MIT FALL CAREER SERIES
SPONSORSHIP
TIER PACKET
CAREER EXPLORATION WEEK | SEPT 21-25, 2020
CAREER FAIR SESSIONS | SEPT 25-OCT 27, 2020
ALL EVENTS ARE VIRTUAL
(UPDATED SEPTEMBER 11, 2020)
Dear Employer,

Welcome to the 2020 MIT Fall Career Series. Due to the circumstances caused by COVID-19, the traditional large scale one-day MIT Fall Career Fair will now consist of a Career Exploration Week and a series of smaller career fairs throughout the fall semester.

The MIT Fall Career Series is a collaboration between the Career Advising & Professional Development, Academic Departments, and the Fall Career Fair students leaders to connect students with employers. The series is designed to provide students with opportunities for their future careers and gives employers access to one of the highest caliber talent pools in the world. Making the fair accessible to everyone is a constant process, and we have taken even more actions this year to refine the career fair experience for all.

Made up of over 4,500 undergraduate and 7,000 graduate students from more than 50 different major degree programs, the MIT community celebrates and values diverse backgrounds, identities, and perspectives. It’s a community of creative problem solvers, critical thinkers, and collaborative team players and leaders.

We look forward to working with you to make the fair happen!

Sincerely,

Suki Zhang
Chair, MIT Fall Career Series Committee
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ACKNOWLEDGEMENT

The 2020 MIT Virtual Fall Career Fair Series is produced by the 2020 Fall Career Fair student director team under the direct supervision and authority of the MIT Career Advising and Professional Development (CAPD). CAPD selects and supervises student directors as they produce and execute events and programs for the annual Fall Career Fair. The design, format, pricing, and offerings of the Fall Career Fair Series are made by Fall Career Fair student directors with review and approval by CAPD.

CAPD does not guarantee that participation in any Fall Career Fair event by an employer will result in specific connections with students or other potential hires, nor does it guarantee any set level of student attendance at any of the Fall Career Fair events. Any agreements, promises, or guarantees about the Fall Career Fair Series beyond the scope of the Employer Sponsorship Packet below not made in writing and without the signature of an authorized MIT signatory are considered null and void. If you have a dispute regarding fulfillment of obligations that cannot be resolved amicably with the Fall Career Fair student directors, please contact:

David Kovacs
Assistant Director, Career Exploration Events & Fairs
MIT Career Advising and Professional Development
dkovacs@mit.edu
The following document outlines details of the 2020 MIT Fall Career Series. Please read this document in its entirety, and direct any questions to the appropriate contacts listed below.

**September 11th Update:**
1. **Employer Registration Deadline extended:** All session registration deadlines are now moved from August 28th to two/three weeks before each session date. Please find the specific deadlines below.
2. The **Government, Non-Profit, and Social Impact Fair is now free** for qualified organizations to attend!
3. The payment deadline for registration for each fair will be extended until two weeks before each session.

**Virtual Platform:** The Fall Career Series will be held on **Brazen**, an online Recruiting platform. Please see the **Brazen** section for more information on its services.

**Financial Assistance:** The series is open to companies from all industries and disciplines. Should a company need financial accommodation in order to attend as a Bronze Sponsor, we would be happy to assist. Please see the **Financial Assistance** section for more information.

**Career Exploration Week:** As an initiative to promote career exploration, the Fall Career Series committee is hosting a Career Exploration Week from September 21st to September 25th. The week's events serve as an opportunity for students to learn from individuals in different fields and each have an overarching theme. More information will be outlined in the logistics packet. The traditional company info sessions will not be held during this week. If your company wishes to host its own virtual info session, please post your information session in Handshake. The CAPD Employer Relations team will be approving info sessions to be posted on the Handshake calendar: [https://mit.joinhandshake.com/](https://mit.joinhandshake.com/)
IMPORTANT INFORMATION

First-Year Friendly Initiative: In an effort to make the fairs more inclusive, this year we are continuing and expanding a special initiative to support MIT first year undergraduate students as they transition into the world of careers and competitive job markets. Please see the First Year Friendly section for more information.

Sustainability Initiative: In partnership with MIT Sloan School of Management and the MIT Environmental Solution Initiative (ESI), the Fall Career Series’ Sustainability Initiative aims to inform students of each business/organization’s momentum and commitments toward environmental responsibilities. Please see the Sustainability section for more information.
The MIT Fall Career Series is organized in accordance with federal, industry, and MIT guidelines. As a result, employers are expected to follow the Equal Employment Opportunity (EEO) guidelines, the National Association of Colleges and Employers (NACE) Principles for Employment Professionals, and the MIT CAPD Recruiting and Job Offer Guidelines.

CONTACTS

GENERAL QUESTIONS
cf-directors@mit.edu

VIRTUAL BOOTH SETUP
cf-logistics-day@mit.edu

VIRTUAL INFORMATION SESSIONS
cf-logistics-week@mit.edu

TIERS, FINANCIAL ASSISTANCE
cf-employers@mit.edu

PAYMENT INFORMATION
cf-treasurer@mit.edu

FIRST-YEAR INITIATIVES
cf-future@mit.edu
2020 MIT Fall Career Series
Sponsorship Tiers Packet

CAREER SERIES
VIRTUAL SCHEDULE

Friday, September 25th (10am - 3pm ET session)
Government, Non-Profit, and Social Impact
Link
Registration Deadline: Friday, September 18th

Thursday, October 1st (10am - 3pm ET session)
Consulting, Data Analytics, Finance, Investment and Trading
Link
Registration Deadline: Thursday, September 10th

Tuesday, October 6th (10am - 3pm ET session)
Healthcare, Pharmaceuticals, and Sciences
Link
Registration Deadline: Monday, September 21st

Thursday, October 8th (10am - 3pm ET session) (3pm - 8pm ET session)
Hardware, Robotics, and Software
Link
Registration Deadline: Thursday, September 17th -- UPDATE: REGISTRATION CLOSED

Wednesday, October 21st (10am - 3pm ET session)
Chemical, Manufacturing, Materials, Supply Chain, and Sustainability
Link
Registration Deadline: Wednesday, September 30th

Thursday, October 22nd (10am - 3pm ET session)
Aerospace, Defense, Energy, Environment, Sustainability, Transportation
Link
Registration Deadline: Thursday, October 1st
THE APPLICATION PROCESS

The application for the MIT 2020 Fall Career Fair will open at 12:00pm EST on Monday, July 27, 2020 and will close on Friday, August 28, 2020 at 11:59pm EST. **UPDATE: All session registration deadlines are now moved from August 28th to two/three weeks before each session date. Please find the specific deadlines below.**

Each fair session has a unique registration link on Handshake. Please refer to the links above.

Once the platform is live, follow the instructions listed below:

1. Create a [Handshake Account](#) (or login if already an approved employer in Handshake by MIT)

2. Register for your preferred career fair session. Registration links for each fair session are on the previous page. **Registration represents an application to attend, and approval for a particular fair or attendance at any of the fair sessions is not guaranteed.**

3. Every application will be vetted by the Career Fair Committee and MIT Academic Departments. Estimated time frame to approve the applications is 5 business days.

4. Once approved, you will receive an email to make a payment on Handshake. You will also receive a Logistics Packet with more information. **NOTE:** All sponsorship dues must be paid in advance in order to set up your booth on Brazen. The payment deadline for registration for each fair will be two weeks before each session.

5. Brazen virtual booth setup information will be sent out to all confirmed registrants by September 1st, 2020. **UPDATE:** If you registered after this date, you will receive setup information when you are approved and submitted payment.

**NOTE:** If you wish to attend more than one session, please indicate so in the Employer Registration form. The extra session attendance is not guaranteed, and will be evaluated on a first-come, first-serve basis.
This year’s Career Fair Series will be taking place through the Brazen platform. Brazen is an internet-based virtual career fair platform that utilizes chat and video features, among others, in order to create a stellar online experience. This platform will be a central hub for both employers and students to connect in a remote environment while preserving as much of the authenticity of in-person interactions.

- Brazen provides 1:1 text chat, 1:1 video chat, 1:1 audio chat, virtual booths, multi-chat, and other features in order to make the candidate and employer experience as smooth as possible.
- Each Brazen session can host a maximum of 50 company booths.
- Booth ordering on the Brazen session dashboard will be prioritized according to tiers, with Gold sponsors appearing on the top of the page.

Once the deadline for registration has passed on August 28th, 2020, we will send out a separate email on September 1st, 2020 with the official information on how to set up the booths for the event. This can be done easily within the platform as you have control over the content, including listing opportunities, employer information, and external links. UPDATE: Brazen information will be sent out when you are approved for the fair.
## Sponsorship Tiers

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<th></th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze¹</th>
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<td><strong>Publicity</strong></td>
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<td></td>
<td>• Company spotlight on various platforms</td>
<td>• Info session marketing²</td>
<td>Info session marketing²</td>
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<tr>
<td><strong>Virtual Booth Location</strong></td>
<td>Booth locations on the Brazen hiring platform will be prioritized according to tiers, with Gold sponsors appearing on the top of the page</td>
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<td><strong>Price</strong></td>
<td>$3,000.00</td>
<td>$2,000.00</td>
<td>$1,000.00</td>
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¹If you are a company who selected Bronze tier and in need of financial aid, please see the Financial Assistance section for more information.

²Information Session Marketing: Companies may host their own information session or coffee chat during the week of their planned career fair attendance through a platform of their own choosing. These events will be pushed out on various platforms, which may include: Career Fair Series Site, Handshake, Facebook, and LinkedIn. While Bronze sponsors will not receive the same publicity, they are still encouraged to host an event. More information will be included in the Logistics Packet. For any changes or updates to these info sessions after registration, please email cf-logistics-week@mit.edu.

As a note, the MIT Fall Career Fair is not responsible for hosting the information session.
SPONSORSHIP

EXTRA FAIR ATTENDANCE (GOLD & SILVER SPONSORS)

The base cost of a sponsorship tier includes attendance to one fair. If your company is looking to recruit in more than one industry, you may purchase an “extra fair attendance”. Please indicate it in the Employer Registration form. We will review each request on a case-by-case basis and confirm that your company is recruiting for all the indicated roles before approval.

Extra Fair Attendance ........................................................................................................... $500

The deadline to request and pay is August 28th, 2020.
UPDATE: If you are registering after this date, the deadline is the fair registration deadline listed above.
FINANCIAL ASSISTANCE

If your company/organization is in need of financial assistance, we would be happy to try and help. There is limited funding available to subsidize company participation at the Bronze level, and thus this program is operated on a rolling basis.

The application process includes a detailed recruitment budget breakdown and requires a description of financial need. We recommend being as transparent and detailed as possible.

To apply for financial assistance, please select the Bronze tier during employer registration; you will be able to directly access the financial assistance application in the registration form.

Make sure you completely fill out Employer Registration on Handshake and the financial assistance form to be considered.

Applications will be reviewed on a rolling basis. Applicants will be accepted, waitlisted, or declined every two weeks. Companies that are denied the reduced rate are still welcome to purchase a sponsorship tier and attend the fair.

More information on financial assistance can be found on our website https://career-fair.mit.edu/2020-for-employers.

Please contact Employer Relations at cf-employers@mit.edu if you have any questions or concerns.
SPECIAL INITIATIVE: FIRST YEAR FRIENDLY

We have created this initiative to support MIT first year undergraduate students as they transition into the world of career exploration and competitive job markets. For employers, we wanted to offer the opportunity to network with first year students and develop rapport with students early in their undergraduate careers. By investing into relationships with undergraduates in their first year at MIT, companies can establish a robust connection with candidates and increase their likelihood of recruiting students in their subsequent years of study.

Employers can participate by electing into one of two levels of engagement with the first year friendly initiative: FYF and FYF+.

1. **FYF** is intended for companies interested in engaging in career conversations and exploration with students who are in their first year at MIT as of the 2020-2021 academic year.

2. **FYF+** is geared towards companies interested in the same level of engagement as FYF, career conversations and exploration, as well as actively recruiting students who are in their first year at MIT as of the 2020-2021 academic year for internships and related opportunities.

The first year friendly special initiative will be marketed to first-year students, offering the opportunity for participating employers to attract potential candidates. We will highlight participating FYF and FYF+ to the first year undergraduate community.

To receive the "FYF" or "FYF+" designation, employers must indicate during registration their level of participation in the first year friendly initiative in accordance with the descriptions provided about the "FYF" (i.e. career conversations) and "FYF+" (i.e. career conversations plus internships and related opportunities). Please contact the First-Year Liaison at cf-future@mit.edu if you have any questions or concerns.
In partnership with MIT Sloan School of Management and the MIT Environmental Solution Initiative (ESI), the Sustainability Initiative seeks to help students recognize potential employers’ momentum and commitments towards their environmental responsibilities.

Because every business have its own unique challenges and opportunities in addressing sustainability-related issues, the initiative is three-fold:

1. Looking back – providing historical data on what each company has done since 2011. In particular, we have analyzed companies’ annual total carbon emissions and emissions intensity (i.e. the amount of carbon emitted for each good or service provided).
   * Not all companies have been reviewed; smaller or private firms (such as start-ups) that do not publicly disclose their carbon emission or financial data were not investigated.

2. Looking forward – asking all companies if they have any future plans and commitments. Upon registration, employers will be asked 4 questions regarding the organization's commitments to sustainability. **NOTE: The responses will be publicly available to students.**

3. Sparking dialogue – prepping MIT students and employers to engage in conversation about the company's sustainability initiatives, and to bring to the forefront any job opportunities that are directly related to these efforts.

With these efforts, the Career Fair hopes that all students will be able to access information and find careers where they can do well and do good.

If you have any questions or concerns, please contact the Sarah Meyers at ESI, smyers@mit.edu and cf-employers@mit.edu
CANCELLATION POLICY

Cancellation: The full cancellation date for fairs will be September 25th, 2020 or two weeks before the date of the specific fair, whichever is later. If you cancel by these dates, you will receive a full refund less a 5% processing fee charged by our payment vendor. If you were to cancel after these dates, you will not receive a refund, and will be expected to pay the full cost of attending the Fair.

If you have any questions, please email cf-directors@mit.edu