

2003 American Nuclear Society Student Conference Sponsorship Packet



American Nuclear Society
Berkeley Student Section
4101 Etcheverry Hall
Berkeley, CA 94720-1730

ans@nuc.berkeley.edu
<http://www.nuc.berkeley.edu/ans/conf>

About the Conference

Each year, the student branches of the American Nuclear Society compete for the honor of organizing and hosting a Student Conference. In the past, multiple regional conferences have been held, but in recent years the number of attendees has dwindled and only one national conference has been scheduled. This year, for the first time in history, the Student Conference will be hosted by the University of California at Berkeley. The conference dates are April 2-5, 2003, but planning is already under full steam. As usual, the conference will feature presentations of student research, several speakers, a professional development workshop, and a career fair. There will also be ample opportunity for informal interaction between students and faculty, professionals, role models, and prospective employers. This year's conference will be hosted in conjunction with the Advanced Fuel Cycle Initiative program meeting, and projected attendance is approximately 300 students.

This Year's Theme

This year's theme is, "Living in a Nuclear-Free Zone?" The conference theme takes its wording from the ironic "Nuclear Free Zone" signs that greet visitors to one of the birthplaces of nuclear science (see photo). A portion of the city charter entitled the "Nuclear Free Berkeley Act" requires these signs as a visible reminder of the city's opposition to not only nuclear weapons, but also nuclear power and "the nuclear fuel cycle as a whole."¹

Unfortunately, though public opinion has begun to change, this anti-nuclear attitude is still widespread. This year's theme was chosen to address not only the benefits of nuclear technology, but also the challenges that must be confronted if the predicted renaissance of nuclear power is to be a timely reality. The conference will specifically explore activities in which students can participate to support and advance the nuclear engineering industry. It will also investigate opening lines of communications between the nuclear community and the public and seek to identify opportunities for student outreach and public involvement.



¹ City of Berkeley Municipal Code, Title 12, Chapter 12.90 (Nuclear Free Berkeley Act), Section 12.90.020.

Preliminary Schedule

| | Wednesday April 2 | Thursday April 3 | | Friday April 4 | | | Saturday April 5 | | | | | | | | |
|----------------|--------------------------|-----------------------|-----------------------------|----------------|---|-------------------|-----------------------|---|-------------------|-----------------------------|-----------------------------------|-------------------|--|--|-------------------|
| 08:00 – 09:00a | Arrival and Registration | Continental Breakfast | | Registration | Continental Breakfast | | Continental Breakfast | | | | | | | | |
| 09:00 – 10:00a | | | Poster Session (AFCI & ANS) | | Career Fair (Open to conference attendees and all UCB students) | Technical Session | Late Registration | Career Fair (Open to conference attendees only) | Technical Session | | | | | | |
| 10:00 – 11:00a | | Area Tours | | | | | | | | | | | | | |
| 11:00 – 12:00p | | | | | | | | | | | | | | | |
| 12:00 – 01:00p | | | | | | | | | | | Professional Development Workshop | | | | |
| 01:00 – 02:00p | | | | | | | | | | | | | | | |
| 02:00 – 03:00p | | | | | | | | | | | | Technical Session | | | Technical Session |
| 03:00 – 04:00p | | | | | | | | | | | | | | | |
| 04:00 – 05:00p | | | | | | | | | | Reception | | | | | |
| 05:00 – 06:00p | | | | | | | | | | | Poster Session Q&A | | | | |
| 06:00 – 07:00p | Welcome Session | | | | | | | | | Banquet and Awards Ceremony | | | | | |
| 07:00 – 08:00p | | Plenary Session | | Social Mixer | | | | | | | | | | | |
| 08:00 – 09:00p | | | | | | | | | | | | | | | |
| 09:00 – 10:00p | | | | | | | | | | | | | | | |

Preliminary Budget

(Figures are based on expected attendance of 300 students and 100 professionals.)

| | Per person | Total |
|--|--------------|---------------------------|
| EXPENSES | | |
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| Meals | | |
| <hr/> | | |
| Continental Breakfast (3 days) | \$5 | \$6,000 |
| Judges' Breakfast | \$15 | \$750 |
| Coffee and Tea (2 days) | \$3 | \$2,400 |
| Lunch (Professional Development Workshop) | \$15 | \$4,500 |
| Reception | \$5 | \$2,000 |
| Social Mixer | \$20 | \$8,000 |
| Banquet | \$25 | \$10,000 |
| | | |
| Awards and Gifts | | |
| <hr/> | | |
| Trophies/Certificates | | \$500 |
| Best Presentation Awards (as funds allow) | | \$2,000 |
| Speaker Gifts | | \$150 |
| Student Gifts | \$5 | \$2,000 |
| | | |
| Transportation | | |
| <hr/> | | |
| Rental Vans / Charter Buses | | \$800 |
| Attendee Airfare (as funds allow) | \$200 | \$60,000 |
| | | |
| Facilities Rental | | |
| <hr/> | | |
| Meeting Rooms | | \$3,500 |
| AV Equipment | | \$1,500 |
| | | |
| Miscellaneous | | |
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| Printing for Attendees | \$15 | \$6,000 |
| Printing and Mailing for Other Conference Expenses | | \$2,000 |
| Speaker Expenses | | \$1,000 |
| <hr/> | | |
| | TOTAL | \$306 |
| | | \$113,100 |
| | | (including travel) |
| | | |
| REVENUES | | |
| <hr/> | | |
| Registration Fees | | |
| <hr/> | | |
| Students | \$25 | \$7,500 |
| Professionals | \$250 | \$25,000 |
| | | |
| Fundraising | | \$80,600 |
| <hr/> | | |
| | TOTAL | \$113,100 |

How You Can Help

As with previous conferences, the success of the Student Conference depends on the continued assistance of private sponsorship. In the past, the major financial contributors to the conference have fallen into three categories: industry, government agencies (including national laboratories), and American Nuclear Society professional divisions. However, the conference organizers frequently have been asked how individuals and smaller organizations can show their support. Below are listed several ways in which *anyone* who wishes can get involved and demonstrate to the students attending the conference that nuclear engineering is important to the future of our country. To pledge your support, please fill out the form at the end of this sponsorship packet and return it to the address shown. The form may also be submitted online at our website.

The American Nuclear Society Berkeley Student Section is part of the Associated Students of the University of California, which is a registered non-profit association. Three forms of sponsorship are fully tax-deductible: sponsoring an event, supporting student travel, and donating to the conference. Upon receipt of your contribution, an official letter will be sent confirming the amount of your gift and providing our tax-free ID number for your records.

Register for the Career Fair

As a new feature this year, the first day of the career fair will be open to the general student population at UC Berkeley as well as to the conference attendees. The publicity surrounding the career fair will be specifically targeted at graduates and undergraduates in engineering and the physical sciences, though liberal arts majors are invited to attend as well. The second day of the fair will be restricted to attendees of the Student Conference. This allows organization representatives to focus more attention on students already interested in the nuclear sciences.

Registration for the two-day career fair is \$1000 if received before February 1, and \$1500 thereafter. The fee includes registration for all conference functions for two professionals and a copy of the conference Resume Book (CD or hard copy, as desired). Extra members of your organization may be added for \$200 each, and additional copies of the Resume Book may be purchased for \$150 each. Also included in the registration fee are one parking space, one 6-foot table, and two chairs. Access to an electrical outlet can be arranged by request, and a shipping address will be provided for your displays. Please note that space is limited, and will fill on a first come, first served basis.

For more information, or to register your organization, please visit the conference website (<http://www.nuc.berkeley.edu/ans/conf>) and click on “Career Fair”, then “Register Your Group”.

Sponsor or Co-Sponsor an Event

For organizations wishing to interact more closely with conference attendees or to achieve greater name recognition, sponsoring an event is ideal. There are several events available for sponsorship.

Refreshments – Sponsoring one of the following refreshment sessions includes placards on all food and beverage tables reading, “Refreshments provided by XYZ Corporation”. A company logo and slogan may be added. Additionally, the conference program will credit the organization for its donation. Refreshment breaks are estimated as follows for 500 attendees (students and professionals).

| | |
|--|--------|
| Continental Breakfast (any day of the conference)..... | \$2000 |
| Judges Breakfast | \$1000 |
| Thursday Evening Reception..... | \$2000 |

Coffee Break – Coffee breaks will be scheduled as an intermission in all technical sessions. Sponsoring a coffee break not only includes placards and listing in the conference program (as with other refreshments), but also entitles the organization to setup promotional materials and station representatives in the area where the coffee break is held. This is a great opportunity to separate your organization from the others at the career fair, and allows you to interact with students on an informal level.

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| Coffee Break | \$500 |
|--------------------|-------|

Professional Development Luncheon – A Professional Development Workshop is usually held on Friday of the conference. Often this workshop is given as a luncheon for attendees. Topics focus on skills that are valuable for students to learn as they set out into the professional world, such as proper interviewing techniques or how to give an effective presentation. One topic being considered for this year is the importance of the Professional Engineering (PE) exam. Sponsorship of this event is for the cost of the luncheon, but if your organization wishes to give the workshop as well, please contact us. Professional Development Luncheon (estimated \$15 per person, 300 attendees).....\$4500

Social Mixer – Probably the best-attended and most-appreciated event of the conference is the social mixer to be held Friday night. Sponsoring this event ensures a favorable reputation for your organization with the students. The conference organizing committee is currently evaluating various ideas for this year’s social mixer. Previous events have included the rental of a lodge (complete with go-carts, batting cages, pool tables, and a dance floor), and a “casino night” where students bet fake money and used their winnings to bid on donated prize items at the end of the night. Any organization that wishes to sponsor or co-sponsor the social mixer may help with ideas and planning if desired.

| | |
|---|--------|
| Social Mixer (estimated \$20 per person, 400 attendees) | \$8000 |
|---|--------|

Awards Banquet – The Saturday evening Awards Banquet closes the conference. Traditionally, this banquet includes a buffet with several entrees, side dishes, and desserts. During the banquet, a keynote address is delivered and cash awards are given for the best student presentations in each category. Sponsorship is available for the banquet itself, with placards on the buffet and the dining tables to thank your organization. The number and amount of student paper awards will be determined by available funds, but any awards sponsored by an organization will be listed in the conference program, announced at the awards banquet, and printed on the award itself.

| | |
|---|---------------------------|
| Banquet (estimated \$25 per person, 400 attendees)..... | \$10000 |
| Best Presentation Awards | suggested \$100 per award |

Advertise in the Program

The Conference Program is given to all attendees. It contains the conference schedule as well as speaker biographies, maps, information on the career fair, and other useful information. Advertising space may be purchased in the Conference Program at the rates listed below. Purchase of any ad also includes an identical ad placed on the conference website.

| | |
|---|--------|
| Website-Only Ad | \$150 |
| Quarter-Page Ad | \$250 |
| Half-Page Ad (includes Resume Book)..... | \$500 |
| Full Page Ad (includes Resume Book and registration of 1 Professional)..... | \$1000 |

Support Student Travel

Given that Berkeley is somewhat isolated from the majority of universities with nuclear engineering programs, supporting student travel to the conference will be critical to ensure the success of the conference. Ideally, funds would be secured and allocated well in advance so that students can make travel arrangements. Travel support would be used to make travel more affordable, but students would still cover a portion of their airfare. Our goal for the travel fund is \$60,000 (300 students at \$200 per student). Should we fall short of our goal, students with financial need and students coming the longest distance will have priority.

Travel Fund suggested \$200 per student

Donate to the Conference

The Berkeley ANS Section uses a unique scale to indicate sponsorship levels. A donation allows you or your organization to be listed in the Conference Program (and on the conference website) under your corresponding level. Registering for the career fair, sponsoring an event or placing an ad in the Program will also count towards your sponsorship level. If you prefer to be listed anonymously or not to have your donation level revealed, we will gladly accommodate your request. Donations may also be earmarked for special use, such as “publishing costs”, “banquet expenses”, “student travel”, or “government donation – technical session use only”.

| | | | |
|----------------------------------|--------------------|----------------------------------|----------|
| Passerby..... | undisclosed amount | Real Good Buddy | \$600 |
| Jerk | \$1 | Really Gosh Darn Good Buddy..... | \$700 |
| Starving Undergrad Student | \$5 | Righteous Dude | \$800 |
| Starving Grad Student | \$10 | Would Lend Socks To | \$900 |
| Civil Servant..... | \$25 | Benefactor..... | \$1000 |
| Research Lab Employee | \$50 | A Real Prince..... | \$1500 |
| Familiar Face | \$75 | Big Spender | \$2000 |
| Affiliate | \$100 | Deep Pockets | \$2500 |
| Neighbor..... | \$150 | Uncle Moneybags | \$5000 |
| Acquaintance | \$200 | Might Lend Underwear To | \$7500 |
| Patron | \$250 | Grand Poobah | \$10000 |
| Friend | \$300 | Darby’s Special Friend | \$25000 |
| Swell Pal..... | \$400 | Has Proud Mom..... | \$50000 |
| Good Buddy | \$500 | Member | \$100000 |

Be a Judge

One of the most important ways in which individuals can get involved in the Student Conference is to register as a judge. Judges will be assigned to attend one or more technical sessions and perform evaluations of the student presentations. The judges' comments are used to determine the Best Presentation awards given at the Awards Banquet, and the students look forward to the comments as valuable feedback. Judges' duties require attendance at the conference for both Friday and Saturday, as well as a mandatory Judges' Breakfast on Friday morning to explain the judging procedure and hand out evaluation forms. To register as a judge, please visit the conference website at <http://www.nuc.berkeley.edu/ans/conf> and click on "Registration". Register as a professional (for a cost of \$250) and indicate that you wish to be a judge on your form. The registration fee will be waived if you are sponsoring us in other ways.

If there is any other area in which you or your organization wishes to support the conference, please contact the organizing committee and let us know. Prices and sponsorship opportunities listed here are subject to change.

Contact Information

For more information on anything in the sponsorship packet, or for general conference questions, please contact the organizing committee at:

American Nuclear Society
Berkeley Student Section
4101 Etcheverry Hall
Berkeley, CA 94720-1730

ans@nuc.berkeley.edu

You may also reach a Conference Chair by telephone:

| | | |
|---------------|--|----------------|
| Darby Kimball | (510) 643-9281 office; (510) 682-3378 mobile | (Pacific Time) |
| Lance Kim | (202) 549-6791 mobile | (Eastern Time) |

The most recent information on the conference, including a digital copy of this sponsorship packet, may be found on our website:

<http://www.nuc.berkeley.edu/ans/conf>

2003 ANS Student Conference Sponsorship Form

Please complete the form and return to:

American Nuclear Society
ATTN: Sponsorship
4101 Etcheverry Hall
Berkeley, CA 94720-1730

You may also fill out the form on our website.

Special instructions or comments may be given on an attached sheet.

Individual/Organization Name (for our records):

Individual/Organization Name (as it should appear in the Program):

Mailing Address, Phone Number, and Email for Contact:

1. Career Fair Registration

(To register, please visit our website (<http://www.nuc.berkeley.edu/ans/conf>) and click on "Career Fair", then "Register Your Group". The registration fee may be sent separately or included on this form.)

Career Fair Registration with 2 Professionals –

\$1000 before February 1, 2003; \$1500 thereafter \$ _____

Each Additional Professional – \$200 \$ _____

Each Additional Resume Book – \$150 (____ books, ____ CDs) \$ _____

TOTAL CAREER FAIR \$ _____

2. Event Sponsorship (Please list event(s) below)

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

TOTAL EVENT SPONSORSHIP \$ _____

3. Advertising

(Please list type of ad below. Include a paper copy of your ad with this form, and e-mail any digital copies you may have to ans@nuc.berkeley.edu .)

_____ \$ _____

_____ \$ _____

TOTAL ADVERTISING \$ _____

4. Donation

Amount for donation \$ _____

Do you wish your sponsorship level revealed? Y / N

TOTAL DONATION \$ _____

TOTAL SPONSORSHIP AMOUNT \$ _____

Checks should be made out to "ASUC / American Nuclear Society".

All sponsorship opportunities are on a first come, first served basis. Any questions regarding this form may be directed to Darby Kimball at ans@nuc.berkeley.edu, (510) 643-9281 office, or (510) 682-3378 mobile.