Welcome!

Table of Contents
02 Welcome
03 About Great Minds in STEM
04 Who Attends the GMiS Conference
05 2022 Conference Logistics
06 Sponsorship Packages
08 Signature Recognition Events
10 Scholarships
11 Recruiting Events
12 Virtual Opportunities
13 K-12 Events
14 University Student Competitions
15 Student / Professional Engagement
16 CAHSI Summit Sponsorships
19 Print & Digital Advertising
20 Product and On-Sight Branding
21 GMiS Summit - July 2023
22 Registration Form

After two years of virtual conferences, Great Minds in STEM is excited to reunite our students and professionals in person in 2022!

Vision
Be a national leader in keeping America technologically strong by promoting Science, Technology, Engineering and Math (STEM) careers especially in underserved communities.

Mission
To inspire and motivate underserved students to pursue careers in Science, Technology, Engineering and Math (STEM)

To enlighten and engage families, educators, communities and employers to assist underserved students pursuing STEM careers

To inspire our nation through recognition of the achievements of Hispanics and other role models in STEM

To enable and leverage Hispanic STEM talent to play a leadership role

To collaborate and cooperate nationally within the STEM community

Great Minds in STEM (GMiS) is at the forefront of implementing innovative programs and partnerships focused on the continuous expansion of STEM education opportunities for our nation’s underserved communities.

info@greatmindsinstem.org
Providing STEM Education, Outreach and Recognition Programs that Create Awareness, Advocate Readiness, and Celebrate Success since 1989!
Together, as we continue to prove that “First-Class Diversity” equates to “World Class STEM.” GMiS is here to help support the STEM Career Pathways of our underrepresented and underserved communities in their quest to push technical boundaries, innovate new horizons, and advance diversity and inclusion. Despite the challenges of the global pandemic, GMiS continues to be inspired and encouraged by the resilience of our students to achieve academic excellence and be outstanding leaders in their community. We are proud to have been able to bring together so many diverse brilliant minds, who are dedicated to solving today’s technical challenges at the forefront of the 4th Technological Revolution.

2021 Virtual Conference at a Glance

1,993 Participants
84 Events
12 Days
6 Virtual Platforms
2 Career Fair Days
0 Down Time

Career and Graduate Fair Exhibitors by Sector

- Corporate: 31%
- Universities: 27%
- Government: 22%
- Military: 14%
- Non-Profits: 6%

Undergraduate and Graduate Student Attendees

- Male: 69%
- Female: 31%
- Hispanic: 58%
- Multi-Racial/Ethnic: 13%
- Asian/Pacific Islander: 13%
- White: 10%
- African American: 5%
- Other/No Response: 1%

Distribution of Self-Reported GPAs

- 3.00 - 3.24: 21%
- 3.25 - 3.49: 17%
- 3.50 - 3.74: 22%
- 3.75+: 27%

Distribution of Majors

- Mechanical Engineering: 29.7%
- Computer Science: 26.5%
- Electrical Engineering: 6.2%
- Computer Engineering: 5.7%
- Aerospace Engineering: 4.1%
- 4-Year Public: 87%
- 4-Year Private: 9%
- 2-Year Public: 2%
- Hispanic-Serving Institutions: 82%

GMiS STEM Scholars Program

- Male: 59%
- Female: 41%

- Scholars Selected in 2020: 104
- Average GPA for 2020: 3.72
- Total Awarded in 2020: $239,896
- Total Awarded All Time: $5,000,000+
- Total Scholars Awarded All Time: 1,700+
- Graduate Students: 11%
- Seniors: 29%
- Juniors: 27%
- Sophomores: 9%
- Freshmen: 24%
Conference Schedule

Pre-Conference Virtual Engagement
- STEM Career-Readiness Coaching Sessions
- GMiS Conference Orientation Webinar
- Sponsors Showcase Webinar
- Resume Review Networking Sessions

Wednesday October 5, 2022
- Conference Early Registration
- CAHSI Student Registration
- Corp./Govt. Internal Affinity Group Meetings & Trainings
- Cyber Café
- K-12 Institute Welcome
- Partner Meetings
- GMiS Board of Directors Touch Point

Thursday, October 6, 2022
- Conference Registration
- Viva Technology Local K-12 Students Program
- K-12 Educator Workshops
- Cyber Café
- CAHSIEmployee Workshops
- CAHSI Networking Luncheon
- Resume Review Center
- Hospitality Suites
- Graduate Student Research Posters Competition
- National Defense Awards
- Professional Honorees & Scholars Reception

Friday, October 7, 2022
- Conference Registration
- Cyber Café
- Speed Networking Breakfast
- Luminary Honorees Awards Mixer
- GMiS College Bowl XXIII
- Afternoon Plenary and Reception
- College Student and Professional Seminars
- Interview Booths
- Undergraduate Student Research Posters Competition
- Resume Review Center
- Hospitality Suites
- CAHSI Technical Challenge Sessions
- Student Leadership Awards

Saturday, October 8, 2022
- Interview Booths
- Career & Graduate School Fair
- GMiS Board of Directors and Honorees Meet & Greet
- Pre- and Post-Awards Show Receptions
- HENAAC Awards Show

Pasadena, CA

Great Minds in STEM is excited to return to an in-person conference and knows no better place to do this than the beautiful city of roses, the City of Pasadena, CA. A premier center for science, technology, engineering, and math innovation, Pasadena is filled with world renowned institutions dedicated to the pursuit and sharing of knowledge in STEM fields. GMiS is proud of our longstanding partnership and knows that Pasadena is ready to welcome our stakeholders back for the 34th Annual Great Minds in STEM Conference.

Venues

Partner Hotels:
- Hilton Pasadena
  168 S. Los Robles
  Pasadena, CA 91101
- Westin Pasadena
  191 N. Los Robles Ave.
  Pasadena, CA 91101
- Old Pasadena Courtyard by Marriott
  180 N. Fair Oaks Ave.
  Pasadena, CA 91103
- The Sheraton Pasadena
  303 Cordova Street
  Pasadena, CA 91101
- Hyatt Place
  399 E. Green Street
  Pasadena, CA 91101

*All conference hotel reservations will be via Passkey link, available on the GMiS website in the Spring 2021.

COVID-19 Safety Protocols

The GMiS Conference will adhere to all State of California and City of Pasadena Health Department Guidelines. As of February 1, 2022, all participants will need to provide the following to participate in GMiS Conference Events:

- Proof of Vaccination or/
- Negative Covid Test within 24 hours (Antigen test)
- Negative Covid Test within 48 hours (PCR test)
- Masks are required indoors except when actively eating/drinking

Any updates to safety protocols will be posted on www.greatmindsinstem.org
<table>
<thead>
<tr>
<th>Sponsorship Packages</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Each full professional conference registration includes access to:</strong></td>
</tr>
<tr>
<td>Conference Orientation Webinar • Friday Plenary Session • HENAAC Awards Show</td>
</tr>
<tr>
<td>Post-Awards Show Reception • Career Fair • Cyber Café</td>
</tr>
<tr>
<td><strong>Includes two of the following three events:</strong></td>
</tr>
<tr>
<td>National Defense Awards • Career Fair Lunch</td>
</tr>
<tr>
<td>Student Leadership Awards</td>
</tr>
</tbody>
</table>

| Conference Host | $135,000 |
| To inquire, please contact Bertha Haro at bharo@greatmindsinstem.org |

| Diamond Level | $85,000 |
|----------------|
| (25) Full registrations for Thursday-Saturday general events |
| (2) College Bowl Teams |
| (2) Seminars |
| Choice of (1) Pre-Conference Virtual Coaching Session or Webinar |
| (2) Speed Networking Tables (4 Recruiters) |
| Career Fair Exhibit Booth 30 X 30 |
| (10) Career Fair Only Single Event Registrations (with lunch tickets) |
| (6) Career Fair Interview Booths |
| Career Opportunities in the Recruiting Guide |
| (15) Student Leadership Awards Tickets |
| Premiere Reserved Seating at all the Signature Awards Events |
| Executive Presenter at a Signature Awards Event |
| (15) Company Executives Photos Featured |
| Diamond level logo with hyperlink on the GMiS website |
| Diamond level recognition in all conference collateral |
| (5) Summit Selection Committee participants |
| (1) Organization Spotlight |
| (4) Summit Planning Committee participants |
| Can provide up to 3,000 branding items for attendees |

| Sapphire Level | $65,000 |
|----------------|
| (15) Full registrations for Thursday-Saturday general events |
| (2) College Bowl Teams |
| (1) Seminar |
| Choice of (1) Pre-Conference Virtual Coaching Session or Webinar |
| (2) Speed Networking Tables (4 Recruiters) |
| Career Fair Exhibit Booth 20 X 30 |
| (6) Career Fair Only Single Event Registrations (with lunch tickets) |
| (4) Career Fair Interview Booths |
| Career Opportunities in the Recruiting Guide |
| (10) Collegiate Student Leadership Awards Tickets |
| Reserved Seating at all the Signature Awards Events |
| Executive Presenter at a Signature Awards Event |
| (10) Company Executives Photos Featured |
| Sapphire level logo with hyperlink on the GMiS website |
| Sapphire level recognition in all conference collateral |
| (4) Summit Selection Committee participants |
| (1) Organization Spotlight |
| (3) Summit Planning Committee participants |
| Can provide up to 3,000 branding items for attendees |

| Emerald Level | $45,000 |
|----------------|
| (10) Full registrations for Thursday-Saturday general events |
| (1) College Bowl Team |
| (1) Seminar |
| 2 Speed Networking Tables (4 Recruiters) |
| Career Fair Exhibit Booth 20 X 20 |
| (6) Career Fair Only Single Event Registrations (with lunch tickets) |
| (3) Career Fair Interview Booths |
| Career Opportunities in the Recruiting Guide |
| (6) Collegiate Student Leadership Awards Tickets |
| Reserved Seating at all the Signature Awards Events |
| (5) Company Executives Photos Featured |
| Emerald level logo with hyperlink on the GMiS website |
| Emerald level recognition in all conference collateral |
| (5) Summit Selection Committee participants |
| (3) Summit Planning Committee participants |
| Can provide up to 3,000 branding items for attendees |

| Platinum Level | $35,000 |
|----------------|
| (8) Full registrations for Thursday-Saturday general events |
| (1) College Bowl Team |
| (2) Speed Networking Tables (4 Recruiters) |
| Career Fair Exhibit Booth 10 X 20 |
| (3) Career Fair Only Single Event Registrations (with lunch tickets) |
| (2) Career Fair Interview Booths |
| Career Opportunities in the Recruiting Guide |
| (5) Collegiate Student Leadership Awards Tickets |
| Reserved Seating at all the Signature Awards Events |
| (4) Company Executives Photos Featured |
| Platinum level logo with hyperlink on the GMiS website |
| Platinum level recognition in all conference collateral |
| (2) Summit Selection Committee participants |
| (2) Summit Planning Committee participants |
| Can provide up to 3,000 branding items for attendees |

2022 GMiS Conference Brochure 06 www.greatmindsinstem.org
## Sponsorship Packages (continued)

### Gold Level
- **$25,000**
- (6) Full registrations for Thursday-Saturday general events
- (2) Speed Networking Tables (4 Recruiters)
- Career Fair Exhibit Booth 10 X 20
- (2) Career Fair Only Single Event Registrations (with lunch tickets)
- (2) Career Fair Interview Booths
- Career Opportunities in the Recruiting Guide
- (3) Collegiate Student Leadership Awards Tickets
- Reserved Seating at all the Signature Awards Events
- (2) Company Executives Photos Featured
- Gold level logo with hyperlink on the GMiS website
- Gold level logo with hyperlink on the GMiS website
- (2) Summit Selection Committee participants
- (2) Summit Planning Committee participants
- Can provide up to 3,000 branding items for attendees

### Silver Level
- **$17,500**
- (5) Full registrations for Thursday-Saturday general events
- (1) Speed Networking Table (2 Recruiters)
- Career Fair Exhibit Booth 10 X 10
- (1) Career Fair Interview Booth
- Career Opportunities in the Recruiting Guide
- (3) Collegiate Student Leadership Awards Tickets
- Reserved Seating at all the Signature Awards Events
- (1) Company Executive Photo Featured
- Silver level logo with hyperlink on the GMiS website
- Silver level recognition in all conference collateral
- (2) Summit Selection Committee participants
- (1) Summit Planning Committee participant
- Can provide up to 3,000 branding items for attendees

### Bronze Level
- **$12,500**
- (4) Full registrations for Thursday-Saturday general events
- (1) Speed Networking Table (2 Recruiters)
- Career Fair Exhibit Booth 10 X 10
- Career Opportunities in the Recruiting Guide
- (2) Collegiate Student Leadership Awards Tickets
- Reserved Seating at all the Signature Awards Events
- (1) Company Executive Photo Featured
- Bronze level logo with hyperlink on the GMiS website
- Bronze level recognition in all conference collateral
- (1) Summit Planning Committee participant
- Can provide up to 3,000 branding items for attendees

### Turquoise Level
- **$3,500**
- (2) Full registrations for Thursday-Saturday general events
- Career Fair Exhibit Booth 10 X 10
- Career opportunities promoted in the Recruiting Guide
- Turquoise level logo with hyperlink on the GMiS website
- Turquoise level recognition in all conference collateral
- (1) Summit Planning Committee participant

### Crystal Level
- **$6,500**
- **Package includes sponsorship of one GMiS Scholarship!**
- (2) Full registrations for Thursday-Saturday general events
- Career Fair Exhibit Booth 10 X 10
- Career Opportunities in the Recruiting Guide
- (1) $1,000 Scholarship awarded to a GMiS Scholar
- Award scholar during the GMiS Scholars Meet and Greet event
- (2) Collegiate Student Leadership Awards Tickets
- Crystal level logo with hyperlink on the GMiS website
- Crystal level recognition in all conference collateral
- (1) Summit Planning Committee participant
- Can provide up to 3,000 branding items for attendees

### Individual Registration Options

<table>
<thead>
<tr>
<th>Registration Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Individual Professional Registration</td>
<td>$850</td>
</tr>
<tr>
<td>Corporate / Government / National Labs</td>
<td></td>
</tr>
<tr>
<td>2) Individual Non-profit Professional Registration</td>
<td>$750</td>
</tr>
<tr>
<td>501(c)3 or 501(c)6; includes 10x10 booth</td>
<td></td>
</tr>
<tr>
<td>3) Individual Academic Professional Registration</td>
<td>$750</td>
</tr>
<tr>
<td>Includes 10x10 Booth</td>
<td></td>
</tr>
<tr>
<td>4) Individual Academic / Non-profit Registration</td>
<td>$550</td>
</tr>
<tr>
<td>No booth included</td>
<td></td>
</tr>
</tbody>
</table>
HENAAC Awards Show  
**$75,000**  
[2 Co-Sponsor Slots Available at $37,500]  
[4 Event Supporter Slots Available at $18,750]

The HENAAC Awards Show is the nation’s premiere Hispanic STEM recognition event and the apex of the conference. Taking place **Saturday evening**, at this formal event, inspirational award winners are recognized and have an opportunity to share their life journey to an audience of over 2,000 professional and student attendees. We will also announce and crown the 2022 GMiS College Bowl champions. Light appetizers and refreshments will be served during the show.

**Co-Sponsorship Opportunity ($37,500):**
- Opportunity for a top executive to present an award or participate in a key segment and show video (total time including video not to exceed 5 minutes)
- Special reserved seating area
- Logo recognition on media screens
- Logo on the GMiS website, conference collateral & social media
- Encouraged to provide branding items for event attendees
- Event sponsors will work with show producers on video segments

**Event Supporter Opportunity ($18,750):**
- Opportunity for a top executive to present an award
- Special reserved seating area
- Logo recognition on screen and printed program
- Logo on the GMiS website, conference collateral & social media

---

National Defense Awards Dinner  
**$70,000**  
[2 Co-Sponsor Slots Available at $35,000]  
[4 Event Supporter Slots Available at $17,500]

On **Thursday evening**, GMiS will honor talented STEM professionals who have dedicated and shown their aptitude by protecting and leading the course of keeping our nation safe. Attendees include: Flag and General Military Officers, Senior Executive Service (SES) personnel, civil servants from the U.S. Department of Defense, agencies affiliated with the U.S. Department of Homeland Security, and defense contractors.

**Co-Sponsorship Opportunity ($35,000):**
- Opportunity for a top executive to present an award or participate in a key segment (not to exceed 5 minutes of podium time including video)
- Opportunity to provide branding items for event attendees
- Reserved premiere seating
- Logo placement on media screen and signage
- Logo visibility and recognition as event sponsor in all conference collateral

**Event Supporter Opportunity ($17,500):**
- Opportunity to show a video (total time not to exceed 2 minutes)
- Reserved seating
- Opportunity to provide branding items
- Logo placement on video screens & signage
- Logo on the GMiS website, conference collateral & social media
Collegiate Student Leadership Awards Show
[2 Co-Sponsor Slots Available at $35,000] [4 Event Supporter Slots Available at $17,500]

This amazing event scheduled for Friday evening will showcase the accomplishments of our student attendees. Highlights include speeches from the HENAAC Awards recipients for student leadership; announcement of the Class of 2022 GMiS Scholars; results from various competitions including the Research Poster, CAHSI Hackathon, and various other contests.

Co-Sponsorship Opportunity ($35,000):
- Opportunity for a top executive to present an award or participate in a key segment (not to exceed 5 minutes of podium time including video)
- Opportunity to provide branding items
- Reserved premiere seating
- Logo placement on video screens and signage
- Logo visibility and recognition as event sponsor in all conference collateral

Event Supporter Opportunity ($17,500):
- Opportunity to show a promotional video (total time not to exceed 2 minutes)
- Reserved seating
- Opportunity to provide branding items
- Logo placement on video screens & signage
- Logo on the GMiS website, conference collateral & social media

GMiS Luminary Honorees Awards Mixer
[2 Co-Sponsor Slots Available for $10,000]

The Class of 2022 Luminary Honorees are celebrated at this intimate mixer attended by 250 conference participants on Friday Morning. These trailblazers shine a light for others searching for a pathway to success. GMiS will showcase their work and recognize these role models in front of their peers for their significant contributions to the technical community and for their achievements in their respective fields.

Co-Sponsorship Opportunity ($10,000):
- Up to 5 minutes podium time including video
- Logo placement on media screens and signage
- Logo on the GMiS website, conference collateral & social media
- Opportunity to provide branding items for event attendees

Class of 2022 Honorees Welcome
[2 slots available at $15,000]

During this Thursday evening event, each GMiS Scholar is formally inaugurated into the GMiS Scholars Society and is pinned with a medallion indicative of their academic performance. Sponsors can meet their scholars, present their medallion and certificate, and gain a jump-start on networking with their scholars. Additionally, Professional Honorees for 2022 are also in attendance to convene and celebrate the overall academic and career achievements.

Sponsorship Opportunity:
- Up to 10 minutes (Sponsor) or 5 minutes (Co-sponsor) of podium time, including video
- Logo on the GMiS website, conference collateral & social media
- Sponsor-provided branding items and materials displayed
- Logo on the GMiS website, conference collateral & social media
- Opportunity to provide branding items for event attendees
GMiS STEM Scholarships

$1,000 - $10,000 (Per Student)

Corporations, government agencies, affinity groups and individuals are invited to support the academic pursuit of GMiS STEM Scholars. All GMiS STEM Scholars have a minimum of a 3.0 GPA; are enrolled full-time in a STEM degree-seeking program, at an accredited college/university in the U.S. or Puerto Rico; and are either of Hispanic descent or demonstrate service and leadership within the Hispanic community. GMiS offers four categories of GMiS STEM Scholarships:

1) Corporate/Government Scholarships
2) Special Recognition Scholarships
3) In Memoriam and Personal Tribute Scholarships
4) Scholar-Intern Scholarships

Overall, the GMiS Scholarship Program has awarded more than $5 million in merit-based or STEM Civic Service Leadership Scholarships to over 1,500 college students pursuing a STEM, medical or health-related degree. The GMiS Scholarship Program awards GMiS STEM Scholarships, Artemio G. Navarro Scholarships, California Medical Scholarship, and California Health Scholarships.

Sponsorship Opportunity
• Access to high-caliber STEM students
• Access to student resumes
• Award scholars at the Pinning Ceremony at the Conference
• Reserved seating at the Student Leadership Awards
• Logo on the GMiS website, conference collateral & social media
Resume Review Center
[3 slots available at $7,500 Each]

Thursday: (One 1 hr. 45 min. block available)  Friday: (Two 1 hr. 45 min. blocks available)
Recruiters can review the résumés of student attendees and provide them with recommendations and tips to help them showcase their skills and succeed at the career fair and throughout the conference. The workshop is free flowing, allowing students to come in and out during the session. Organizations can also use this time to pre-screen and network with students.

Sponsorship Opportunity
• Logo visibility and recognition as event sponsor
• Promote organization’s Career & Graduate School Fair booth
• Logo on the GMiS website, conference collateral & social media
• Access to attendees’ résumés

Hospitality Suites
[3 slots available at $8,000 Each]

Thursday and Friday Evenings (Limited Number of Suites Available)
Host your own Hospitality Suite with food and refreshments for college students. Hospitality suites provide the ideal venue to connect with students, build relationships, and discuss career and graduate school opportunities. The Hospitality Suite provides an excellent forum to network with students, build relationships, and inform them about career and graduate school opportunities.

Sponsorship Opportunity
• $3,000 worth of food and drinks (inclusive of tax + service charge) in each suite
• Opportunity to provide a welcome and play video or presentation about the company
• Logo on the GMiS website, conference collateral & social media platforms
• Create a festive venue with raffles, music, products and interactive activities

Speed Networking Breakfast
[2 Co-Sponsor Slots Available at $20,000]  [4 Event Supporter Slots Available at $10,000]

Registered students are invited to attend this innovative and fast-paced popular event that maximizes interaction between companies and potential hires. This function will rotate participants over a three-course meal allowing everyone to expand their network of contacts and career opportunities. Held prior to the Career Fair, this event is an excellent primer for success in connecting with quality STEM talent.

Co-Sponsorship Opportunity ($20,000):
• Up to 5 minutes of podium time including any promotional video
• Up to 6 premiere tables (2 recruiters per table)
• Logo placement on video screens and signage
• Logo on GMiS website, conference collateral and social media platforms
• Opportunity to provide branding items on all tables in room

Event Supporter Opportunity ($10,000):
• Up to 3 minutes of podium time including any promotional video
• Up to 3 reserved tables (2 recruiters per table)
• Logo placement on video screens and signage
• Logo on GMiS website, conference collateral and social media platforms
• Opportunity to provide branding items on all tables in room

Individual Table Sponsor ($800/table)
• Up to 2 company recruiters
• General seating
• Opportunity to provide branding items on sponsored table(s) only
Career Development Webinars  
[$10,000] 

[Can be conducted between – August – Mid-September] 

45-minute webinars provide an excellent venue to address technological innovations, STEM career pathway programs, and best practices to navigate online recruitment opportunities. 

**Sponsorship Opportunity** 
• Access to webinar participant information  
• Logo visibility and recognition as event sponsor on the GMiS website, and social media

---

**Virtual STEM Career-Readiness Coaching Sessions**  
[$3,000]  

[Multiple slots, $3,000 Each] 

Opportunity to host up to 20 college students on a virtual platform in a 45-minute session and address one of the following STEM Career-Readiness topics: Resume Review; Developing your LinkedIn Profile; Curating your Social Media Footprint; Virtual Behavioral Interviews; Personal Branding/Image; Confidence Building  

**Sponsorship Opportunity:**  
• Access to attendees’ résumés  
• Logo visibility and recognition in the session  
• Logo on the GMiS website, conference collateral & social media

---

**Student Résumé Database Access**  
[$5,000] 

Pre-conference access to the résumés of STEM students from across the country. These are students who register for the 2022 GMiS Conference by the student deadline. Sponsors will have access to the résumé database beginning 3-4 weeks before the start of the Conference, and the database will remain open to them through December 16, 2022. GMiS will grant up to four sponsor accounts to access the database.

---

**Academic Year Mentoring Community**  

Various Pricing Options Available

Through MentorNet, GMiS provides a platform to enhance on-going relationships with your STEM college students of interest. Entities can invite students, including interns, scholars and recruits, to be a part of their mentoring community. The flexibility and customization of MentorNet successfully supports diverse communities sponsored by industry, universities, and non-profit organizations. In addition, GMiS can host communities at various stages of their academic advancement, including students transferring to four-year universities, college students preparing for doctoral programs, and graduates about to enter the sponsors workforce.

Provides a unique experience for 40 – 60 mentor-mentee pairs each of two semesters, including up to eighteen mentoring sessions. Each session presents a different topic from GMiS’ resource library along with a slate of relevant resources to help guide the discussions and meet your organization’s desired outcomes.

**Sponsorship Opportunity:**  
• Provides a structured program to support relationship building with students  
• Logo branding on the landing page, community link with resources  
• Logo branding on the recruitment materials and discussion topics  
• Access to the library of resources to create the discussion topic series  
• Opportunity for current employees to serve as mentors within the community  
• Training for participants, on-going community support and evaluation

---
K-12 STEM Educators Institute $100,000

The K-12 STEM Educators Institute™ provides a platform where new curriculum and updates on national math and science standards are shared by educators. During the Institute, educators and administrators gain access to active-learning activities and culturally-relevant materials that can be implemented in their classrooms. Educators can connect with one another, discover tools and techniques for teaching STEM in their classrooms, and interact with STEM role models and other stakeholders. This is truly a robust and exciting track that takes place from Thursday to Saturday.

Sponsorship Opportunity
• Strategic and direct branding to targeted audience
• Optional involvement in the hands-on projects, competitive challenges
• Logo on the GMiS website, conference collateral & social media

Viva Technology High School - 150 Students $40,000

This extraordinary and very powerful program engages up to 150 local high school students through STEM-focused competitive activities that incorporate real-world engineering, science and applied mathematics concepts. Taking place Thursday from 8:00am - 12:30pm, high schoolers will be bussed in and will work along-side STEM professionals and STEM college students.

Sponsorship Opportunity:
• Provide a 5-minute welcome address at this event’s General Session
• Host raffles, product showcases and similar upbeat interactive activities
• Opportunity to provide branding items for students and chaperones
• Logo on the GMiS website, conference collateral & social media

Viva Technology Middle School - 300 Students $50,000

Let’s get ready for the next generation of STEM talent! The Viva Technology Middle School 300 brings up to 300 bright young minds from local and neighboring school districts to participate in competitive STEM-oriented activities, at the GMiS Conference. College Captains and STEM professionals from the sponsoring entity engage with the students as they mentor students through the activities. This event takes place Thursday from 8:00am - 12:30pm.

Sponsorship Opportunity:
• Provide a 5-minute welcome address at this event’s General Session
• Host raffles, product showcases and similar upbeat interactive activities
• Opportunity to provide branding items for students and chaperones
• Logo on the GMiS website, conference collateral & social media
GMiS College Bowl XXIII  
[3 Co-Sponsor Slots Available at $30,000]  
$90,000

Taking place from Thursday and Friday, the GMiS College Bowl is an exciting conference tradition that both professionals and students look forward to every year! This two-day, high energy competition grants teams of STEM college students, who are coached and evaluated by industry and government representatives, the opportunity to showcase their talents, initiative, teamwork and leadership beyond the traditional framework of a career fair. Students in the top three teams earn scholarship awards and the winning organization takes home the GMiS College Bowl trophy!

Goals For Coaches (Corporate / Government Agency Representatives):
• Allows for early identification of potential employees
• Enables coaches to expand their recruiter roles to develop mentor relationships with students
• Provides starting point for networking with students beyond the traditional career fair model

Goals For Students:
• Provides a fun, creative environment where students can showcase their interpersonal skills beyond the typical résumé profile
• Allows students the opportunity to gain intimate knowledge of the work environments and the hiring processes of the participating entities
• Conveys important professional skills like effective career researching strategies and résumé reviews

Sponsorship Opportunity
• Up to 5 minutes of podium time and video segment during the College Bowl
• Co-Present championship trophy and scholarships at the HENAAC Awards Show
• Prominent showcasing of logo in the GMiS College Bowl venue
• Logo on the GMiS website, conference collateral and social media
• Sponsor-provided branding items and material displayed during draft
• Access to the student résumés

Research Posters Competition  
[4 Co-Sponsor Slots Available at $10,000]  
$40,000

The Research Posters Competition provides graduate and undergraduate students, from traditionally underserved and underrepresented ethnic or racial groups in STEM, computing, health and medicine, the opportunity to compete and showcase their scientific and technical aptitude. Competition sponsorship supports award stipends to the top undergraduate and graduate winners. The sponsorship also helps support competitive travel grants for finalists and the publications of a proceedings. Poster competition takes place Thursday and Friday.

Sponsorship Opportunity:
• Present the competition awards at the Student Leadership Awards Show
• Prominent showcasing of logo in the competition
• Opportunity to provide branding items and materials during competition

• Opportunity to serve as competition judges
• Logo on the GMiS website, conference collateral & social media
• Access to finalists’ résumés
Available **Wednesday through Saturday**, the conference is an ideal time for organizations to host internal Employee Resource Group trainings and meetings. Large organizations with multiple divisions incorporate private team-building activities before participating in the conference. These meetings can include professional development sessions, internal networking and mentoring sessions as well as festive celebrations. Special meetings must be requested by the July Summit.

### Scavenger Hunt
$3,000

As part of the 3-day scavenger hunt, the sponsor will receive high visibility signage, screen saver with their name, booth number, and special messaging, as students’ progress along the stages of the hunt. This is a great way to sustain student engagement throughout the conference.

### Testimonial Videos
$3,000

Conference attendees can have a little bit of fun downloading their own individual video testimonials throughout the conference. With adding and sharing their videos automatically posting to GMiS social media, it guarantees online exposure long after the GMiS Conference!

**Sponsorship Opportunity:**
- Opportunity to serve as reviewers to select the top three videos
- Present logo placement during the video honorees announcement at the Student Leadership Awards Show
- Logo on the GMiS website, conference collateral & social media
- Opportunity to provide swag prizes to the winners

### Customized Engagement

Have an new idea to engage students and professionals? See something at another conference that you’d like to try with GMiS? Contact us and let us know. Our development team will work with you to realize your vision and deliver a dynamic engagement event, contest, marketing piece or other collateral for the GMiS conference!
CAHSI is an inclusive consortium of institutions and individuals committed to unifying and consolidating their strengths and resources to increase the number of Hispanics who pursue and complete baccalaureate and advanced degrees in computing areas. We believe in preparing Hispanic students with the technical qualifications and real-world experiences to shape the future of computing; growing a geographically dispersed network to achieve lasting results; and ensuring that inclusiveness accompanies diversity.

CAHSI has mainstreamed mentoring and built structured, academic networks for students that prepare them for success in course work from entry level through graduate school and into the STEM workforce. CAHSI’s efforts have resulted in student success and the human infrastructure to support its initiatives by training faculty in effective practices. CAHSI’s baccalaureate graduation rates have consistently surpassed the national graduation rates, and CAHSI has consistently graduated a high proportion of Hispanic master’s degree recipients, those who are women.

The CAHSI Summit, in conjunction with the GMiS Conference, is an annual event that engages faculty, students, industry, and other collaborators in activities that build connections; disseminate effective and promising practices; prepare students for pursuing higher education and productive careers in computing; and promote conversations and actions that address the advancement of Hispanics in computing.

For more information about CAHSI, please visit us online at: www.cahsi.org.

**CAHSI Convening**

(4 slots available at $10,000 each)

$40,000

Taking place Thursday, this event brings together CAHSI faculty and students. Keynote sponsor and speaker will be able to share information about their company and learn about students’ interests and capabilities in computing fields. Student participation is estimated at 150-200.

**Sponsorship Opportunity:**

• Logo visibility and acknowledgement as CAHSI sponsor during event

• Opportunity to promote student opportunities such as internships, job offerings, training programs and other professional opportunities in a group setting

• Logo on the GMiS website, conference collateral & social media

• Opportunity to interact with CAHSI students during networking session

**CAHSI Hackathon (Beginner & Advanced)**

(4 Co-Sponsor Slots Available at $12,500 each)

$50,000

The CAHSI Hackathon is an interactive learning competition that distills the essence of many aspects of professional computer security work into a “Capture the Flag” exercise. Students work in teams to solve challenges that test their cybersecurity skills. The session encourages students at all skill levels to participate, promotes teamwork, encourages friendly competition with real-time feedback, and motivates students to learn more on how to protect assets controlled by software. This event takes place Thursday.

**Sponsorship Opportunity:**

• Logo visibility and acknowledgement as CAHSI sponsor during hackathon

• Opportunity to participate in Q&A session with students’ participants

• Opportunity to observe and communicate with students

• Logo on the GMiS website, conference collateral & social media
CAHSI Cybersecurity Workshops

CAHSI Cybersecurity workshop’s training is a mandatory session that serves as preparation prior to the Hackathon. During this workshop scheduled for Thursday, Students learn about the tools, approaches, and methods that adversaries use to exploit vulnerabilities. Students get hands-on experience to real-life cybersecurity scenarios that include pivoting attacks, cross-site scripting, cross-site request forgery, route hijacking, and memory corruption. The sponsor(s) will have an opportunity to collaborate with CAHSI trainers and participate as coaches during the session.

Sponsorship Opportunity:
- Logo visibility and acknowledgement as CAHSI sponsor during workshop
- Opportunity to participate in Q&A session with students’ participants
- Opportunity to observe and communicate with students
- Logo on the GMiS website, conference collateral & social media

Data Analytics Challenge

The Data Analytics Challenge, scheduled for Friday, is a hands-on competition where students work in pairs to find patterns and answer questions about a predetermined set of raw data. The session includes an overview about the relevance of data analytics in the workforce. Final year undergraduate students, and new graduate students are good candidates for this exercise. The sponsor(s) will have the opportunity to interact with CAHSI students during the session. *Session is limited to 30-50 students for optimal management.

Sponsorship Opportunity:
- Logo visibility and acknowledgement as CAHSI sponsor during workshop
- Opportunity to participate in Q&A session with students’ participants
- Opportunity to observe and communicate with students
- Logo on the GMiS website, conference collateral & social media

Machine Learning Workshop

Participants of this workshop will learn and apply fundamental machine learning concepts through a series of hands-on activities. Students will discover why machine learning has become one of the most influential and widespread technologies in modern society. Participants will learn how machine learning problems are framed, acquiring a basic understanding of how artificial neural networks work. It is helpful if students participating in this session have some coding experience (e.g., Intro to CS course) though this is not a requirement. *Session is limited to 30-50 students for optimal virtual management.

Sponsorship Opportunity:
- Logo visibility and acknowledgement as CAHSI sponsor during workshop
- Opportunity to briefly introduce your company and opportunities (5 mins)
- Opportunity to observe and communicate with students during the session
- Logo on the GMiS website, conference collateral & social media
CAHSI Latinas+ Computing Sessions  $40,000

[4 Co-Sponsor Slots Available at $10,000]

These sessions are directed to Latinas+ and non-binary, trans emerging computer scientists and technologists. This series brings undergraduate and graduate students pursuing computing degrees together with CAHSI leaders and industry partners as well as with present and past student leaders. Students will engage in activities to build community, leadership, and an integrated Latinas+ computing identity during and after the conference. Topics include Building Community and Networking on Campus, Expanding Your Reach and Influence post-graduation, and a guided Community Reflection. The ultimate goal is to increase the number of Latinas+ who persist in computing fields and who complete computing-related degrees.

Session #1:
The first session will feature successful campus leaders discussing how inclusive communities can be built and sustained on college campuses. We will explore the tips and tools that students can utilize to broaden their communities of support and extend their networks. Industry representatives will have the opportunity to contribute tips and tools, as well as to provide their perspective on the value of networking and creating sustainable inclusive communities. Participants are expected to create a networking plan for the conference.

Session #2:
In this session, industry representatives will have the opportunity to serve on a panel and discuss career and community building opportunities with students pursuing a computing-based degree. Topics include finding one’s voice, networking, support groups, and organizational support structures to support Diversity, Equity, and Inclusion (DEI) efforts. Desired panelists are individuals who hold a technical position as well as those who are deeply involved in DEI efforts.

Session #3:
Students will have the opportunity to reflect as a community on lessons learned from the conference and preceding sessions. They will address moving forward with regard to industry, research, internships, and graduate school. This guided session will be facilitated by CAHSI faculty.

Sponsorship Opportunity:
• Logo visibility and acknowledgement as CAHSI sponsor during session
• Opportunity to discuss the opportunities/experiences within your company
• Multiple industry participants are welcome to participate
• A set of questions to industry reps will be provided for discussion
• Opportunity to observe and interact with CAHSI students during the session
• Logo on the GMiS website, conference collateral & social media
E-Mail Blast (Most Popular item!) $750/ea.

From promoting a workshop, to driving potential prospects to particular conference events, to highlighting career opportunities, this powerful tool targets all college student attendees prior to the conference. Email blasts are complimented by posts on GMiS’ social network sites.

Conference Mobile App $10,000

[5 slots available at $2000 each]

The GMiS mobile app helps our attendees plan out their conference experience. The mobile app sponsor will be recognized on the app header, which will be linked to your website. The app uses push notifications to remind attendees of key events.

Conference Journal Ads Options starting at $2,000

Take advantage of this exclusive opportunity to ensure your ad’s prominent placement in the official publication of the 2022 GMiS Conference. The journal features key Conference information and logistics, as well as all the year’s award winners. This will be the only printed publication distributed at the 2022 Conference, and space is limited.

[1 two-page Spread Slot at $5,000]  [1 Back Cover Slot Available $6,000]
[2 Inside Cover Slots at $4,000]  [5 Full Page Slots at $3,000]
[Half-Page Slots at $2,000]

Commitment deadline: August 1, 2022  Artwork Submission deadline: August 22, 2022

Banner Ads $3,000

This selection offers high visibility on the GMiS website and the GMiS Conference Portal, the hub of all 2022 Conference activity. Banner ads run for three months.

Specs: 750 pixels max/ 600 pixels minimum. Includes hyperlinks. Client must submit finished artwork. Multiple files allowed throughout the duration of the ad buy. Placement and frequency negotiable.

Custom Social Media Campaign Contact for Pricing

Leverage Great Minds in STEM’s captive social media audience before and during the conference to market your organization and reach student and professional attendees. Our team is read to assist to help design and execute a dynamic campaign across any or all of our social media platforms and integrate the campaign with your organization’s marketing.
<table>
<thead>
<tr>
<th>Branding Opportunity</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cyber Cafe</td>
<td>$20,000</td>
</tr>
<tr>
<td>Description: The cybercafé sits at the crossroads of the conference public area and provides Internet access to professional and student attendees. For 3 days and nights of the conference, the sponsor will receive high visibility signage, screen saver with their name, booth number, and special messaging.</td>
<td></td>
</tr>
<tr>
<td>Interview Booth</td>
<td>$350 each</td>
</tr>
<tr>
<td>Description: Secure separate booths during the career fair to engage potential hires thoroughly and with more privacy. Interview booths sell out quickly. They are limited in number and are allocated on a first come, first-serve basis, so reserve your booths today!</td>
<td></td>
</tr>
<tr>
<td>Floor Decals</td>
<td>$3,000</td>
</tr>
<tr>
<td>Description: Advertise and market your organization's booth, promote specific events, highlight award winners, or simply get creative about promoting your brand along the most heavily trafficked routes at the conference.</td>
<td></td>
</tr>
<tr>
<td>Charging Station</td>
<td>$5,000 each</td>
</tr>
<tr>
<td>Description: Provide an essential and popular service to conference attendees who need to charge their mobile phones, laptops, and tablets, while gaining great exposure for your organization.</td>
<td></td>
</tr>
<tr>
<td>Photo Booth</td>
<td>$10,000</td>
</tr>
<tr>
<td>Description: Conference attendees can have a little bit of fun with props and when visiting the various hospitality suites. With every photo automatically posting to GMiS social media, it guarantees online exposure long after the GMiS Conference!</td>
<td></td>
</tr>
<tr>
<td>Wrist Bands</td>
<td>$5,000</td>
</tr>
<tr>
<td>Description: Opportunity to add a custom message for the event and use the wristband for promotions held at their booth, allowing them to get more traffic.</td>
<td></td>
</tr>
<tr>
<td>Badge Holder &amp; Lanyards</td>
<td>$18,000</td>
</tr>
<tr>
<td>Description: All registered attendees receive an official conference badge holder and lanyard. These also serve as all-purpose pouches for hotel keys, business cards and the like. Sponsor logo will be featured prominently on the pouch portion.</td>
<td></td>
</tr>
<tr>
<td>Tote Bags</td>
<td>$20,000</td>
</tr>
<tr>
<td>Description: All registered conference attendees will receive conference tote bags, which will hold conference sponsor promotional materials. These sturdy tote bags are a popular take home souvenir.</td>
<td></td>
</tr>
<tr>
<td>Sponsor Flags</td>
<td>$3,000 each</td>
</tr>
<tr>
<td>Description: This is a superior visibility opportunity. Attendees will be exposed to your organization’s logo and messaging as they walk the convention floors.</td>
<td></td>
</tr>
<tr>
<td>Stand-Alone Meter Boards</td>
<td>$4,000 each</td>
</tr>
<tr>
<td>Description: Meter Boards will be placed in the networking lounges on the convention floor. This is a first-rate opportunity to advertise an on-going message. Over 2,500 attendees will walk the convention floor during the conference.</td>
<td></td>
</tr>
<tr>
<td>Lounge Area</td>
<td>$7,500</td>
</tr>
<tr>
<td>Description: While students are in transition from interviews, seminars, and other events, provide a relaxed environment for students to unwind and network with each other. Logo will be prominent in this area and sponsors can showcase promotional items.</td>
<td></td>
</tr>
<tr>
<td>STEM Video Spotlights</td>
<td>$3,000</td>
</tr>
<tr>
<td>Description: Provide a pre-recorded recruitment video that spotlights technology and innovation and/or diversity and inclusion. Runtime: 10 minutes maximum. Video may premier as soon as September on the GMiS Conference website, and post-conference on GMiS Career Connector until December 15, 2022.</td>
<td></td>
</tr>
</tbody>
</table>
The summit is a perfect time to discover the unique opportunities the 2022 GMiS Conference has to offer your organization. This event enables conference sponsors to gather and select the new class of HENAAC Award recipients, finalize conference participation, engage with other sponsors, and learn about the latest programs within Great Minds in STEM.

Selection Committee

The HENAAC Awards, now in its 34th year, is one of GMiS’ legacy programs. Through these national peer reviewed awards, GMiS honors our country’s top Hispanic STEM professionals who as role models enlighten the path for young people to pursue careers in STEM.

Each year past honorees and champions who support GMiS programs gather to review the hundreds of HENAAC Awards nominations submitted for consideration as part of various Selection Committees. These individuals will use the GMiS Nominations Review Portal to help complete this important peer-reviewed process. Selection Committee members will be spending time doing the online scoring of nominations and participating in approximately 5 hours of Zoom meetings over the span of a week for thoughtful discussion and debate.

Rankings are tallied and then presented to the Selection Committee Chairs - deans of the science and engineering schools from the universities serving as Academic Hosts - for final review and certification.

Conference Planning Committee Meetings

Planning Committee Meetings are a meeting planner’s must attend events to prepare for their organization’s participation during the conference. The committee members review the line-up of conference events and go over all sponsor deliverables and deadlines. This will help track events appropriate for executives, recruiters, honorees, and general attendees. Key deadlines, templates, conference, and hotel registration procedures are presented. Meetings will include a presentation from the Pasadena Convention Center. Attending the meetings will help ensure each entity is ready to participate and ready to meet their outreach and recruiting objectives.
Visit www.gmisconference.org for updated list of sponsors.
Registration Form

SPONSORSHIP PACKAGES (see page 6-7)

☐ CONFERENCE HOST $135,000
☐ DIAMOND SPONSOR $85,000 ☐ SILVER SPONSOR $17,500
☐ SAPPHIRE SPONSOR $65,000 ☐ BRONZE SPONSOR $12,500
☐ EMERALD SPONSOR $45,000 ☐ CRYSTAL SPONSOR $6,500
☐ PLATINUM SPONSOR $35,000 ☐ TURQUOISE SPONSOR $3,500
☐ GOLD SPONSOR $25,000 ☐ INDIVIDUAL (SEE PAGE 7)

SIGNATURE RECOGNITION EVENTS (see page 8-9)

HENAAC Awards Show ☐ $75,000 ☐ $37,500 ☐ $18,750
National Defense Awards ☐ $70,000 ☐ $35,000 ☐ $17,500
Collegiate Student Leadership Awards ☐ $70,000 ☐ $35,000 ☐ $17,500
Luminous Honeeys Welcome ☐ $20,000 ☐ $10,000
Class of 2022 Honeeys Welcome ☐ $30,000 ☐ $15,000

K-12 EVENTS (see page 13)

K-12 STEM Educators Institute ☐ $100,000 ☐ $20,000
Viva Technology High School (150) ☐ $40,000 ☐ $20,000
Viva Technology Middle School (300) ☐ $50,000 ☐ $25,000

CONTACT INFORMATION

NAME __________________________ TITLE __________________________
COMPANY __________________________
ADDRESS __________________________
CITY __________________________ STATE ______ ZIP ______
PHONE __________________________ FAX __________________________
E-MAIL __________________________

PAYMENT INFORMATION

A check made payable to Great Minds in STEM for: $ _______________ is enclosed. Please mail check with form to:

GREAT MINDS IN STEM
5211 East Washington Blvd., Suite 2-320 • Los Angeles, CA 90040
or Email registration to bharo@greatmindsinstem.org

Please charge my firm’s credit card for $ _______________

CHECK ONE: ☐ VISA ☐ M/C ☐ AMEX

CARD NUMBER __________________________ SEC. CODE ______
NAME ON CARD __________________________ EXP. DATE __________
SIGNATURE __________________________ DATE __________

Please note: All credit card transactions over $3,000 are subject to a 3.5% service fee.

SCHOLARSHIPS (see page 10)

GMiS Scholars Program ☐ Total Amount Pledged: $ _______________
Amount per student: $ _______________

RECRUITING EVENTS & VIRTUAL OPPORTUNITIES (see page 11)

Resume Review Center ☐ $7,500
Hospitality Suites ☐ $8,000
Speed Networking Breakfast ☐ $40,000 ☐ $20,000 ☐ $10,000
Career Development Workshops ☐ $10,000
Academic Year Mentoring Community ☐ $25,000
Virtual Coaching Sessions ☐ $3,000 (Number of Sessions:____)
Student Résumé Database Access ☐ $5,000

UNIVERSITY STUDENT COMPETITIONS (see page 14)

GMiS College Bowl ☐ $90,000 ☐ $30,000
Research Poster Competition ☐ $40,000 ☐ $10,000

STUDENT / PROFESSIONAL ENGAGEMENT (see page 15)

Scavenger Hunt ☐ $3,000
Testimonial Videos ☐ $3,000

CAHSI SUMMIT EVENTS (see pages 16-18)

CAHSI Convening ☐ $40,000 ☐ $10,000
CAHSI Hackathon (Begin./Adv.) ☐ $50,000 ☐ $12,500
Cybersecurity Workshops ☐ $30,000 ☐ $10,000
Data Analytics Challenge ☐ $10,000
Machine Learning Workshop ☐ $10,000 ☐ $5,000
Latinas+ in Computing Sessions ☐ $40,000 ☐ $10,000

ADVERTISEMENT OPPORTUNITIES (see page 19)

Custom Email Blast ☐ $750 each (Total Number:____)
Conference Mobile App ☐ $10,000
Conference Journal Ad ☐ Ad Size/Rate: ____________
Banner Ads ☐ $3,000

PRODUCT AND SPACE BRANDING OPPORTUNITIES (see page 20)

CYBERCAFÉ ☐ $20,000
BADGE / LANYARDS ☐ $18,000
INTERVIEW BOOTH ☐ $350 each (Number of Booths:____)
TOTE BAGS ☐ $20,000 ☐ $10,000
FLOOR DECALS ☐ $3,000
SPONSOR FLAGS ☐ $3,000 each (Number of Flags:____)
CHARGING STATIONS ☐ $5,000 each (Number of Stations:____)
METER BOARDS ☐ $4,000 each (Number of Meter Boards:____)
PHOTO BOOTH ☐ $10,000
LOUNGE AREA ☐ $7,500
WRIST BANDS ☐ $5,000
VIDEO SPOTLIGHT ☐ $3,000

CANCELLATION & REFUND POLICY

Refunds, less administrative fee ($500 for sponsorships and events over $1,000, $50 for all other sponsorships and individual registrations) will be issued upon WRITTEN requests if received by August 30, 2022. No refunds will be issued on requests received after this date.

To cancel send email to: accounting@greatmindsinstem.org