



2022

CAREER FAIR OPPORTUNITIES

November 4, 2022 | Hennepin Technical College - Eden Prairie Campus

umsa-security.org/education/career360/sponsors

The next generation of security professionals

As part of UMSA's continued mission to unite and educate security professionals at all levels, we bring you Career360. This unique event provides you with the opportunity to give back to the community and help nurture the next generation of risk and security professionals. This event is open to both students and career changers!

Who

Career360 is hosted by UMSA (Upper Midwest Security Alliance), a nonprofit alliance of security and risk-related organizations that serves business, government and education professionals in the upper Midwest.

When

Friday, November 4, 2022
8am - 5pm

Where

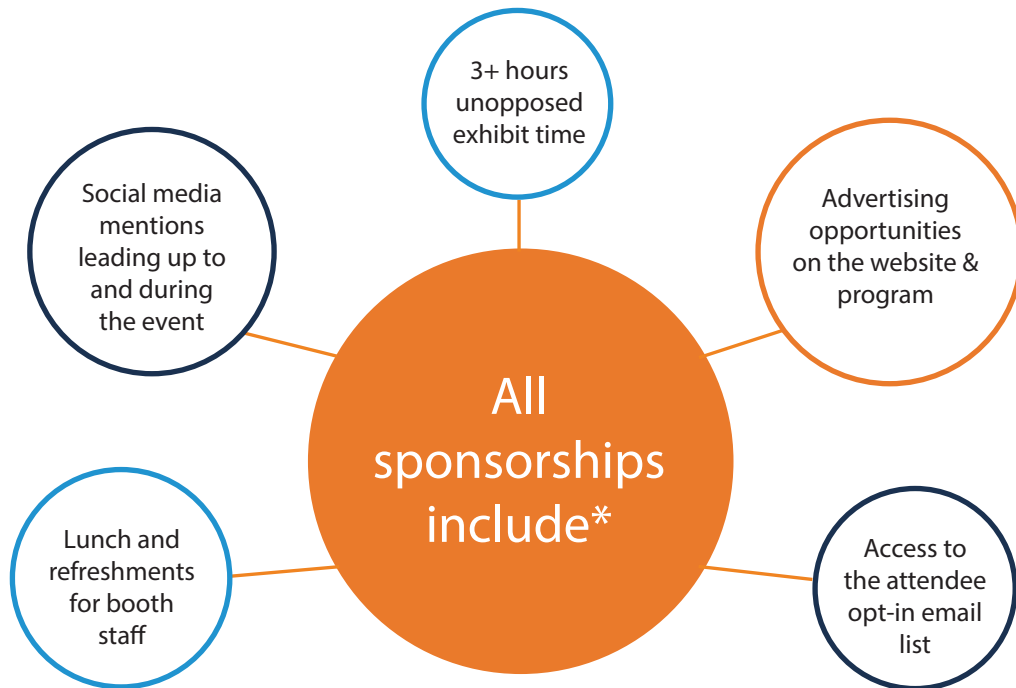
Hennepin Technical College
13100 College View Drive
Eden Prairie, MN 55347

Why

This 1-day event focuses on education, technical demos, recruitment and support of students entering a variety of security professions. Career360 attracts college students and those professionals making a career change from the Midwest enrolled in cybersecurity, risk management and/or business continuity degree programs.

Career Fair Benefits

Join us for face-to-face relationship building with up-and-coming prospects. Reach those you want to work for you—the people ready, willing and excited to learn about and work in this industry.



*Excludes exhibitors

Optional items to purchase—per sponsorship level:

▶ Session speaking spot

○ 45 min: \$750

Schools

Students from many area schools attend Career360 each year including those from:

- Anoka Ramsey Community College
- Augsburg University
- Bethel University
- Capella University
- Century College
- Concordia University, St. Paul
- Inver Hills Community College
- Lake Superior College
- MCTC
- Metropolitan State University
- Minnesota State University, Mankato
- Prime Digital Academy
- Rasmussen College
- Ridgewater College
- Rochester Community and Technical College
- St. Cloud State University
- St. Thomas University
- U of M Twin Cities
- UW Eau Claire
- UW Stout
- Winona State

Degrees

Career360 attendees are enrolled in a variety of programs, including:

- Administration
- CCNA security
- Computer forensics
- Computer information technology
- Computer network engineering
- Computer networking and communications
- Computer science
- Computer support and network
- Cybersecurity and information assurance
- Cybersecurity and information security
- Data science
- Digital forensics
- Full stack software development
- Information and communication
- Technology
- Information assurance
- Information technology
- Software engineering

Career Fair Packages & Opportunities

Title

Title sponsor | \$10,000 | 1 available

As the title sponsor, your company logo and website link will be featured on the Career360 event website. This sponsorship also includes exhibit hall space, a 45-minute speaking spot, one-on-one interviews, company description and logo placement in the Career360 program, logo on name badges and event signage, logo placement on promotional communications, social media mentions leading up to the event and one guest blog post opportunity.

Session

Session sponsor | \$2,000 | 3 available

As the session sponsor, your company logo and website link will be featured on the Career360 event website. This sponsorship also includes exhibit hall space, a 45-minute speaking spot, one-on-one interviews, company description and logo placement in the Career360 program, logo placement on signage and promotional communications, social media mentions leading up to the event and one guest blog post opportunity.

Recruitment

Recruitment sponsor | \$1,000 | 4 available

As a recruitment sponsor, your company name and website link will be featured on the Career360 event website. This sponsorship also includes exhibit hall space, one-on-one interviews, company listing in the Career360 program and social media mentions leading up to the event. A recruitment sponsor has the option to purchase a 45-minute speaking spot.

Exhibitor

Exhibitor | \$750 | 10 available

As an exhibitor, your company logo will be listed on the Career360 event website and exhibit hall space. Exhibitors receive an 8-foot table top and 2 booth staff.

Career Fair Sponsorship

	Title \$10,000	Session \$2,000	Recruitment \$1,000	Exhibitor \$750
Available sponsorships	1	3	4	10
Logo w/link to company website	Included	Included	Listing w/link	Listing w/link
Exhibit space	8-foot table top	8-foot table top	8-foot table top	8-foot table top
Booth staff	5	3	2	2
1 guest blog post opportunity	Included	Included		
Social media mentions per month through December 2022	4	3	2	
Logo placement	Name badges	On-site signage		
Logo on pre-event communications	Included	Included	Included	
Session speaking spot (45 min)	Included	Included	Option to purchase	
Student interviews	Included	Included	Included	
Company description in the program	100 words	75 words	25 words	Listing—no description
Logo placement in the program	Included	Included		

Next steps

Interested in sponsoring Career360 (or another UMSA-sponsored event) this year? We would love to have you! Here's our step-by-step guide for securing your sponsorship.

1

Choose your sponsorship level. If it is one with limited availability, it may be helpful to reach out to key contacts listed below to make sure your desired spot is still available.

2

Register for your sponsorship online via the link provided. Payment options will include check or credit card. Please reach out if you need an invoice sent for PO requests.

3

Upon receipt of your sponsorship registration, you will receive a follow-up email from our team. This email will provide you with additional information.

4

Make sure the email domains listed on the following pages are on your "safe list." You will be getting communication throughout the year from those addresses. Finally, mark November 4th on your calendar! It's going to be a great event and we cannot wait to see you there.

Key contacts

UMSA Managing Director

Marie Strawser
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Sponsorships

Christopher Kohn
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Conference Chair

Mike Johnson
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CAREER360 
secure your future