

**Version 2.0!**  
Updated March 15, 2023



*"Recharging America with our Youth"*

**October 11-14, 2023 • Pasadena, CA**



## **2023 Conference Brochure**

**Partnership opportunities and conference information inside!**

**[WWW.GREATMINDSINSTEM.ORG](http://WWW.GREATMINDSINSTEM.ORG)**

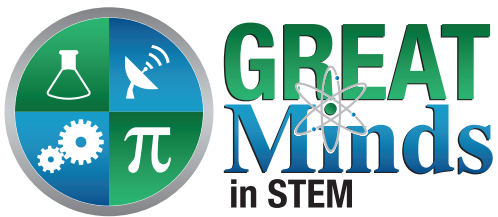
Welcome!

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*"Recharging America with our Youth"*



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](mailto:info@greatmindsinstem.org)

### 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

 [youtube.com/gmistem](https://www.youtube.com/gmistem)

 [@GreatMindsinSTEM](https://twitter.com/GreatMindsinSTEM)

 [@greatmindsinstem](https://www.instagram.com/greatmindsinstem)

 [greatmindsinstem](https://www.facebook.com/greatmindsinstem)



### Contact Great Minds in STEM

5211 East Washington Blvd., Suite 2-320  
Los Angeles, CA 90040  
(323) 262-0997





**Providing STEM Education, Outreach and Recognition Programs that Create Awareness, Advocate Readiness, and Celebrate Success!**



 GMiS has strategic engagements and partnerships with over **135** universities, including Research 1 Institutions, Minority-Serving institutions, and two-year colleges.


 **\$5.6 million** in merit-based scholarships awarded to over **2,000** STEM college students.

**79%** of GMiS MentorNet students' mentees have obtained their STEM degrees. 

A national leader in STEM for more than **34 years**, GMiS has developed and strengthened America's STEM identity and the STEM career-readiness of thousands of our nation's underserved students. 

**1,270** peer-reviewed national awards presented to world-class STEM professionals. 

 **THE GMiS EFFECT**  
GREAT MINDS IN STEM IS IMPACTING COMMUNITIES ACROSS THE COUNTRY.

**\$140,000** in medical scholarships awarded to Southern California first-year and second-year medical students in two years of expanded growth. 


National social media / original virtual content leader for STEM diversity and inclusion. 

 Over **200** diverse Faculty Fellows supported through the GMiS Early-Career Faculty Symposium.

A scholarship endowment with Bishop Mora Salesian High School in East Los Angeles has awarded **\$87,900** to **39** students in the first two years. 

 **22** years of national competitions, including the GMiS STEM Zone, Research Poster Competition and U.S. Army Drone Competition.

**36** award winners inducted into the HENAAC Hall of Fame, representing many of GMiS' most accomplished honorees. 

Over **146,000** pre-college students, parents & educators have been impacted in **20** states, Puerto Rico, and Washington, D.C. 

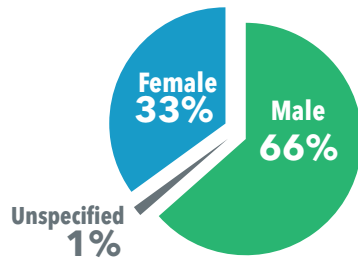
# Who Attends the GMiS Conference

We know that success in STEM requires Passion + Perseverance. For 35 years, we have been inspired and encouraged by the passion and resilience of our students to achieve academic excellence and become outstanding leaders in their community. GMiS is proud to be here, helping 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. With your help, we've brought together so many diverse brilliant minds, who are dedicated to solving today's technical challenges at the forefront of the 4th Technological Revolution.

## Career and Graduate Fair Exhibitors by Sector

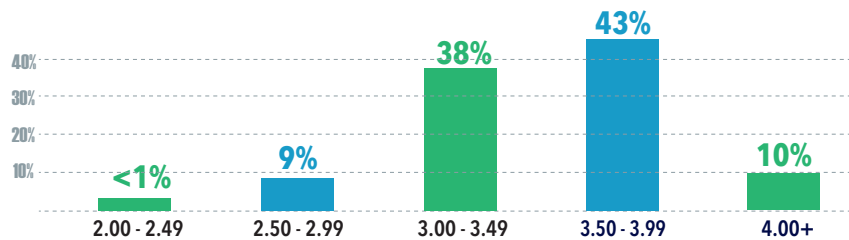
<b>Corporate</b>	<b>40%</b>	<b>Military</b>	<b>6%</b>
<b>Universities</b>	<b>28%</b>	<b>Non-Profits</b>	<b>4%</b>
<b>Government</b>	<b>22%</b>		

## Undergraduate and Graduate Student Attendees



<b>Hispanic</b>	<b>52%</b>
<b>Asian/Pacific Islander</b>	<b>14%</b>
<b>White</b>	<b>6%</b>
<b>African American</b>	<b>5%</b>
<b>Multi-Ethnic</b>	<b>3%</b>
<b>Other/No Response</b>	<b>20%</b>

## Distribution of Self-Reported GPAs



## Top 5 STEM Disciplines

<b>Computer Science</b>	<b>38%</b>
<b>Mechanical Engineering</b>	<b>18%</b>
<b>Electrical Engineering</b>	<b>6%</b>
<b>Computer Engineering</b>	<b>3%</b>
<b>Aerospace Engineering</b>	<b>3%</b>

## Students by Institution Type

<b>4-Year Public</b>	<b>83%</b>
<b>4-Year Private</b>	<b>9%</b>
<b>2-Year Public</b>	<b>8%</b>
<b>Hispanic-Serving Institutions</b>	<b>85%</b>

## GMiS STEM Scholars Program

Male 53% Female 47%

<b>Scholars Selected in 2022</b>	<b>112</b>	<b>Graduate Students</b>	<b>15%</b>
<b>Average GPA for 2022</b>	<b>3.62</b>	<b>Seniors</b>	<b>32%</b>
<b>Total Awarded in 2022</b>	<b>\$238,484</b>	<b>Juniors</b>	<b>27%</b>
<b>Total Awarded All Time</b>	<b>\$5.5 Million+</b>	<b>Sophomores</b>	<b>12%</b>
<b>Total Scholars Awarded All Time</b>	<b>1,900+</b>	<b>Freshmen</b>	<b>14%</b>

## K-12 Students and Educators

### VIVA TECHNOLOGY PROGRAMS (2)

<b>High School Students:</b>	<b>64</b>
<b>Middle School Students:</b>	<b>96</b>
<b>Schools Represented:</b>	<b>3</b>
<b>College Captains:</b>	<b>21</b>

### K-12 EDUCATORS INSTITUTE

<b>Educators:</b>	<b>34</b>
<b>Guest Attendees:</b>	<b>13</b>
<b>Students Impacted:</b>	<b>6,100</b>

## Conference Schedule

### Pre-Conference Virtual Engagement

- STEM Career-Readiness Coaching Sessions
- Sponsors Showcase Webinars
- Resume Review and Mock Interviews Sessions

### Wednesday October 11, 2023

- Conference Early Registration
- CAHSI Student Registration
- GMiS Conference Orientation
- Corp./Govt. Internal Affinity Group Meetings & Trainings
- Cyber Café
- Partner Meetings
- GMiS Board of Directors Touch Point

### Thursday, October 12, 2023

- Conference Registration
- Viva Technology Local Middle & High School Program
- K-12 Educator Welcome & Workshops
- Cyber Café
- Corp./Govt. Internal Affinity Group Meetings & Trainings
- College Student and Professional Net-Talks
- CAHSI Hackathon (Beginner and Advanced)
- CAHSI Cyber Security & Data Analytics Workshops
- CAHSI Networking Luncheon
- Resume Review Center
- GMiS STEM Zone Competition
- Hospitality Suites
- Graduate Student Research Posters Competition
- National STEM Heroes Awards Dinner
- Honorees Reception

### Friday, October 13, 2023

- Conference Registration
- K-12 Educator Workshops
- Cyber Café
- Speed Networking Breakfast
- College Student and Professional Net-Talks
- Interview Booths
- Hospitality Suites
- Ray Mellado Legacy Luncheon
- GMiS STEM Zone Competition
- Undergraduate Student Research Posters Competition
- Scholars Pinning Ceremony
- Resume Review Center
- GMiS STEM Zone Presentation
- Senior Executive Session
- Student Leadership Awards

### Saturday, October 14, 2023

- 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 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:

The Sheraton Pasadena  
303 Cordova Street  
Pasadena, CA 91101

Westin Pasadena  
191 N. Los Robles Ave.  
Pasadena, CA 91101

Hyatt Place  
399 E. Green Street  
Pasadena, CA 91101

Old Pasadena Courtyard by Marriott  
180 N. Fair Oaks Ave.  
Pasadena, CA 91103

Hilton Pasadena  
168 S. Los Robles  
Pasadena, CA 91101

**Hotel Reservation Deadline:  
September 1, 2023**

### Conference Events:

Pasadena Convention Center  
300 E. Green Street  
Pasadena, CA 91101

## COVID-19 Safety Protocols

The GMiS Conference will adhere to the latest published State of California and City of Pasadena Health Department guidelines, which may include:

- Proof of vaccination or negative test within 24 hours (Antigen test)
- Negative Covid Test within 48 hours (PCR test)
- Indoor mask requirements except when actively eating/drinking.

**Updates to safety protocols will be posted on the GMiS website**

# Sponsorship Packages

Each full professional conference registration includes access to:  
Conference Orientation Webinar • Net-Talks • HENAAC Awards Show and  
Post-Awards Show Reception • Career Fair • Cyber Café

Includes two of the following three events:  
National Defense Awards • Career Fair Lunch  
Student Leadership Awards

## Conference Host

**\$150,000**

To inquire, please contact Bertha Haro at [bharo@greatmindsinstem.org](mailto:bharo@greatmindsinstem.org)

## Diamond Level

**\$95,000**

- (30) Full registrations for Thursday-Saturday general events
- (2) GMiSTEM Zone Teams
- (2) Net-Talk Sessions
- Choice of (1) Pre-Conference Virtual Coaching Session or Webinar
- (3) Speed Networking Tables (6 Recruiters)
- Career Fair Exhibit Booth 30 X 30
- (15) Career Fair Only Single Event Registrations (with lunch tickets)
- (15) 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
- (4) Summit Planning Committee participants
- (1) Organization Spotlight
- Can provide up to 3,000 branding items for attendees

## Sapphire Level

**\$75,000**

- (20) Full registrations for Thursday-Saturday general events
- (2) GMiSTEM Zone Teams
- (1) Net-Talk Session
- Choice of (1) Pre-Conference Virtual Coaching Session or Webinar
- (2) Speed Networking Tables (4 Recruiters)
- Career Fair Exhibit Booth 20 X 30
- (10) Career Fair Only Single Event Registrations (with lunch tickets)
- (10) 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
- (3) Summit Planning Committee participants
- (1) Organization Spotlight
- Can provide up to 3,000 branding items for attendees

## Emerald Level

**\$55,000**

- (15) Full registrations for Thursday-Saturday general events
- (1) GMiSTEM Zone Team
- (1) Net-Talk Session
- (2) Speed Networking Tables (4 Recruiters)
- Career Fair Exhibit Booth 20 X 20
- (8) Career Fair Only Single Event Registrations (with lunch tickets)
- (8) 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
- (3) Summit Selection Committee participants
- (3) Summit Planning Committee participants
- Can provide up to 3,000 branding items for attendees

## Platinum Level

**\$40,000**

- (12) Full registrations for Thursday-Saturday general events
- (1) GMiSTEM Zone Team
- (1) Net-Talk Session
- (2) Speed Networking Tables (4 Recruiters)
- Career Fair Exhibit Booth 10 X 20
- (4) Career Fair Only Single Event Registrations (with lunch tickets)
- (4) 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

## Sponsorship Packages (continued)

### Gold Level

**\$30,000**

- (8) 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
- (2) Summit Selection Committee participant
- (2) Summit Planning Committee participants
- Can provide up to 3,000 branding items for attendees

### Silver Level

**\$20,000**

- (6) Full registrations for Thursday-Saturday general events
- (1) Speed Networking Table (2 Recruiters)
- Career Fair Exhibit Booth 10 X 20
- (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

**\$15,000**

- (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 participants
- Can provide up to 3,000 branding items for attendees

### Crystal Level

**\$8,000**

#### Package includes sponsorship of one GMiS Scholarship!

- (3) Full registrations for Thursday-Saturday general events
- Career Fair Exhibit Booth 10 X 10
- (1) Speed Networking Table (2 Recruiters)
- Career Opportunities in the Recruiting Guide
- (1) \$1,000 Scholarship awarded to a GMiS Scholar
- (3) 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

### 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

### Individual Registration Options

- |   |              |
|---|--------------|
| <b>1) Individual Professional Registration</b>            | <b>\$850</b> |
| Corporate / Government / National Labs                    |              |
| <b>2) Individual Non-profit Professional Registration</b> | <b>\$750</b> |
| 501(c)3 or 501(c)6; includes 10x10 booth                  |              |
| <b>3) Individual Academic Professional Registration</b>   | <b>\$750</b> |
| Includes 10x10 Booth                                      |              |
| <b>4) Individual Academic / Non-profit Registration</b>   | <b>\$550</b> |
| No booth included   |              |



## Signature Recognition Events

### HENAAC Awards Show

**\$90,000**

[2 Co-Sponsor Slots Available at \$45,000] [4 Event Supporter Slots Available at \$22,500]

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. Light appetizers and refreshments will be served during the show.

#### Co-Sponsorship Opportunity (\$45,000):

- 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 (\$22,500):

- 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

**\$90,000**

[2 Co-Sponsor Slots Available at \$45,000] [4 Event Supporter Slots Available at \$22,500]

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 (\$45,000):

- 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 (\$22,500):

- 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





## Signature Recognition Events (continued)

### Collegiate Student Leadership Awards Show **\$80,000** [2 Co-Sponsor Slots Available at \$40,000] [4 Event Supporter Slots Available at \$20,000]

This amazing event scheduled for Friday evening will showcase our student attendees. Highlights include speeches from the HENAAC Awards recipients for student leadership; announcement of the Class of 2023 GMiS STEM Scholars; results from various competitions and contests.

#### Co-Sponsorship Opportunity (\$40,000):

- 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 (\$20,000):

- 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 Reception **\$40,000** [2 Co-Sponsor Slots Available for \$20,000]

The Class of 2023 Luminary Honorees are celebrated at this intimate mixer attended by 250 conference participants. 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 (\$20,000):

- 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



### 2023 GMiS Scholars Reception **\$30,000** [2 slots available at \$15,000]

During this 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.

#### Co-Sponsorship Opportunity (\$15,000):

- 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



# Special 35th Anniversary Events

## Ray Mellado Legacy Luncheon

**\$70,000**

[2 Co-Sponsor Slots Available at \$35,000] [4 Event Supporter Slots Available at \$17,500]

This special event is part of the line-up celebrating our milestone 35th Anniversary GMiS Conference. During the 2023 Legacy Luncheon we will be honoring the life, legacy and continued impact of our founder, Ray Mellado, who passed away in 2022.

Ray spent his entire adult life impacting and inspiring young lives and increasing opportunities for students from underserved communities. He did it first as a coach and educator, and later in the corporate sector at the Xerox Corporation. Ray then dedicated the second half of his professional life to addressing the Science, Technology, Engineering and Math crisis facing America. He founded Great Minds in STEM in 1989 alongside his wife, Carmela.

In addition to honoring Ray's memory and legacy at GMiS, we will celebrate our founding and legacy sponsors who have been central to GMiS realizing and broadening Ray and Carmela's vision. Attendees will have an opportunity to hear from legacy sponsors, past HENAAC honorees, and the Mellado family.

### Co-Sponsorship Opportunity (\$35,000):

- Opportunity for a top executive to 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, website & social media

### 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 visibility and recognition as event sponsor in all conference collateral, website & social media



## HENAAC Hall of Fame Portrait Exhibit

**40,000**

[2 Co-Sponsor Slots Available at \$20,000]

Great Minds in STEM established the Hall of Fame in 1998 to recognize the world-class achievements of its most accomplished previous GMiS winners.

The HENAAC Hall of Fame (HHF) members have achieved a level of excellence that opens doors to advances in science, technology, engineering, and math, and opens minds about the contributions of Hispanics in these fields. The Hall of Fame exhibit consists of one-of-a-kind graphite portraits of each member.

The 35th Anniversary GMiS Conference includes the special showcasing of the HENAAC Hall of Fame portraits within the convention hallways during the conference. Portrait sponsors will be highlighted and recognized during the Legacy Luncheon on Friday, October 13, 2023.

### Co-Sponsorship Opportunity (\$20,000):

- Includes a Meter Board with a custom message as part of the HHF exhibit area
- Showcase a promotional video during the Legacy Luncheon (Up to 3 minutes)
- Prominent showcasing of logo in the Hall of Fame exhibit area
- Logo on the GMiS website, conference collateral and social media platforms



## Premier Executive Showcase Events

### Senior Executive Session (SES)

[2 Co-Sponsor Slots Available at \$15,000] [2 Event Supporter Slots Available for \$7,500]

**\$30,000**

The Senior Executive Session is a premier forum that facilitates a practical discussion on the State of STEM as it relates to diversity, equity and inclusion to broaden access and participation within the national STEM workforce. The invited panel consists of high-level executives, who are recognized as subject-matter experts, from industry, government, academia and non-profit organizations.

The event sponsors will have an opportunity to provide input for the theme and framework for the SES. Light appetizers and refreshments will be served during the event.

#### Co-Sponsorship Opportunity (\$15,000):

- Opportunity for executive to provide a welcome 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
- Opportunity to provide input into the theme and framework for the session

#### Event Supporter Opportunity (\$7,500):

- 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



*"Recharging America with our Youth"*

**October 11-14, 2023 • Pasadena, CA**

# Scholarships & Student Conference Support

## 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 & Tribute Scholarships
- 4) Scholar-Intern Scholarships

Overall, the GMiS Scholarship Program has awarded more than \$5.6 million in merit-based or STEM Civic Service Leadership Scholarships to over 2,000 college students pursuing a STEM, medical or health-related degree. The GMiS Scholarship Program awards GMiS STEM Scholarships, Artemio G. Navarro Scholarships, California Medical Scholarships, 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



## Student Travel & Registration Sponsorships

**\$250-\$900** Per Student

### (10) Student Travel Support

**\$10,000**

Help cover cost of travel and ensure students are able to attend and participate in the GMiS Conference. Provide the opportunity to be part of a life changing and career building experiences for students as they continue their STEM career launching journey.

### (10) Student Registrations

**\$2,000**

Remove the financial barriers to give underserved STEM students the opportunity to attend the GMiS Conference and engage with innovators, recruiters, and other professional role models. Help them broaden their networks for employment, hone their STEM Career Readiness, and gain insights into emerging technologies. This professional development experience supports their career pursuits.

### Sponsorship Opportunity

- Access to high-caliber STEM students
- Access to student resumes
- Provide Criteria for student registration awardees
- Logo on the GMiS website, conference collateral & social media



## Student Headshot Studio

**\$8,000**

Help students put their best face forward by sponsoring a headshot session! This event will take place on Saturday, 10/14 and provide our students with professional photos to use on job applications and portfolios. Sponsor logo will be displayed on advertisements for session, as well as at the session itself.

### Sponsorship Opportunity

- Access to high-caliber STEM students
- Provide Criteria for student registration awardees
- Access to student resumes
- Logo on the GMiS website, conference collateral & social media



## Recruiting Events

### Resume Review Center [3 slots available at \$7,500 Each]

\$7,500

**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
- Logo on the GMiS website, conference collateral & social media
- Promote organization's Career & Graduate School Fair booth
- Access to attendees' resumes



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

\$8,000

**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

\$40,000

[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



## Virtual Opportunities

### Conference Welcome and Orientation Webinar **\$10,000** [Can be conducted between August and Mid-September]

Introduce students to the 2023 GMiS Conference. During this virtual orientation students will receive information to help them prepare for the in-person events. Information on general engagements, competitions and how to maximize their participation will be shared.

#### Sponsorship Opportunity

- Access to high-caliber STEM students
- Access to webinar participant information
- Up to 5 minutes of podium time including any promotional video
- Logo visibility and recognition as event sponsor on the GMiS website, and social media



### Virtual STEM Career-Readiness Coaching Sessions **\$4,000** [Multiple slots, \$4,000 Each]

Opportunity to host up to 30 college students on a virtual platform in a 45-minute session and address STEM 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 resumes of STEM students from across the country. These are students who register for the 2023 GMiS Conference by the student deadline. Sponsors will have access to the resume database beginning 3-4 weeks before the start of the Conference, and the database will remain open to them through December 15, 2023. GMiS will grant up to four sponsor accounts to access the database.



*"Recharging America with our Youth"*

**October 11-14, 2023 • Pasadena, CA**

## Pre-College Events

### K-12 STEM Educators Institute

[4 slots available at \$25,000]

\$100,000

The K-12 STEM Educators Institute™ provides an arena where new hands-on activities and ideas are shared. Additionally, new data on national math and science standards are disseminated and discussed among attendees. During the Institute, participants also gain access to active-learning activities and culturally relevant materials that can be implemented in the classroom. 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.

#### Co-Sponsorship Opportunity at \$25,000

- Strategic and direct branding to targeted audience
- Elementary, middle school and high school career program outreach
- Optional involvement in the hands-on projects, competitive challenges
- Speaking opportunities, including event introductions and keynotes
- Logo on the GMiS website, conference collateral & social media



### Viva Technology High School Students

[2 slots available at \$27,500]

\$55,000

Indeed, laying the pathway to a STEM career is critical to lighting the spark in a student's mind. This very powerful program engages local high school students through STEM-focused competitive activities that incorporate real-world engineering, science and applied mathematics concepts. Taking place Thursday from 8:00 am - 12:30 pm, high schoolers will be bussed in and will work alongside STEM professionals and STEM college students. The next generation of STEM starts now!

#### Co-Sponsorship Opportunity at \$27,500

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



### Viva Technology Middle School Students

[2 slots available at \$25,000]

\$50,000

Let's get ready for the next generation of STEM talent! The Viva Technology Middle School brings 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.

#### Co-Sponsorship Opportunity at \$25,000:

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



# Collegiate Competitions

## GMiS STEM Zone II

[2 Co-Sponsor Slots Available at \$25,000]

\$50,000

Sponsor the GMiS STEM Zone and work hands-on in real-world technical scenarios that engages students with critical thinking and enhances their professional skills! Teams build a rapport while participating in case studies that require broad skill sets including problem-solving and collaboration to address the scenarios presented.

During this high-energy competition STEM college students can showcase their talents, initiative, teamwork, and leadership in real time. Participants can build their professional skillset beyond the traditional framework of a classroom. Students in the top three teams earn scholarship awards and the winning organization takes home the GMiSTEM Zone trophy!

### Sponsorship Opportunity

- Extensive brand recognition before, during and after the competition
- Up to 5 minutes of podium time and video segment during the competition kickoff
- Co-present awards on stage during the Student Leadership Awards Show
- Prominent showcasing of logo in the GMiSTEM Zone venue
- Logo visibility on the Conference website, marketing material and social media
- Sponsor-provided branding items during the kickoff
- Access to résumés from all GMiSTEM Zone participating students

### Goals For Students:

- Provides a fun, creative environment where students can develop new skills and showcase their teamwork.
- Allows students the opportunity to gain intimate knowledge of the work environments of the participating companies and agencies.
- Conveys important professional skills and offers students networking opportunities.

### Goals For Coaches (Corporate and Government Agency Representatives):

- In-depth interaction with students and allows for early identification of potential employees.
- Enables coaches to expand their recruiter roles to build a rapport and develop mentor relationships with students.
- Provides starting point for networking with students beyond the traditional career fairs.



## Research Posters Competition

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

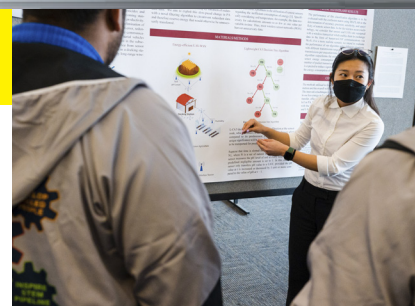
\$40,000

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
- Opportunity to serve as competition judges
- Prominent showcasing of logo in the competition
- Logo on the GMiS website, conference collateral & social media
- Opportunity to provide branding items and materials during competition
- Access to finalists' résumés





# Student+Professional Engagement Opportunities



## Special Meetings

**Availability limited. Contact for pricing. Entity covers own event planning and associated fees with venue and vendors**

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.

## Career Development Net-Talks

**\$10,000**

These industry-standard seminars focus on the fundamentals of Six Sigma. Presented by Subject-Matter Experts, the seminars address methods of problem identification, technical assessment, root causes, risk management, remediation strategies, and sustainable solution implementations. These tools have significant applications in industries such as aerospace, automotive, nuclear, electronics, chemical, mechanical and medical.

### Sponsorship Opportunity:

- Sponsors can select any of the topics to cover during a 45-minute Net-Talk session
- Logo on the GMiS website, conference collateral and social media
- Opportunity to provide branding items & materials during session

### Seminars Include

- Root Cause Analysis** - A structured process of discovering the root causes of problems and identifying appropriate solutions
- SWOT Analysis** - Data-driven look at the strengths and weaknesses of an organization, initiatives, or within the industry
- Risk & Opportunity Management** - Identifying, assessing, managing and monitoring risks and opportunities
- FMEA (Failure Mode and Effects Analysis)** - Identifying all possible failures in a design, manufacturing or assembly process
- PFMEA (Process Failure Mode and Effects Analysis)** - Development of manufacturing/assembly operations by reducing the risk of process failures.
- Force Field Analysis** - Assist in taking action once the root cause has been identified

## Mobile App 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**

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 our social media, it guarantees online exposure long after the 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

## Exclusive Student VIP Lounge

**\$10,000**

**[2 slots available at \$5,000]**

Hold your slot and meet exclusively with students before the Career Fair, Seminars and more! Meet them in the VIP Lounge when you sponsor. Daily time slots available. Students are ready to launch their careers in the STEM fields.

### Sponsorship Opportunity:

- Logo on display during event
- Direct access to networking with VIP students

## Customized Engagement

**Contact GMiS**

Have a 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!

# Digital Advertising Opportunities

## E-Mail Blast (Most Popular item!)

\$750/ea.

From promoting a workshop, to driving potential prospects to specific 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

[4 slots available at \$3,000 each]

\$12,000

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.



## Banner Ads

\$3,000

This selection offers high visibility on the GMiS website, GMiS Conference Portal and Conference App, the digital hub of all 2023 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 ready to assist to help design and execute a dynamic campaign across any or all our social media platforms and integrate the campaign with your organization's marketing.



# CAHSI Summit at the GMIS Conference



The Computer Alliance of Hispanic Serving Institutions (CAHSI) is an inclusive consortium of HSIs, organizations, and individuals committed to unifying and consolidating their strengths and resources to increase the number of Hispanics who pursue and complete credentials 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 providing professional development opportunities in student-success practices to CAHSI faculty. Our baccalaureate graduation rates have consistently surpassed the national graduation rates for Hispanics. Current efforts focus on advancing Hispanics into pursuing and completing graduate degrees in computing, especially women.

The CAHSI Summit, held 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 Hispanic advancement in computing.

For more information about CAHSI, please visit us online at: [www.cahsi.org](http://www.cahsi.org) or send an e-mail to [cahsialliance@gmail.com](mailto:cahsialliance@gmail.com).

## CAHSI Luncheon

[4 slots available at \$10,000]

\$40,000

This event brings together CAHSI faculty and students. Corporate sponsors are invited to share information about their organization and meet with students during table rotations after lunch. A keynote speaker will be identified in consultation with the event's sponsors. Student participation is estimated at 250-300.

### Sponsorship Opportunity

- Logo visibility and acknowledgment as a CAHSI event sponsor
- 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
- Reserved seating



## CAHSI Hackathon (Beginner & Advanced)

[4 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.

### Sponsorship Opportunity

- Logo visibility and acknowledgment as CAHSI event sponsor
- 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

\$30,000

[3 slots available at \$10,000]

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

### Sponsorship Opportunity

- Logo visibility and acknowledgment as CAHSI event sponsor
- 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

\$10,000

[1 slot available at \$10,000]

The Data Analytics Challenge 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 of the relevance of data analytics in the workforce. Final-year undergraduate students and new graduate students are good candidates for this exercise. The sponsors will have the opportunity to interact with CAHSI students during the session. \*Session is limited to 50-60 students for optimal management.

### Sponsorship Opportunity

- Logo visibility and acknowledgment as CAHSI sponsor
- Opportunity to participate in Q&A session with student participants
- Opportunity to observe and communicate with students
- Logo on the GMiS website, conference collateral, & social media



## Machine Learning Workshop

\$10,000

[2 slots available at \$5,000]

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. \*Session is limited to 60-80 students for optimal virtual management.

### Sponsorship Opportunity

- Logo visibility and acknowledgment as CAHSI sponsor
- 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

\$12,000

[4 slots available at \$3,000]

These sessions are directed to emerging computer scientists and technologists identifying as Latinas+. This series brings undergraduate and graduate students pursuing computing degrees together with CAHSI leaders, industry partners, and present and past student leaders. Students will engage in two sessions during the CAHSI summit. Topics include developing social networking skills, building a community of support, and increasing the number of Latinas+ in computing fields.

**Session #1:** The first session will feature role models (i.e., leaders and industry representatives) discussing how to build and extend their professional network in campus and professional events (e.g. GMIS). Industry representatives will have the opportunity to contribute tips and tools and provide their perspectives on the value of networking. Participants are expected to create a networking plan for the conference.

**Session #2:** In this interactive session, participants will have the opportunity to propose initiatives to increase the number of Latinas+ in computing areas. This guided session will be facilitated by CAHSI faculty. Industry representatives are invited to provide their perspectives and interact with students in this session.

### Sponsorship Opportunity:

- Logo visibility and acknowledgment 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



## CAHSI Advocates Community-Building Session

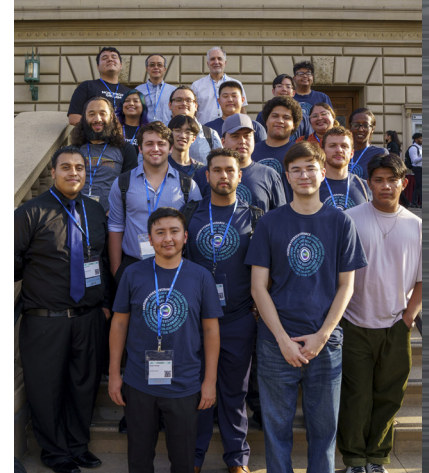
\$3,000

[3 slots available at \$1,000]

The CAHSI Advocates Community-Building Session is a unique opportunity for the CAHSI Student Advocates attending GMiS to learn how to cultivate a strong sense of belonging within their respective computing communities. CAHSI Student Advocates build and maintain a thriving community by leveraging various strategies such as networking, mentorship, communication, and inclusive practices. The CAHSI Advocates Community-Building Session will provide students' professional development and engage them in an activity that will support their understanding of the importance of promoting diversity, equity, inclusion, and accessibility (DEIA) within their communities, and how to incorporate these values into community-building efforts at their institutions. In addition to building a sense of belonging and promoting DEIA, the session will include an activity to strengthen students' communication skills, including how to effectively communicate their ideas, collaborate with others, and navigate difficult conversations. These skills are essential for creating a strong community and fostering positive relationships at their institutions. This session is an excellent opportunity for sponsors who believe in empowering the next generation of technology professionals with the skills necessary to create positive change and co-creating activities to those skills. The CAHSI Student Advocates program has proven to be impactful in developing a culture of community and inclusivity within computing departments at Hispanic-Serving Institutions and transferring those skills to the workplace.

### Sponsorship Opportunity:

- Logo visibility and acknowledgment as CAHSI sponsor
- Opportunity to briefly introduce your company and opportunities
- Opportunity to observe and communicate with students during the session
- Logo on the GMiS website, conference collateral, & social media
- Opportunity to showcase DEI practices at their company



## Celebration of CAHSI Research Students

\$20,000

[4 Co-Sponsor Slots Available at \$5,000]

The Celebration of CAHSI Research Students will include a Graduate Student Panel, the announcement of the 2023 Google-CAHSI Dissertation Awardees, and a mixer for faculty and student researchers. CAHSI faculty and all CAHSI students who are involved in UG research experiences or in graduate studies are welcome to attend. The panel will be led by CAHSI graduate students who will share their experiences, insights, and advice about graduate school. Participants will learn how to apply to graduate school, how to balance graduate school and life, research and writing, networking, and mentoring. Sponsors will have the opportunity to provide opening remarks regarding the value of a graduate education in their organizations.

### Sponsorship Opportunity

- Logo visibility and acknowledgment as CAHSI sponsor
- Opportunity to provide opening remarks
- Opportunity to observe and communicate with students during the session
- Logo on the GMiS website, conference collateral & social media



## CAHSI Faculty Professional Development Workshop \$9,000

[3 slots available at \$3,000]

This 3-hour workshop provides awareness of the Affinity Research Group (ARG) Model, a CAHSI signature practice, that is evidence-based and grounded in cooperative learning principles. The workshop will focus on three core components of the ARG model: the definition of a group's core ideology; active fostering of student connectedness; and application of deliberate management practices that reinforce skills development and promote establishment of cooperative teams. Through the ARG model, faculty mentors create and sustain a cooperative environment that explicitly develops skills to make students successful in research, academia, and the workforce. As a result, students and faculty, in particular those from underrepresented groups, can reach higher levels of productivity and achievement.

### Sponsorship Opportunity

- Logo visibility and acknowledgment as CAHSI sponsor
- Opportunity to briefly introduce your company/institution and opportunities
- Opportunity to observe and communicate with students during the session
- Logo on the GMiS website, conference collateral, & social media



# CAHSI

Computing Alliance  
of Hispanic-Serving  
Institutions

A National INCLUDES Alliance

# Product and Space Branding Opportunities



## Cyber Cafe \$20,000

The Cyber Café 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.



## Badge Holder & Lanyards \$18,000

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.



## Interview Booth \$350 each

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!



## Tote Bags \$20,000 [2 Co-Sponsor Slots Available at \$10,000]

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.



## Floor Decals \$3,000

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.



## Sponsor Flags \$3,000 each

This is a superior visibility opportunity. Attendees will be exposed to your organization's logo and messaging as they walk the convention floors.



## Charging Station \$5,000 each

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.



## Stand-Alone Meter Boards \$4,000 each

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.



## Photo Booth \$10,000

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!



## Lounge Area \$7,500

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.



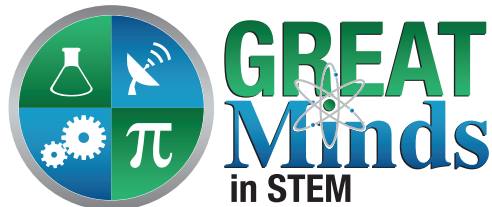
## Wrist Bands \$5,000

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.



## STEM Video Spotlights \$3,000

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, 2023.



The summit is a perfect time to discover the unique opportunities the 2023 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. In addition to these activities, the Summit includes a meeting of the GMiS Board of Directors.

## Key Events

### Selection Committee

Each year representatives comprised of conference sponsors, academicians, past honorees, and sister organizations come together to review all GMiS Awards nominations. The committee requires the commitment of reviewing and scoring candidates as well as thoughtful debate, discussion, and dialogue. 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

This is a meeting planners must attend to prepare for their organization's participation during the conference. The committee members review the line-up of events conducted during the three days of the GMiS Conference. This will help track events appropriate for executives, recruiters, honorees, and general attendees. Key deadlines, templates, conference and hotel registration procedures and more are presented. Meetings will include a tour of the Pasadena Convention Center. Attending the meeting will help ensure each entity is ready to participate and to meet their outreach and recruiting objectives.

### Summit Welcome Reception \$50,000

[2 Co-Sponsor Slots Available at \$25,000]

Thursday, July 13, 5:00 pm - 7:00 pm  
Over 140 individuals from a cross-section of STEM-based entities attend. Opportunity for an organization to welcome the attendees. Highlight their company's commitment to the GMiS mission and showcase what it is doing to attract and retain diverse STEM talent.

#### Sponsorship Opportunity

- Up to 5 minutes of podium time including video footage
- Logo placement on the media screens
- Reserved premiere seating
- Logo visibility and recognition as event sponsor on the GMiS website
- Opportunity to provide branding items for event attendees

### Summit Breakfast Mixer \$40,000

[2 Co-Sponsor Slots Available at \$20,000]

Friday, July 14, 7:30 am - 9:00 am  
Selection and Planning Committee members will convene before their breakout sessions for the day. Opportunity to provide a welcome to the attendees as they gear up for a robust day of reviews and planning.

#### Sponsorship Opportunity

- Up to 3 minutes of podium time including video footage
- Logo placement on the media screens
- Reserved premiere seating
- Logo visibility and recognition as event sponsor on the GMiS website
- Opportunity to provide branding items for event attendees

### GMiS Delegate Leadership Academy

\$60,000

[3 Co-Sponsor Slots Available at \$20,000]

STEM college students will participate in the two-day interactive leadership academy. They will engage in career-readiness, diversity leadership, professional development, and GMiS Conference marketing strategies and best practices.

#### Sponsorship Opportunity

- Up to 3 minutes of podium time including video footage
- Logo placement on the media screens
- Reserved premiere seating
- Logo visibility and recognition as event sponsor on the GMiS website
- Opportunity to provide branding items for event attendees

**Interested in sponsoring Summit events?  
Contact GMiS Development directly at:**

[bhara@greatmindsinstem.org](mailto:bhara@greatmindsinstem.org) • (323) 262-0997



# Registration Form - Part 1

## SPONSORSHIP PACKAGES (see page 6-7)

- CONFERENCE HOST **\$150,000**
- DIAMOND SPONSOR **\$95,000**     SILVER SPONSOR **\$20,000**
- SAPPHIRE SPONSOR **\$75,000**     BRONZE SPONSOR **\$15,000**
- EMERALD SPONSOR **\$55,000**     CRYSTAL SPONSOR **\$8,000**
- PLATINUM SPONSOR **\$40,000**     TURQUOISE SPONSOR **\$3,500**
- GOLD SPONSOR **\$30,000**     INDIVIDUAL (SEE PAGE 7)

## SIGNATURE RECOGNITION EVENTS (see page 8-9)

- HENAAC Awards Show     \$90,000     \$45,000     \$22,500
- National Defense Awards     \$90,000     \$45,000     \$22,500
- Collegiate Student Leadership Awards     \$80,000     \$40,000     \$20,000
- GMIS Luminary Honorees Reception     \$40,000     \$20,000
- 2023 GMIS Scholars Reception     \$30,000     \$15,000

## SPECIAL 35TH ANNIVERSARY EVENTS (see page 10)

- Ray Mellado Legacy Luncheon     \$70,000     \$35,000     \$17,500
- HENAAC Hall of Fame Portrait Exhibit     \$40,000     \$20,000

## PREMIER EXECUTIVE SHOWCASE EVENTS (see page 11)

- Senior Executive Session (SES)     \$30,000     \$15,000     \$10,000

## SCHOLARSHIPS AND STUDENT SUPPORT (see page 12)

- GMIS Scholars Program     Total Amount Pledged: \$ \_\_\_\_\_  
Amount per student: \$ \_\_\_\_\_
- 10 Student Travel Grants     \$10,000
- 10 Student Registrations     \$2,000
- Student Headshot Studio     \$8,000

## RECRUITING EVENTS & VIRTUAL OPPORTUNITIES (see page 13-14)

- Resume Review Center     \$7,500
- Hospitality Suites     \$8,000
- Speed Networking Breakfast     \$40,000     \$20,000     \$10,000
- Welcome & Orientation Webinar     \$10,000
- Virtual Coaching Sessions     \$4,000 (Number of Sessions: \_\_\_\_\_)
- Student Résumé Database Access     \$5,000

## PRE-COLLEGE EVENTS (see page 15)

- K-12 STEM Educators Institute     \$100,000     \$25,000
- Viva Technology High School     \$55,000     \$27,500
- Viva Technology Middle School     \$50,000     \$25,000

## COLLEGIATE COMPETITIONS (see page 16)

- GMIS STEM Zone     \$50,000     \$25,000
- Research Poster Competition     \$40,000     \$10,000

## STUDENT / PROFESSIONAL ENGAGEMENT (see page 17)

- Career Development Net-Talks     \$10,000
- Exclusive Student VIP Lounge     \$10,000     \$5,000
- Mobile App Scavenger Hunt     \$3,000
- Testimonial Videos     \$3,000

## DIGITAL ADVERTISING OPPORTUNITIES (see page 18)

- Custom Email Blast     \$750 each (Total Number: \_\_\_\_\_)
- Conference Mobile App     \$12,000     \$3,000
- Banner Ads     \$3,000

## PRODUCT AND SPACE BRANDING OPPORTUNITIES (see page 19)

- Cyber Café     \$20,000
- Badge + Lanyards     \$18,000
- Interview Booths     \$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 Boards: \_\_\_\_\_)
- Photo Booth     \$10,000
- Lounge Area     \$7,500
- Wrist Bands     \$5,000
- Video Spotlight     \$3,000

## CAHSI SUMMIT EVENTS (see page 19)

- CAHSI Luncheon     \$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     \$12,000     \$3,000
- CAHSI Advocates Community-Building     \$3,000     \$1,000
- Celebration of Research Students     \$20,000     \$5,000
- Faculty Professional Development     \$9,000     \$3,000

## GMIS JULY SUMMIT EVENTS (see page 24)

Contact GMIS Development

Office Phone: (323) 262-0997

Bertha Haro: [bharo@greatmindsinstem.org](mailto:bharo@greatmindsinstem.org)

Aiden Conerty: [aconerty@greatmindsinstem.org](mailto:aconerty@greatmindsinstem.org)

Continue to next page for contact and payment information



"Recharging America with our Youth"  
October 11-14, 2023  
Pasadena, CA

## Registration Form - Part 2

### CONTACT INFORMATION

NAME \_\_\_\_\_  
TITLE \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE \_\_\_\_\_ FAX \_\_\_\_\_  
E-MAIL \_\_\_\_\_

### PAYMENT INFORMATION

#### PAYING BY CHECK

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 our Development Department at [bharo@greatmindsinstem.org](mailto:bharo@greatmindsinstem.org)

#### PAYING BY CREDIT CARD

Visa       Master Card       American Express

Please charge my firm's credit card for \$ \_\_\_\_\_

CARD NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_\_

NAME ON CARD \_\_\_\_\_ SEC. CODE \_\_\_\_\_

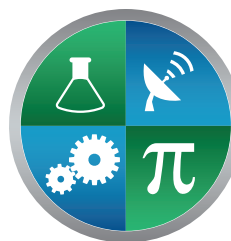
SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

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

#### 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, 2023**. No refunds will be issued on requests received after this date. To cancel send email to:

[accounting@greatmindsinstem.org](mailto:accounting@greatmindsinstem.org)



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