2020 SACNAS
THE NATIONAL DIVERSITY IN STEM CONFERENCE
EXHIBIT PROSPECTUS

SACNAS
Advancing Chicanos/Hispanics & Native Americans in Science
contents

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Together, we’re transforming the STEM workforce.

Society for Advancement of Chicanos/Hispanics & Native Americans in Science (SACNAS) invites you to exhibit at 2020 SACNAS — The National Diversity in STEM Conference, happening October 22 to 24, 2020 in Long Beach, CA.

By exhibiting at the 2020 SACNAS conference, you connect our attendees to the resources and opportunities they need to take the next step in their education and career. Not only can exhibitors meet with prospective recruits, but they position their company as champions of diversity, equity, and inclusion. Continue to explore how your company can receive premier access to engage with students, recruit top talent, and ultimately support the next generation of STEM!
General Information

**Venue**
Long Beach Convention Center, Long Beach, California

**Expo Move In**
Wednesday, October 21, 12 pm - 5 pm
Thursday, October 22, 7:30 am - 9:15 am

**Expo Hall Hours**
Thursday, October 22, 9:15 am - 12:00 pm & 2 - 5:30 pm
Friday, October 23, 8:45 am - 12 pm & 2:15 pm - 5 pm

**Expo Move Out**
Friday, October 23, 5:30 pm - 8 pm
SACNAS Conference
Demographics
Based on those who provided demographic information at the 2019 SACNAS conference

OUR ATTENDEES

5,186 total attendees
2019 SACNAS Conference
Digital Reach

**CONFERECE WEBSITE**
Week of Conference
USERS:
11.7K
(+16.7% from 2018)

**MOBILE APPLICATION**
Week of Conference
USERS:
3.9K
(+20% from 2018)
MINUTES OPEN:
134K
(+10% from 2018)

**TWITTER STATS**
Month of Conference
FOLLOWERS:
13.3K
(+31.7% from 2018)
IMPRESSIONS:
551K
(+42% from 2018)

**FACEBOOK**
Week of Conference
FOLLOWERS:
10.7K
(+6.3% from 2018)
REACH:
12.4K
(+216.9% from 2018)
# Graduate School and Career Expo

**EXHIBITOR BENEFITS**

<table>
<thead>
<tr>
<th></th>
<th>CHOICE $2,250</th>
<th>PREMIUM $2,750</th>
<th>CORPORATE $3,500</th>
<th>PREMIERE $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’ Booth</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Carpet Included</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Pipe &amp; Drape</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Booth Décor Package</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>(2’ x 6’ Skirted Table, 2 Chairs, 1 Wastebasket, carpet)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Booth Identification Sign</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Expo Hall–Only Registration</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Booth Placement</td>
<td>Outlier Areas</td>
<td>Normal Traffic</td>
<td>High Traffic and Industry Specific Area</td>
<td>High Traffic and at Main Entry</td>
</tr>
<tr>
<td>Expo Hall Lounge Access</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Transaction Processing Fee</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
<td>Included</td>
</tr>
<tr>
<td>Marketing and Promotions</td>
<td>X</td>
<td>X</td>
<td>Social Media Announcement for Corporate Area</td>
<td>Social Media Announcement for Premier Area; 1 Lotería challenge included</td>
</tr>
</tbody>
</table>
Booth Packages Include:

- Draped (10’ x 10’) exhibit space with 8’ high back drape and 3’ high side drapes in event colors
- One 2’ x 6’ skirted table with two chairs
- Carpet (Carpet colors are pre-determined and can be changed at exhibitor’s cost)
- One booth identification sign
- One wastebasket
- At least two (2) complimentary expo-only registrations per 10’ x 10’ space
- Access to the exhibitor lounge
- Inclusion in the 2020 Exhibitors listing in the conference mobile app
- General booth security

What is not included in an exhibitor package?

- Full conference registration
  - Exhibitors may upgrade to a full conference registration (includes access to programming and meals) at an additional $150 cost per individual registration
- Additional registrations
  - Exhibitors may purchase up to two (2) additional exhibitor registrations per 10’x10’ booth
- Lead retrieval device or app, which can be purchased through our authorized vendor
- Internet/WiFi service or electrical outlets
  - Additional services can be purchased in the exhibitor portal

What to know about Exhibitor Registration:

- Two expo-only registrations are included in each booth purchase
- Expo-only registrations get you strict access to the expo hall (no meals or programming)
- Expo-only registrations can be upgraded to a full conference registration for $150 per registration (includes meals and programming)
- Any additional exhibitor registrations can be purchased at 2020sacnas.org/registration

SACNAS Chapter Discount

Academic departments with an active SACNAS chapter will receive a $150 discount on one (1) exhibit booth. Only one (1) discount per academic institution/company. Please contact exhibits@sacnas.org to verify your chapter discount.

Non-Profit Discount

Associations and nonprofits under $1 million organizational budget are eligible for $300 discount upon receipt of 990s. Please contact exhibits@sacnas.org for more information.
Engagement Opportunities
Explore our floor attractions and engagement options to boost your traffic and maximize your ROI.

Advertise in the Graduate School & Career Recruitment Guide
Leverage this opportunity to:

✓ Get in front of prospective recruits before the event
✓ Boost in-person traffic to your booth during the conference

The recruitment guide is both a digital resource provided to all registered attendees prior to the event, and printed and given to every attendee upon check-in. Exhibitors have the opportunity to showcase their institution, company, programs, and/or open positions with a full-page ad to be included in the guide. The digital guide also offers an opportunity to make your ad stand out by including a video of your institution or company.

Investment: Varies
Contact Jim Cook at jim.cook@communitybrands.com

Meet Attendees with SACNAS Lotería!
Leverage this opportunity to:

✓ Get in front of prospective recruits before the event
✓ Boost in-person traffic to your booth during the conference

Lotería is a Mexican game of chance similar to bingo. SACNAS Lotería is played via social media to motivate attendees to engage with our partners and exhibitors by completing a series of challenges to win fun prizes. Exhibitors can create their own challenge to be included in the game.

Sample challenge:

Come to booth 604 and take a selfie of yourself with the Anteater (UCI). Post the selfie to one of your social media accounts and tag University and SACNAS.

Investment: $1,500
Contact exhibits@sacnas.org
How To Purchase Your Booth— 3 Ways!

1. Partnership — Confirm your booth today!
   Partners receive elite booth placement at the main entrance to the 2020 Expo Hall.
   Click here to view the SACNAS Partner Prospectus >>

2. Group Reservation — Opens April 2020
   A group reservation must include a minimum of six 10’ x 10’ booths.
   Click here to view group booth reservation instructions >>

3. General Booth Reservation — Opens Early May 2020
   First come, first served!
   Visit 2020sacnas.org/exhibit to purchase your booth >>

READY TO EXHIBIT?
Visit 2020sacnas.org/exhibit to purchase your booth >>
Contact us at exhibits@sacnas.org
SACNAS
Achieving True Diversity in STEM