

ANNUAL CONFERENCE



BIOP 2024

ATLANTA | FEBRUARY 22-23



BIOP 2024 CONFERENCE

SPONSORSHIP

OVERVIEW



BIOP

VISION & MISSION



Who we are?

Blacks in Industrial Organizational Psychology (BIOP) is a professional networking and learning non-profit for Black I/O psychologists, practitioners and students. We strive to provide career development opportunities and increase the presence of Blacks in the Industrial Organizational Psychology industry through the facilitation of networking events, seminars and strategic alliances.

Vision

To leave a lasting impact on the industrial-organizational psychology industry.

Mission

Our mission is to uplift Black voices and experiences within the industrial-organizational psychology industry through continued education, mentorship, networking, and awareness-building. We curate events and products addressing disparities unique to the Black community.

Allyship Inclusion

Blacks in I/O Psychology acknowledges the significance of ally membership in accomplishing our objectives. We extend a warm welcome to individuals and groups who are dedicated to supporting and advocating for our community. We urge those interested in becoming ally members to engage in our events, initiatives, and discussions. Collaboratively, we can foster a more equitable and inclusive environment within the field of I/O psychology.



BIOP IN A SNAPSHOT



MAILING LIST

Our monthly newsletters reach 1,817 minority and ally subscribers. Our job postings have an average of 140 clicks, per job.

MEMBERSHIP DEMOGRAPHICS

58% - STUDENT & STUDENT ALLY
Students currently enrolled in high school or college (undergrad or graduate Masters / PhD program)

40% - PROFESSIONAL & PROFESSIONAL ALLY
Professionals engaged in work, research, activities relevant to I/O Psychology or related topics.

2% - HONORED PROFESSIONALS
Professionals with 30+ years of experience in I/O Psychology or related field.

80% Minority Members | 20% Ally Members

Top locations:
USA (CA, MD, VA, FL, GA, IL, NY, NJ, TX) Canada, India, Brazil

SOCIAL MEDIA

Our social media platforms consist of minorities and allies interested in furthering the mission, vision, and goals of Blacks in I/O.

LinkedIn: 996+ members
Instagram: 2,024+ followers*
*Averaging 20,000 impressions & reaches approx. 2,000 in a 30 day period.

*Impressions - # of times post appears to users
Reach - # of unique users who view post*

WEBSITE

Over 1,200 unique browsing sessions. Over 4,400 views of top pages on the Blacks in I/O website. The home page and the I/O job board are the top visited pages.



GOALS

1.

Foster a community

of diverse I/O academics and practitioners

2.

Increase the presence

of black professionals in the I/O Industry

3.

Increase awareness

of the I/O industry at educational institutions nationwide, especially minority serving institutions



4.

Build a pipeline

of diverse and informed I/O candidates

5.

Promote a nation-wide understanding

of the unique experiences that black professionals face in the workplace and serve as a vehicle to enable conversations and evidence based solutions

6.

Empower and equip

our members with the tools, language and resources to address disparities unique to minorities



CONFERENCE DETAILS

This two-day conference will bring together students, academics, and practitioners in the field of industrial and organizational (I/O) psychology to discuss their experiences, challenges, and contributions. This conference is will highlight the achievements of black psychologists and researchers in the field, and to foster an inclusive environment where attendees of all backgrounds can share their knowledge, ideas, and perspectives. The conference will feature keynote speakers, panel discussions, and interactive workshops. It will conclude with a gala to honor and celebrate the contributions of our community, including members, volunteers, and donors who have been instrumental in the field of I/O psychology. This celebration will recognize their efforts and achievements in advancing the field and shaping its future.

Save the Date

February 22nd & February 23, 2024

Location

EMBASSY SUITES ATLANTA AT CENTENNIAL OLYMPIC PARK

267 MARIETTA STREET,
ATLANTA, GA 30313

*For more information on attending or speaking at the conference visit
<https://blacksinio.org/Conference>*



Premier Sponsor \$7,500

* ONE REMAINING

- 8 Complimentary conference attendee passes and gala dinner tickets
- Reserved seating at the evening gala
- Option to acknowledge your company on stage before the keynote address
- Complimentary exhibitor booth
- Email list of attendees
- Logo placement on conference website
- Social Media spotlight
- Premium listing with logo on all event-related marketing, promotional materials, and event signage
- Logo listed on conference bag
- Conference program full page ad space
- Promotional item in conference swag bag

Advocate \$5,000

- 6 Complimentary conference attendee passes and gala dinner tickets
- Complimentary exhibitor booth
- Email list of attendees
- Logo placement on conference website
- Social Media spotlight
- Listed with logo on all event-related marketing, promotional materials, and event signage
- Conference program half-page ad space
- Promotional item in conference swag bag

Partner \$2,500

- 4 Complimentary conference attendee passes and gala dinner tickets
- Logo placement on conference website
- Social Media mention
- Listed with logo on all event-related marketing, promotional materials, and event signage
- Conference program recognition with logo
- Promotional item in conference swag bag

Supporter \$1,000

- 2 Complimentary conference attendee passes
- Social Media mention
- Listed on all event-related marketing, promotional materials, and event signage
- Conference program recognition
- Promotional item in conference swag bag

Friend \$500

- Listed on all event-related marketing, promotional materials, and event signage
- Conference program recognition
- Promotional item in conference swag bag



Gala Sponsor \$10,000

* TWO AVAILABLE

- Exclusive Branding at the gala
- Option to acknowledge your company on stage during the Gala presentation
- 8 Complimentary conference attendee passes and gala dinner tickets
- Premier seating at the evening gala
- Complimentary exhibitor booth
- Email list of attendees
- Logo placement on conference website
- Social Media spotlight
- Premium listing with logo on all event-related marketing, promotional materials, and event signage
- Logo listed on conference bag
- Conference program full page ad space
- Promotional item in conference swag bag

EXCLUSIVE SPONSORSHIPS

TECHNOLOGY SPONSOR - \$15,000 *ONE AVAILABLE

To ensure our conference is accessible to all attendees, we will have standard technology services in place including microphones, large screens, laptops, and more. Throughout the conference, your company will be recognized for enabling us to have the technology needed to host a professional level event.

NETWORKING LUNCH SPONSOR - \$6,000 *TWO AVAILABLE

Over lunch, attendees will be served a meal and given the opportunity to build deeper connections with each other. This sponsorship gives your company the opportunity to creatively feature your brand and introduce the lunchtime activity. You can also help develop the networking activity if desired.

COFFEE BREAK SPONSOR - \$3,000 *FOUR AVAILABLE

Each day of the conference, there will be a morning coffee break and an afternoon coffee break. Your company will be featured during these breaks.

CONFERENCE BADGE SPONSOR - \$1,500

Every conference attendee will receive a conference badge. Your company logo will be featured on the badge and/or lanyard.

** All exclusive sponsorships receive:

- Social Media mention
- Listed on all event-related marketing, promotional materials, website and event signage
- Conference program recognition
- Optional promotional item in conference swag bag



Exhibitor Information

- Exhibitors will receive:
 - 2 exhibitor only registrations (includes 2 complimentary lunch tickets)
 - 6 ft table, tablecloth,+ 2 chairs

Exhibitor Pricing

PREMIER & ADVOCATE SPONSOR	Free with sponsorship package
EXHIBITOR BEFORE SEPTEMBER 2023	\$550
EXHIBITOR AFTER SEPTEMBER 2023	\$750

Exhibitor Hall Hours

Exhibitor booths will be in the main ballroom and in the hallway, giving attendees constant access to your setup. The exhibit hall will be open during both days of the conference. Tear down will occur before the Gala. More details will be provided closer to the event.

Exhibit assignments will be made in order in which applications are received. Payment in full is required in order to reserve exhibit space.





THANK YOU

CONTACT US TODAY

TO RESERVE ONE OF OUR LIMITED SPONSORSHIP OPPORTUNITIES!



blacksiniopsych@gmail.com



blacksinio.org

Sponsorship requests are due by January 5th, 2024. All payments are due by February 1st, 2024.

STAY CONNECTED

FOLLOW OUR SOCIAL MEDIA CHANNELS



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



www.facebook.com/biopsych



<https://www.linkedin.com/company/blacks-in-io-psychology/>

