



Saturday  
May 14th  
2022

ROSS PARK MALL  
A SIMON MALL

11AM-4PM

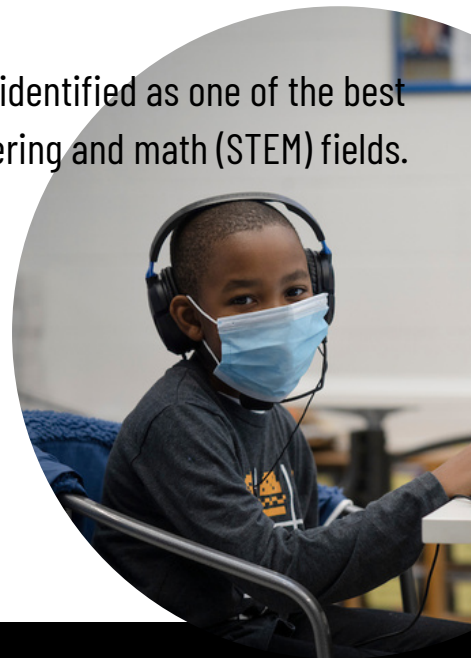
We are excited to announce the only STEM & Career Expo in the Pittsburgh region this spring 2022! This is your chance to be in front of thousands of youth, teens and young adults to interact with demonstrations and workshops, mentor teens about jobs in your industry, and even speak with qualified young adults ready to start working now!

Demonstrations are the most cost effective way to showcase your company to the next generation, many of whom may not have heard about you before! Youth of all ages and backgrounds, from all across our region will be in attendance.

TribLive's January 22, 2020 wrote that the Pittsburgh metro area has been identified as one of the best markets in the country for people who work in science, technology, engineering and math (STEM) fields.

The personal finance website WalletHub's January 27, 2021, released results of a new study that has Pittsburgh ranked sixth best cities for Technology jobs, ahead of such cities as San Francisco, Minneapolis and San Diego.

**How prepared is your company for future growth and sustainability?**



**PURPOSEFUL IMPACT PITTSBURGH**  
ENGAGE INSPIRE GROW

Contact Us TODAY!

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## ***CONSIDER THESE FACTS:***

- The National Association of Manufacturing and Deloitte report that the United States will have to fill 3.5 million STEM jobs by 2025, with more than 2 million of them going unfilled because of the lack of highly skilled candidates in demand.
- The Pittsburgh Post Gazette recently reported these findings: “Workers in the trades – from carpenters and iron workers to steamfitters and electricians – are bracing for an influx of funding from the \$1.2 trillion federal Infrastructure Investment and Jobs Act that Congress passed earlier this month. The package will pour billions of dollars into projects to improve roads, bridges and highways; increase access to broadband networks; replace lead pipes; and invest in green technology such as electric cars and charging stations. To make that all happen, companies tapped to handle those projects will need to add staffing. All that job creation begs the question: Are there enough workers available with the necessary skills?”
- Companies must diversify their workforce, especially those in technology fields. Many youth and teens simply need exposure to positions and confidence to know that STEM careers are attainable!

## ***ABOUT STEM & CAREER EXPO***

**Purpose:** To connect companies and secondary education institutions to the next generation for the purpose of Inspiring, engaging, and educating them so that they might be inspired to explore STEM careers. Many youths do not think these positions are attainable. This forum is a fun way to show them that STEM careers are not only attainable but very interesting!

**Partners:** WPXI and Get Marty along with social media, radio and Ross Park Mall advertising. Boys & Girls Clubs of Western Pennsylvania will be the nonprofit partner and will receive a % of the proceeds as well as conduct STEM workshops at their site before and following this one day event. Your company will have an opportunity to host an event at one of the clubhouses. Mentoring, conducting hands-on or educational workshops, tips on getting ready for interviews, STEM classes etc.

**Goal:** to inspire and excite the next generation which will advance the economic development in our communities, increase diversity in lucrative careers, and open up a pipeline of employees for companies who are present.

**When: May 14, 2022**

**Time: Saturday from 11AM - 4PM**



## ***WHO WILL ATTEND?***

Anyone attending elementary through college age is invited to attend! Schools will be invited to exhibit as well as bring buses of students. The goal is to have a diverse group of youth present with all areas of our region represented. Previous events have had approximately 4,000 in attendance for the day. We also will be hosting a minimum of 4 mentoring events at the local Boys and Girls Club preparing them for the education and career path journey. Williams will have the opportunity to participate. These events will be highlighted as part of our media initiative.

## ***HOW WILL YOUR COMPANY BENEFIT?***

- The ability to showcase what your company does at the only on site STEM & Career Expo in our region!
- Ongoing media support campaign with television, social media, print and radio that will build bridges between the younger generation and companies in technology, science, engineering and manufacturing. Educating, Encouraging and Inspiring kids at a young age to pursue STEM related careers.
- The ability to steer and guide teens toward the appropriate classes and majors.
- The ability to be in front of the youth and teens from all across our region.
- The ability to talk to young adults about jobs available now!
- A percent of the proceeds will go back to Boys & Girls Clubs of Western Pennsylvania (BGCWPA) and the money will go to their STEM education programs. Connections to the STEM team at BGCWPA will help you continue year-long corporate social responsibility programs.

**Sponsorship logos will be included in promotion and advertising, space to hold interactive activities on site at the event. Educational interviews through television commercials and STEM related announcements.**

**Title, Presenting and Key sponsorships are also available which includes naming rights, promotions, advertising, space for interactive activities during the one day event as well as one month of participation of various interactive workshops at Boys & Girls Clubs of Western Pennsylvania locations (which will also be covered on all media). Sponsorships range from \$5,000 for event space to \$30,000 for the entire month of workshops and media coverage, TV, radio, social media, Billboards, interviews etc highlighting STEM/STEAM/tech in the region.**

