- Keynote speaking opportunity for Opening Session
- 2 Workshops of choice

Engagement
- Inclusion in post-event survey; up to 4 brand-specific questions
PARTNERSHIP OPPORTUNITIES

PLATINUM SPONSORSHIP
$70,000

Benefits
✓ Inclusion in all event advertising, branding and promotion
✓ 10 Complimentary registrations
✓ 8 Tickets to Evening of Excellence Gala

Career Expo
✓ 1 Booth space in career exposition

Print and Digital Amplification
✓ In conference mobile app
✓ Prominent in-venue logo placement, including welcome signage

Programming
✓ Executive Luncheon or Breakfast
✓ Recognition during the Opening Session
✓ 1 Workshop of choice

Engagement
✓ Inclusion in post-event survey; up to 3 brand-specific questions
PARTNERSHIP OPPORTUNITIES

GOLD SPONSORSHIP

$60,000

Benefits

✓ Inclusion in all event advertising, branding and promotion
✓ 8 Complimentary registrations
✓ 8 Tickets to Evening of Excellence Gala

Career Expo
✓ 1 Booth space in career exposition

Print and Digital Amplification
✓ In conference mobile app
✓ Prominent in-venue logo placement, including welcome signage

Programming
✓ 1 Hospitality Suite
✓ 1 Workshop of choice

Engagement
✓ Inclusion in post-event survey; up to 2 brand-specific questions
PARTNERSHIP OPPORTUNITIES

SILVER SPONSORSHIP
$40,000

Benefits
✓ Inclusion in all event advertising, branding and promotion
✓ 6 Complimentary registrations
✓ 8 Tickets to Evening of Excellence Gala

Career Expo
✓ 1 Booth space in career exposition

Print and Digital Amplification
✓ In conference mobile app
✓ Prominent in-venue logo placement, including welcome signage

Programming
✓ 1 Workshop of choice

Engagement
✓ Inclusion in post-event survey; up to 2 brand-specific questions
SPECIAL INTEREST GROUPS

- IT THINK TANK SIG
- INTELLECTUAL PROPERTY (IP) SIG
- WISE SIG
- ENERGY SIG
- AEROSPACE SIG
- HEALTHCARE INNOVATION SIG
- PUBLIC POLICY SIG
- TRANSPORTATION SIG
- ENVIRONMENTAL SIG
- ENTREPRENEURSHIP SIG
- YOUNG TECHNICAL PROFESSIONALS SIG
PROGRAMMING

WORKSHOPS
$10,000

Connect with NSBE PDC attendees by partnering to bring an active learning opportunity to the conference! Lead a master's class-level workshop focused on expanding the attendee’s knowledge and experience.

Workshops may include:
• Innovation
• Artificial Intelligence (AI)
• DEI&B
• Leadership Development
• Panels
• Fireside Chats

Benefits include:
• Opportunity to provide marketing materials and giveaways at the event
• Recognition on the NSBE PDC website and in the conference mobile app
• 1 complimentary registration (All registrations are full access.)
• Inclusion in post-event survey with 1 brand-specific question
TECHNICAL CERTIFICATIONS & TRAININGS

COST OF TRAINING + A/V

Connect with conference attendees by partnering to bring an active learning opportunity to the conference! Lead a technical certification course or equivalent that expands the attendee’s knowledge and experience. Food and Beverage are not included but can be purchased through the venue. These events may be hosted in partnership with our Special Interest Groups for co-marketing, to ensure the intended industry is targeted.

Benefits include:
- Opportunity to provide marketing materials and giveaways at the event
- Recognition on the NSBE PDC website and in the conference mobile app
- 1 complimentary registration (All registrations are full access.)
- Inclusion in post-event survey with one (1) brand-specific question
Inside the Executive Suite | $20,000
This event features a one-on-one interview with a C-suite corporate executive, government official, nonprofit leader, or other prominent figure relevant to STEM. This format is comparable to Kevin Hart’s “Reality Check” and My Next Guest Needs No Introduction with David Letterman. These exclusive partnership events allow your organization to brand itself further, showcase its impact on the industry, and highlight its successes and leadership.

Benefits include:
• Opportunity to have an executive speak be interviewed by choice of moderator
• Opportunity to provide marketing materials and giveaways at the event
• The organization’s logo displayed prominently during event
• 1 full-access complimentary registration
PROGRAMMING

BREAKFASTS

Leadership Roundtable Breakfast | $25,000 (Can be a Platinum benefit)
The Leadership Roundtable Breakfast will include a panel discussion, led by the partner organization, on leadership development in the workplace and personal lives. This event provides premier speaking opportunities for the organization’s leadership to engage experienced technical and business professionals.

Benefits include:
• Opportunity to provide opening remarks (3-5 minutes)
• Opportunity to provide marketing materials, goodie bags and/or giveaways at event
• One (1) post on NSBE PDC social media platforms

Distinguished Speaker Series | $10,000 (Limit 3 Partners)
Our Distinguished Speaker Series allows partners to secure celebrities and notable individuals for keynote addresses that will provide inspiration and training for our attendees. Partnering organizations will cover speaker fees and travel logistics for the speaker.

Benefits include:
• Opportunity to provide opening remarks (3-5 minutes)
• Meet and greet with distinguished speaker and for the members of your organization
• Opportunity to provide marketing materials, goodie bags and/or giveaways at event
• Signage with logo at the event
LUNCHEONS

Technical Fellows Luncheon | $35,000
The Technical Fellows Luncheon will feature an individual(s) leading at the absolute highest technical levels of an organization. These individuals are invited to speak about their own journey and discuss research and innovation, technical issues impacting the broader community, the future of technology and policy implications, or critical business and technical skills for the further success of technical professionals.

Benefits include:
- Opportunity to provide opening remarks (3-5 minutes)
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- 1 post on NSBE PDC social media platforms

Executive Leadership Luncheon | $35,000 (Presenting or Platinum Benefit)
The Executive Leadership Luncheon will feature a discussion about leading and managing at the highest levels of an organization and what valuable insights can be passed on to others.

Benefits include:
- Opportunity to provide remarks
- Opportunity to provide marketing materials and giveaways at the event
- Organization’s logo displayed prominently during the event
- Organization’s logo with hyperlink on the NSBE PDC website
- Recognition on NSBE PDC social media platforms and conference mobile app
- 2 full-access complimentary registrations (for non-Platinum Partners)
- Can be hosted at an off-site location
FEATURED EVENTS
You have the grand opportunity to welcome attendees and guests to the 2024 Professional Development Conference! This Opening Kickoff Reception will be hosted at an off-site location to provide a laid-back social setting as attendees and guests settle in the city.

**Benefits include:**
- Opportunity to provide welcoming remarks
- Opportunity to provide marketing materials and giveaways at the event
- Recognition on the NSBE PDC website and in the conference mobile app
- 5 Individual registrations (All registrations are full conference access.)
EVENTS

PROFESSIONALS BRUNCH
$30,000

This brunch-style event is an invitation-only gathering to honor the leaders of our NSBE Professionals chapters and the contributions they have made to the Society over the past year. Get exclusive face-to-face interaction with engineering professionals and community leaders from all six NSBE regions. Food and beverage options for this event are included and will be managed by the conference's planning committee.

Benefits include:
• Opportunity to provide welcome remarks and guest speaker during the event
• Opportunity to provide signage, marketing material, goodie bags and/or giveaways at the event
• Banners and signage opportunities on the tables
• Acknowledgment in the PDC agenda and on the PDC website
• Inclusion in post-event survey on 1 brand-specific question
Career Engineer Network Mixers (CENs) are a perfect way to meet in a relaxed setting with attendees who have come from all over the US to Washington, DC. The mixers will be promoted on the NSBE PDC app and on the PDC website. If preferred, you may also elect to host your mixer as an invitation-only event. You can also elect for it to be held off-site.

**Benefits include:**
- Opportunity to provide welcome remarks and guest speaker during the event
- Opportunity to provide signage, marketing material, goodie bags and/or giveaways at the event
- Banners and signage opportunities on the tables
- Acknowledgment in the PDC agenda and on the PDC website
- Inclusion in post-event survey on 1 brand-specific question
SPECIAL ACTIVATIONS

Industry, University & Government Tours | $5,000 + Food & Transportation
These technical tours will provide attendees with a real-world look at your organization and the work being done in your industry. Hosting a facility tour is an invaluable way to connect with experienced professionals, to provide unique insight into your organization’s accomplishments, and help achieve your diversity and inclusion goals.

Benefits include:
• Opportunity to provide opening remarks (3-5 minutes)
• Opportunity to provide marketing materials, goodie bags and/or giveaways at event
• 1 post on NSBE PDC social media platforms

Headshot Happy Hour | $10,000 + Food and Beverage
As a partner, you get the opportunity to personalize this event by creating an informal atmosphere to meet and recruit promising talent. Take advantage of this chance to share information about your organization and its career opportunities.

Benefits include:
• Opportunity to provide remarks
• Opportunity to provide marketing materials and giveaways at the event
• Organization’s logo displayed prominently during the event
• Organization’s logo with hyperlink on the NSBE PDC website
• Recognition on NSBE PDC social media platforms and conference mobile app
• 2 full-access complimentary registrations (for non-platinum Partners)
• Can be hosted at an off-site location
To close out the final day of the conference, you can host all attendees for brunch and a tour of the city on the water. The event will facilitate networking and a unique perspective of Washington, DC’s most famous sites along the Potomac River.

**Benefits include:**

- Opportunity to provide opening remarks
- Opportunity to provide marketing materials and giveaways at the event
- Organization’s logo displayed prominently during event
- Organization’s logo with hyperlink on the NSBE PDC website
- Recognition on NSBE PDC social media platforms
- Recognition in the conference mobile app
- 5 full-access complimentary registrations
There are thousands of NSBE members across the US and abroad who are also founders, possessing innovative and potentially world-changing inventions and concepts. The NSBE Professionals Pitch Competition is the perfect opportunity to assist them with access, visibility and capital to build profitable and successful businesses.

Benefits include:

- Keynote speaking opportunity
- Opportunity to provide marketing materials and giveaways at the event
- Organization’s logo displayed prominently during the event
- Organization’s logo with hyperlink on the NSBE PDC website
- Recognition on NSBE PDC social media platforms
- Recognition in the conference mobile app
- 6 full-access complimentary registrations
PARTNERSHIPS

EVENING OF EXCELLENCE GALA

Presenting Partner
$75,000

The Evening of Excellence Gala is a celebratory, high-profile event focused on recognizing those who have demonstrated excellence in engineering and technology. This event celebrates the accomplishments and achievements of the best and brightest in the STEM fields, community professionals, organizations and entrepreneurs. Join us for an upscale affair as we honor those who are game changers and exemplify Black excellence. This red-carpet event gives your organization and employees the opportunity to shine!

Presenting Benefits include:
- Keynote speaking opportunity
- 3 Reserved tables for your organization
- Opportunity to provide marketing materials and giveaways at the event
- Organization's logo displayed prominently during the event
- Professionals Career Expo – Booth
- Organization's logo with hyperlink on the NSBE PDC website
- Recognition on NSBE PDC social media platforms
- Recognition in the conference mobile app
- 6 Full-access complimentary registrations
PATRON PARTNER | $10,000

Benefits include:

- 1 Reserved table for your organization
- Opportunity to provide marketing materials and giveaways at the event
- Organization’s logo displayed on signage during the event
- Organization’s logo with hyperlink on the NSBE PDC website
- Recognition on NSBE PDC social media platforms
- Recognition in the conference mobile app
- 3 Full-access complimentary registrations

INDIVIDUAL TABLES | $4,000

Benefits include:

- 1 Reserved table for your organization
- Organization’s logo displayed on signage during the event
- Organization’s logo with hyperlink on the NSBE PDC website
- Recognition on NSBE PDC social media platforms

INDIVIDUAL TICKET (CONFERENCE NON REGISTRANTS) | $115
PARTNERSHIPS

AWFE BACK-TO-SCHOOL STEM EXPO

$15,000

STEM Activity: Saturday morning event with lunch included for 100–200 K–12 students and adult volunteers. Event will include a variety of STEM activities, including carnival-style games and prizes. Parents will have access to college information and local college students to assist with FASFA applications. Back-to-school supplies will be provided for event participants.

Benefits include:
• Speaking opportunity at the event
• Opportunity to provide branded back to school supplies to the participants
• Logo on event T-shirts for all participants
• Organization's logo with hyperlink on the NSBE PDC website
PARTNERSHIPS

THE PROFESSIONALS’ CLASSIC
$20,000

The Professionals’ Classic is geared toward those individuals who plan to arrive the day before the conference kicks off and those local to the area who want the opportunity to meet and greet other professionals. This event serves as a perfect way for our attendees to relax and take some personal time before getting into the flow of the conference.

Benefits include:
• Opportunity to provide marketing materials and giveaways at the event
• Organization’s logo displayed prominently during the event
• Organization’s logo with hyperlink on the NSBE PDC website
• Recognition on NSBE PDC social media platforms
• Recognition in the conference mobile app
• 4 Full-access complimentary registrations
• Logo branding on event shirts
THE PROFESSIONALS’ CLASSIC

Champion Sponsorship | $5,000 (Limit 2)
- Recognition at Golf Tournament in conference branding
- 2 Foursome teams at the Golf Tournament
- Organization’s logo on NSBE PDC website and conference app
- Recognition on NSBE PDC social media platforms
- Recognition in the conference mobile app
- 1 Hole sponsorship

Leader Sponsorship | $3,000 (Limit 2)
- Recognition at Golf Tournament in conference branding
- 1 Foursome team at the Golf Tournament
- Organization’s logo on NSBE PDC website and conference app
- Recognition on NSBE PDC social media platforms
- 1 Hole sponsorship

Elite Sponsorship | $2,000 (Limit 4)
- Recognition at Golf Tournament in conference branding
- 1 Foursome team at the Golf Tournament
- Organization’s logo on the NSBE PDC website and conference app
- Recognition on NSBE PDC social media platforms
- Recognition in the conference mobile app
- 1 Hole sponsorship
INDIVIDUAL SPONSORSHIP ITEMS

Hole Sponsorship | $1,000
- Foursome team at the Golf Tournament
- Logo signage at hole

Breakfast Sponsorship | $1,250 (Limit 2)

Lunch Sponsorship | $2,200

Beverage Sponsorship | $2,000

Photo Sponsorship | $800

Closet to the Pin & Longest Drive Sponsorship | $500 (Each)

Individual | $150
BRANDING
Conference Mobile App
$10,000

The conference mobile app gives your organization the unique opportunity to get your branding and corporate message in front of all NSBE PDC attendees. This comprehensive mobile app puts all event information at the attendees’ fingertips — anytime, anywhere — with real-time updates and breaking news blasts sent during the conference. Since the conference mobile app is free and easy to download, you’ll be able to connect with a large audience. Attendees are able to connect with one another within the app to enhance the networking.

**Benefits include:**
- Opportunity to provide marketing materials and giveaways at the event
- Recognition on the NSBE PDC website
- Prime banner spot in the festival app and gamification opportunities
- 5 Complimentary registrations (All registrations are full access.)
- Inclusion in post-event survey with one 1 brand-specific question
BRANDING

REGISTRATION
BADGE LANYARDS
$8,000

A Badge Connects You to the People. The badge is the only swag you need, because a badge connects you with the rest of the conference and its design quietly affects how much you’ll get out of the experience. The badge achieves this by providing as much social connection with as little social friction as possible. Sponsor the lanyards, and your name will never be out of sight.

Benefits Include:
• Logo prominently displayed on the lanyards along with the NSBE Professionals logo
• Acknowledgment in the PDC registration area
Designed to drive lead generation, the Livestream Partnership offers brands the opportunity to effect new audience awareness and lead generation live and post-event, by bringing exclusive performances access from fan favorites to living rooms, mobile phones and personal computers directly in real time and via subscription-based edited replay.

Benefits include:
• Custom lead-generating digital registration page
• Pre- and post-event audience targeting
• Digital and social ads
• Opportunity for multi-event partnership to develop a long-term lead-generating campaign
• 1 Live event; :15 sec interstitial ad
• In-venue digital display branding
• Live audience gifting option
BRANDING

CONFERENCE BAGS
$25,000

Put your message in the hands of attendees and guarantee that it’s seen by everyone...everywhere. The bags will be printed with your logo (and the NSBE Professionals logo) and distributed to all registrants. These stylish tote bags are a popular keepsake that gets long-lasting use and exposure beyond each conference.

Benefits include:
• Name and Logo on the bag
• Opportunity for giveaways and materials to be placed in the bag
• Recognition at our Opening and General Sessions
• Logo in the conference app and website
BRANDING OPPORTUNITIES

**Snack Refuel Stations | $5,000**
This is an opportunity for your organization to provide snacks and beverages to conference attendees between sessions and throughout the day to replenish their energy. Signage will be provided by each station to acknowledge your organization along with space on the tables for your marketing materials.

**Mobile Charging Stations | $8,000**
The organization will host mobile charging stations to give attendees the opportunity to enjoy the conference without worrying about losing power on their mobile devices. These stations provide branding opportunities and greatly improve attendees' overall experience.
- Organization’s logo displayed prominently during event
- Organization’s logo on the NSBE PDC website and in the conference app
- Recognition on NSBE PDC social media platforms

**Branded Hotel Key Cards | $2,000**
Make the first impression on attendees by sponsoring hotel key cards. Your logo, name, and graphics will be displayed on the hotel keycards at the Renaissance Addison Hotel.

**Conference Signage Sponsorship – TBD**
Partners will have the opportunity to increase their brand awareness in the heart of the conference with column wraps and wall clings. Throughout the conference, all attendees will see your branding upon entering the main foyer.
CONTACT US

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SIGN UP VIA NSBE’S
ONLINE COMMITMENT FORM

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