



MIT xFAIR 2024

February 9th, 2024 @ Samberg Conference Center
50 Memorial Drive, Cambridge, MA 02139

WHAT IS XFAIR?

xFair is more than booths, name tags, and blazers — it's an exhibition of the latest pursuits by companies and students combined. The result is a unique showcase of raw talent, ideas, and passion. With over 2000 MIT undergraduate and graduate students in attendance, xFair is MIT's largest career fair and tech expo.

WHY COME?

At xFair, companies can showcase their products and services to thousands of MIT's best and brightest students in order to build their brands. On top of that, xFair allows companies to demonstrate tangible projects that students can work on through potential internships and jobs.

Through xFair, companies can make meaningful connections with talented MIT students. As part of the xFair experience, the best of MIT student talents will be showcased by the addition of the exposition of student projects this year. These projects range from flying vehicles to self-made 3D printers, all of which contribute to xFair's interactive and engaging atmosphere. The table on the next page outlines the benefits of sponsoring xFair, the various sponsorship tiers available for purchase, and changes in how xFair will be held due to inclement weather.

GENERAL INFORMATION

Each company is allowed to bring up to three company representatives. xFair highly recommends companies to bring demos and merchandise. The xFair venue will provide opportunities for networking with students and recruiting.

SOUNDS COOL?

Contact our corporate relations team at xfair-cr@mit.edu or apply directly at apply.xfair.io. Our deadline is **January 5, 2024**. We'd love to hear from you!

All companies attending MIT recruiting events must follow MIT CAPD guidelines, which can be found at: <https://capd.mit.edu/resources/recruiting-guidelines/>

IN-PERSON SPONSORSHIP TIER INFORMATION

Gold \$6000

Fair Attendance:

- 2 Booths
- High Priority Placement
- Guaranteed Interview Space

Branding:

- Company Info and Logo in Booklet
- Prominent Logo in MIT Newsletter
- Highlighted on Website and Social Media Spotlight

Add-ons:

- Priority Audio/Visual Support
- Unlimited Mail

Tech Talk

- 50% off tech talk

Silver \$4000

Fair Attendance:

- 1 Booth
- Priority Placement
- Guaranteed Interview Space

Branding:

- Company Info and Logo in Booklet
- Logo in MIT Newsletter and Promotional Flyers
- Social Media Spotlight

Add-ons:

- Priority Audio/Visual Support
- Complimentary Monitor (upon request)
- 6 packages <50 lbs

Bronze \$2000

Fair Attendance:

- 1 Booth
- First-come First-served Interview Space

Branding:

- Logo in MIT Newsletter
- Company blurb and info on website

Add-ons:

- Electrical Outlets
- \$200 add-on monitor
- 1 package <50 lbs

EXTRA NOTES

COMPANY SELECTION CRITERIA

Due to space constraints, xFair is not able to accept all companies that apply. The ideal company for xFair 2024 is one that:

- Uses innovative and cutting-edge technologies to set themselves apart from their competition.
- Is willing and able to bring demos, prototypes, and/or interactive displays to engage with attendees.
- Has openings for internships/full-time positions in Summer 2024, or co-op positions for Spring-Winter 2024.
- Is open to applicants from a wide range of class years.

Previous attendees have preferred re-acceptance.

TECH TALKS

Tech Talks are opportunities for companies to share in-depth info on their work with students on a larger platform. They are held before the fair and usually last for an hour. The cost will be \$1,500 (\$750 for Gold-level sponsors).

This fee covers the reservation of a lecture hall for the talk, AV support, publicity, and catering for up to 150 attendees. Due to space constraints, we will only be able to hold a limited number of Tech Talks, and some requests may be denied.

INCLEMENT WEATHER POLICY

In the event of inclement weather, xFair will move online and the fair will be held through Brazen. This decision will be made at least 1 week in advance based on the weather forecast. If xFair does move online, participating companies will be given a 50% discount, with the option to pull out of the fair for a 90% discount.