



# HBCU CDM 2017

# 10<sup>TH</sup> ANNUAL HBCU CAREER DEVELOPMENT MARKETPLACE

The Historically Black Colleges and Universities Career Development Marketplace (HBCU CDM) is a 501(c)(3) non-profit founded in 2001. The HBCU CDM mission is to inform and educate students from HBCUs about corporate America as they transition into the workforce. The conference has remained free for students to attend and as a result, strengthened the leadership and professional skills of thousands of HBCU graduates.

The 2017 HBCU Career Development Marketplace is searching for exhibitors to become involved with our mission. With your participation, we can continue to strengthen the future of America.



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## HBCU CDM

November 3, 2017 from 9:00 am to 12:00 pm  
The Hotel at the University of Maryland  
7777 Baltimore Avenue, College Park, Maryland 20740

Give back to the community, meet top HBCU students, and show your commitment to a diverse workforce.



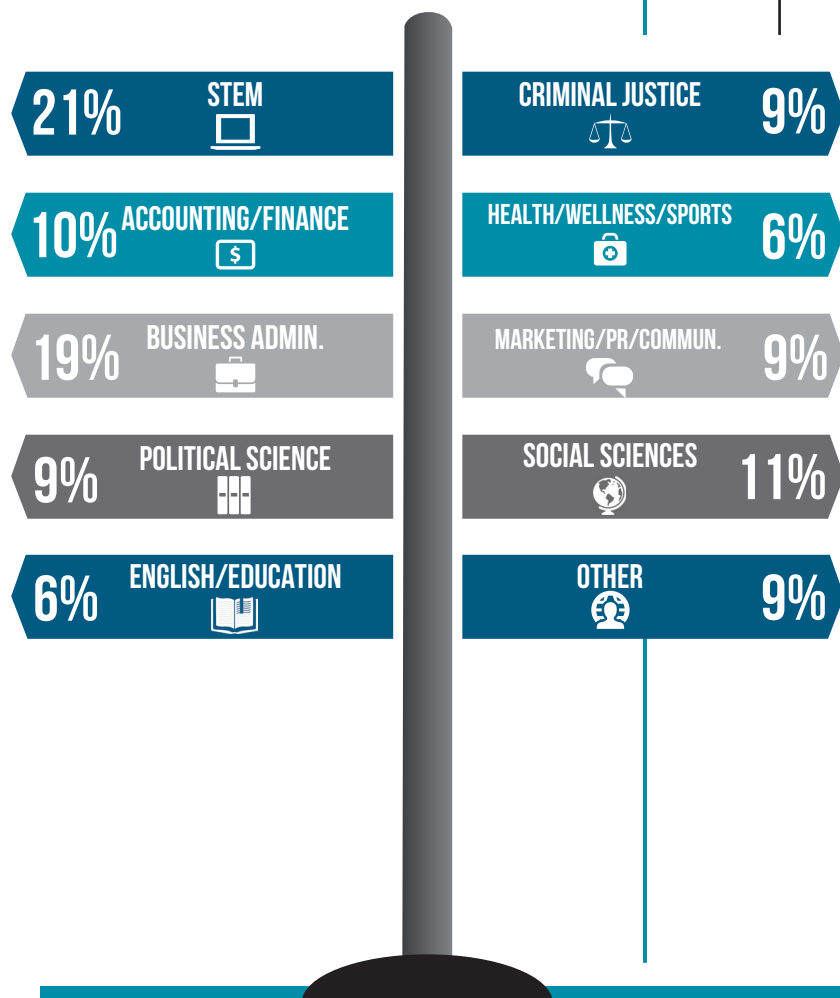
EXHIBITOR INFORMATION



# ABOUT HBCU

Since HBCU CDM's inception over 3,000 HBCU students from 25 HBCUs have participated in this inspirational conference. Every year this event gets bigger and better as we strive to invite more top minority students from the most in-demand fields. In 2016, student attendees were majoring in the following:

## HBCU CDM ATTENDEE MAJORS



The HBCU Career Development Marketplace helps students prepare for professional opportunities and greater productivity after graduation. It runs over two and a half days and consists of three functions offering many opportunities to be involved. Let us know if you would like to share your expertise in any of these key functions:

- Series of Workshops**  
featuring prominent and influential speakers that will help prepare students for what to expect after graduation
- Town Hall Meetings**  
students speak informally with experienced HBCU alumni from key industries
- Career Marketplace**  
a great opportunity for companies to meet talented students serious about pursuing a career

**TODAY, HBCUs  
REMAIN ONE OF THE  
SUREST WAYS FOR AFRICAN  
AMERICAN, OR STUDENTS  
OF ANY RACE, TO RECEIVE  
A QUALITY EDUCATION.**

-[www.uncf.org](http://www.uncf.org)



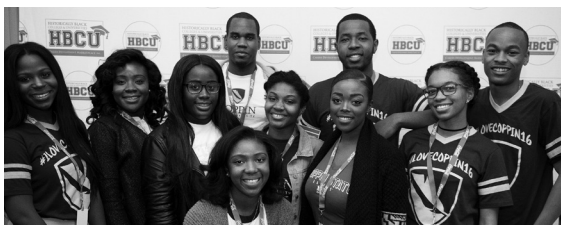
# WHY EXHIBIT?



## MEET TODAY'S TOP HBCU TALENT



## FOSTER PROFESSIONAL DEVELOPMENT



## SUPPORT WORKPLACE DIVERSITY



## SPOTLIGHT YOUR ORGANIZATION

This year, the HBCU CDM offers more ways to get involved. Through your participation we can continue this legacy and strengthen the future of America.

Benefits of exhibiting:

- Opportunity to recruit from an extremely vetted high caliber group of students from over 25 HBCUs
- Time and cost effective means of selecting high quality candidates
- Foster professional development and play an important role in helping HBCU graduates achieve success
- Show your support and commitment to enhancing workplace diversity
- Generate awareness of your company, its products and services

**WHILE THE 105 HBCUs  
REPRESENT JUST THREE PERCENT  
OF THE NATION'S INSTITUTIONS OF  
HIGHER LEARNING, THEY GRADUATE  
NEARLY 20 PERCENT OF AFRICAN  
AMERICANS WHO EARN AN  
UNDERGRADUATE DEGREE.**

- [www.uncf.org](http://www.uncf.org)

**REGISTER TO EXHIBIT:** BY AUGUST 18, 2017  
[www.regonline.com/HBCUExhibitor2017](http://www.regonline.com/HBCUExhibitor2017)



## HBCU CDM CAREER FAIR

Friday, November 3, 2017

9:00 am - 12:00 pm

The Hotel at the University of Maryland  
College Park

### SELECT TOP NOTCH CANDIDATES



### SUPPORT WORKPLACE DIVERSITY



### ACCESS STUDENTS IN ONE LOCATION



### SAVE TIME AND MONEY

## EXHIBITOR BOOTH SPONSORSHIP

Add a sponsorship item today by choosing one of our Additional Sponsorship Opportunities.

Contact the HBCU Team for sponsorship details!!

Call our friendly HBCU team!  
**443-325-5020**

## BE AN EXHIBITOR

As an exhibitor at the Career Fair on November 3rd, you will have the opportunity to showcase your organization to sponsors, schools and most importantly to the students. You will meet with some of today's brightest students and prospective job seekers where you can collect candidate resumes and exchange business cards while you network. The HBCU CDM takes the guesswork out of looking for qualified candidates and brings extremely vetted, high caliber talent directly to you.

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## EXHIBITOR PRICING

	2017	Before Aug. 18, 2017	After Aug. 18, 2017
Regular Rate		\$899	\$1099
Government Rate		\$699	\$899

First come, first served – limited availability.

## WHEN YOU EXHIBIT

Garner the prestige of promoting your organization in front of today's top HBCU students. The HBCU Career Development Marketplace is an excellent opportunity to meet tomorrow's brightest candidates. The exhibitor fee includes:

- One 8' by 8' booth
- Two (2) attendee registrations\*
- Two (2) lunches
- Your company logo and description listed in the conference materials.

\* Additional attendees \$150 before Aug. 18th and \$200 after Aug. 18th.

LIMITED  
SPACE  
AVAILABLE!

Secure your spot today!  
First come, first served!

## REGISTER TO EXHIBIT ONLINE:

[www.regonline.com/HBCUExhibitor2017](http://www.regonline.com/HBCUExhibitor2017)





## ABOUT OUR FOUNDER

“No man left behind” is a saying that has dual meaning for Tariq Shane. It not only holds meaning to him as a military veteran of the US Army, but it is a philosophy he practices in his civilian life. Mr. Shane was a Captain in the United States Army and served his country for six years. As a Gulf War Veteran, Mr. Shane saw how important teamwork and a strong support network were to survival. He realized how we needed to help each other to survive and prosper and that it is each individual's responsibility to help. So it's no surprise that after graduating from Virginia State University, a Historically Black College and University, cum laude with a B.A. in Criminal Justice and serving his country, Mr. Shane felt that it was his responsibility to help. As Mr. Shane was entering the workforce, he noticed that several of his fellow classmates were having trouble finding a job and he knew something needed to be done.

After speaking with career counselors at the schools of successful alumni and corporate partners, Mr. Shane decided to not do the traditional career fair route, but to do something more impactful and life-changing. In 2001, Mr. Shane created The Historically Black Colleges and Universities (HBCU) Career Development Marketplace (CDM) to create a one-of-a-kind experience for HBCU students and simultaneously give back to the community that gave him his early foundation and sense of dedication. Mr. Shane is committed to providing these highly qualified students visibility with major corporations that they may not receive at their school. The HBCU Career Development Marketplace is unique in its three parts:

Workshops – Town Hall Meetings – Career Marketplace

Through the combination of these three components HBCU students prepare for professional opportunities and greater productivity after graduation.

Since inception, The HBCU Career Development Marketplace has touched over 3,000 HBCU students. The students have gained direct access to major corporation recruiters, HBCU Alumni and most importantly JOBS. Without your support and sponsorship, The HBCU Career Development Marketplace would not be able to provide these exceptional students the opportunity to network and interview with companies dedicated to ensuring the success of diverse students. Please join Mr. Shane in making sure that no man is left behind when it comes to being able to use their college degree.

# HBCU

## REGISTER ONLINE

### EXHIBITORS

[www.regonline.com/HBCUExhibitor2017](http://www.regonline.com/HBCUExhibitor2017)

## CONTACT US

### RENATA ALLEN

Conference Manager

443-325-5020

[rallen@hbcucareermarket.org](mailto:rallen@hbcucareermarket.org)

### HBCU CDM

6021 University Blvd., Suite 160

Ellicott City, MD 21043

[www.hbcucareermarket.org](http://www.hbcucareermarket.org)

**YOUR SUPPORT** will positively impact the thousands of vetted HBCU students by connecting them with career opportunities. Your support will also further our mission of closing the diversity gap in corporate America as we provide high caliber HBCU talent to some of the nation's largest employers. In a country where 12.4% of African American graduates are unemployed vs. 5.6% of all graduates, we need programs like the HBCU Career Development Marketplace.



follow us on facebook



follow us on twitter @HBCUCareer



# 10th Annual November 1-3, 2016

The Hotel at the University of Maryland  
College Park

## RECRUITER/EXHIBITOR

In order to confirm that your company will be participating in the 10th Annual Historically Black Colleges & Universities Career Development Marketplace, please fill out the information below and fax to 410-696-2835 or email to [rallen@hbcucareermarket.org](mailto:rallen@hbcucareermarket.org) or **Register Online: [www.regonline/HBCUExhibitor2017](http://www.regonline/HBCUExhibitor2017)**.

☐ Yes, we will participate as an exhibitor for the HBCU Career Development Marketplace.

**For Early Bird rate, payment must be received or postmarked by August 18, 2017**

☐ Regular \$899    ☐ Government \$699

**After August 18, 2017**

☐ Regular \$1099    ☐ Government \$899

## COMPANY

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Representative \_\_\_\_\_ Email \_\_\_\_\_

Company Twitter Handle (optional) \_\_\_\_\_

Does your company have a facebook page? \_\_\_\_\_

Phone \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

## ADDITIONAL ATTENDEES OPTIONAL (\$150 PER ATTENDEE PRIOR TO AUGUST 18 \$200 PER ATTENDEE AFTER AUGUST 18)

Name \_\_\_\_\_ Email \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_ Phone \_\_\_\_\_

The HBCU Career Development Marketplace Inc. is centered around a national conference designed to inform and educate new entrants into the workforce about success in corporate America. During this national conference, students attend a series of workshops concerning how to market themselves; learn what to expect after graduating and how to effectively begin a career; speak face to face with experienced HBCU alumni from many different professions and gain access to representatives from corporations, organization and government agencies seeking to hire talented students. The event continues to grow and ultimately benefits the future of talented graduating students. Thank you for your participation and support of this event.

For more information visit our website: [www.hbcucareermarket.org](http://www.hbcucareermarket.org). You can also find us on facebook or follow us on twitter @HBCUcareer.

\*The information shared above is confidential and will not be shared, sold, or used for anything outside of HBCU Career Development Marketplace Inc.\*

\*By Signing this document, the undersigned is hereby agreeing to participate in the 10th Annual Historically Black Colleges & Universities (HBCU) Career Development Marketplace, during the dates of November 1-3. In the event of cancellation or pending any unforeseen engagement(s), the undersigned is encouraged to contact our offices directly at: 443-325-5020, in an effort to prevent inaccurate promotional campaigns including print, radio, and television advertising\*

HBCU CDM Inc. and the hosting organization, in their sole discretion, reserve the right to cancel any event at any time. All fees paid by Exhibitor shall, in the sole discretion of HBCU CDM Inc., be credited to future events. If the exposition or any part thereof is cancelled for any reason beyond the control of HBCU CDM Inc. such as, but not limited to, damage or destruction to buildings, war, riots, strikes, weather, acts of government, or acts of God, then HBCU CDM Inc. will issue credits but is not obligated to refund any fees. In all cases, credits from event postponement or cancellation must be used within 12 months of the original postponement/cancellation dates. After 12 months, a credit on account will be considered not-refundable by HBCU CDM Inc.



## DID YOU ATTEND AN HBCU?

HELP HBCU Students be successful in corporate America Today!

# !

## SHOW YOUR SUPPORT TODAY

*with a small donation.*

It is the mission of the HBCU Career Development Marketplace (CDM) to inform and educate HBCU graduates about corporate America as they enter into the workforce. It is an annual event that is enhanced through the involvement of prominent HBCU alumni. The conference helps students prepare for professional opportunities in America through:

- A series of workshops
- Career Marketplace
- Town Hall Meetings
- Networking

This year we are bringing 400 students from over 25 HBCU's to Washington, D.C. from November 1-3, 2017. The HBCU CDM covers all associated cost with the event. There is **NO CHARGE** to the students to attend. We rely on sponsorships and donations to make this event happen.

Scan the QR Code to Donate  
or visit: [www.Regonline.com/HBCUDonate2017](http://www.Regonline.com/HBCUDonate2017)

### TOP BENEFITS OF ATTENDING HBCU CDM

Select Top Notch Candidates

Support Workplace Diversity

Access Students in One Location

Save Time and Money

### The HBCU Career Development Marketplace (HBCU CDM) helps students prepare for professional opportunities in America after graduation. It consists of three main parts...

Series of Workshops | Career Marketplace | Town Hall Meetings

#### Why Sponsor/Exhibit at the HBCU CDM?

- Meet Today's Top HBCU Talent - Students must have a 3.2 GPA or above, strong leadership skills and active community involvement.
- Student's majors include: Science, Technology, Engineering, Mathematics and Business.
- HBCU's remain one of the surest ways for an African American student or student of any race to receive a quality education.
- HBCU's generate 25% of all bachelor degrees in STEM fields earned by African Americans.

**For more information about exhibiting and sponsoring contact Renata at [rallen@hbcucareermarket.org](mailto:rallen@hbcucareermarket.org) or 443-325-5020.**