

WICKED STEM

PRESENTED BY:



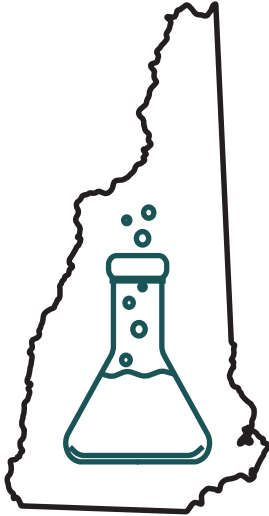
Southern
New Hampshire
University

SPONSORSHIP

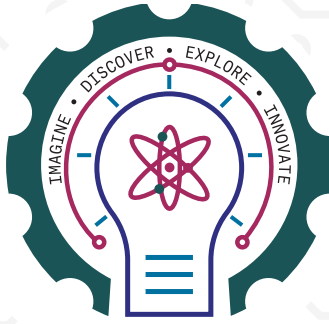
SNHU Athletic Field House • Manchester
September 19, 2026 | 11AM - 5PM

NEW HAMPSHIRE
UNION LEADER

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WHO

High school and college students from Northern New England will explore the different disciplines of STEM to help them formalize their education plans while discussing careers and internships with participating companies. Hands on activities will be available for a range of ages from elementary through high school.

WHAT

STEM companies from Northern New England will convene at Wicked STEM to showcase their products, provide hands on STEM activities, and network with the future workforce.

WHEN

September 19, 2026

WHERE

SNHU Athletic Field House
2500 N. River Road, Manchester, NH

WHY

The mission of Wicked STEM is to cultivate and sustain the interest of the region's youth in STEM careers by providing an exciting and engaging face-to-face experience where they will learn, engage and connect with local experts.

WELCOME TO WICKED STEM!

Connect with youth in Northern New England all in one location.

Join us at Wicked STEM and together we will educate, inspire and connect the youth of Northern New England with the vast STEM community in New Hampshire, Maine, Vermont and Massachusetts.

Wicked STEM will

- Have interactive exhibits and activities provided by our exhibitors and sponsors
- Be a fun, informative and inspiring event for students
- Be the place to be to showcase your company to the future workforce

Wicked STEM will be promoted throughout New England with print, digital, radio and social media. Information on Wicked STEM will be sent to colleges, universities and school districts throughout New England.

As a Wicked STEM participant, we look forward to helping you:

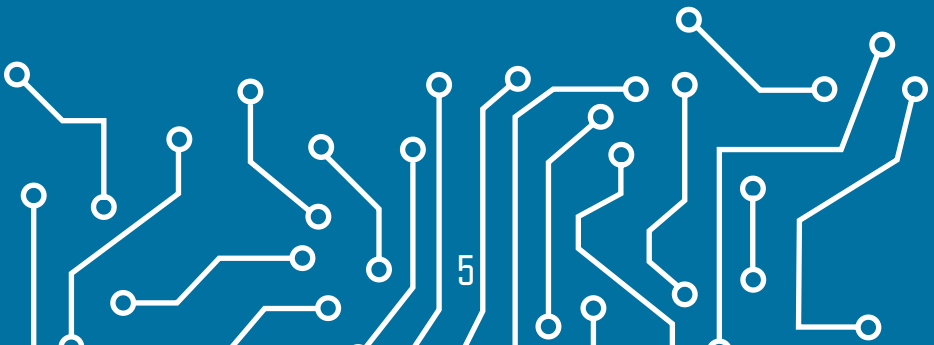
Make connections with college students. Fill your open positions with graduating seniors and summer interns.

Highlight a new product to the community and increase your brand awareness.

Empower the next workforce generation to see a whole world of possibilities for the future.

Thank you for your interest in Wicked STEM! We look forward to working with you to educate and create the workforce of the future.

New Hampshire Union Leader Events Team



EXHIBITORS

Exhibitor Booth Packages (10'x10')



Pipe and Drape (8' high-back-wall, 3' high-side-rails)

One (1) six foot skirted table

Two (2) folding chairs

One (1) wastebasket with liner

One (1) ID Sign

Internet

Company listed as an exhibitor on the event website,
plus the e-agenda & floorplan

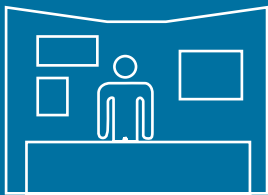
All exhibitors have the opportunity to provide an item in the attendee giveaway bag and to donate a raffle prize to be given away at the event.

\$650 Early Bird Price

\$850 Full Price

\$50 Power (includes one standard outlet 120V)

*Price is per 10x10 space



● Exhibitor Booth Packages (10'x20')

Pipe and Drape (8' high-back-wall, 3' high-side-rails)

Two (2) six foot skirted table

Four (4) folding chairs

One (1) wastebasket with liner

One (1) ID Sign

Internet

Company listed as an exhibitor on the event website,
plus the e-agenda & floorplan

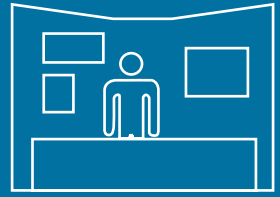
All exhibitors have the opportunity to provide an item in the attendee giveaway bag and to donate a raffle prize to be given away at the event.

\$900 Early Bird Price

\$1,100 Full Price

\$50 Power (includes one standard outlet 120V)

● Exhibitor Booth Packages (20'x20')



Pipe and Drape (8' high-back-wall, 3' high-side-rails)

Two (2) six foot skirted table

Four (4) folding chairs

One (1) wastebasket with liner

One (1) ID Sign

Internet

Company listed as an exhibitor on the event website,
plus the e-agenda & floorplan

All exhibitors have the opportunity to provide an item in the attendee giveaway bag and to donate a raffle prize to be given away at the event.

\$1,000 Early Bird Price

\$1,300 Full Price

\$50 Power (includes one standard outlet 120V)

SPONSORSHIP: CUSTOM PACKAGES

Presenting Sponsor \$10,000



- + **Company logo added to Wicked STEM logo as “presented by Your Company”**
- + **Company mentioned in press releases and Union Leader media coverage**
- + **30-minute speaking slot on the main stage**
- + **20x20 exhibitor booth (prime location)**

Full page ad in the STEM special section (published September 19, 2026)

Company logo on all print plus additional digital exposure

Company logo on event website linked to your website

Company thanked on social media

Company logo on onsite signage plus e-agenda & floorplan



• Event Lighting Sponsor \$10,000



*Photo is meant for illustrative purposes and final item may look different

+ **Company name
projected on Gobo.**
(prime location)

+ **Event Lighting**

+ **20'x20' exhibitor booth**
(prime location)

Full Page ad in STEM special section (published September 19, 2026)
Company logo on all print, plus additional digital exposure
Company logo on event website linked to your website
Company thanked on social media
Company logo on onsite signage plus e-agenda & floorplan

• Stage Sponsor \$7,000



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- + **Company logo on the banner on the main stage**
- + **30-minute speaking slot on stage**
- + **10x10 exhibitor booth**

Half page ad in STEM special section (published September 19, 2026)

Company logo on event website linked to your website

Company thanked on social media

Company logo on onsite signage plus e-agenda & floorplan



Video Sponsor \$8,000

- + **Company logo shown on the bottom corner of the screen of the event recap video**
- + **Video will be shown on all Union Leader social media accounts, the event's Facebook/Instagram pages and on the event's website**
 - The video will be used to promote the 2026 Wicked STEM expo
- + **10x10 exhibitor booth**

Half page ad in STEM special section (published September 19, 2026)

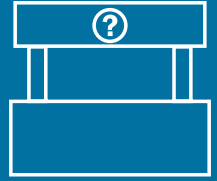
Company logo on event website linked to your website

Company thanked on social media

Company logo on onsite signage plus e-agenda & floorplan



• Info Booth Sponsor \$5,000



*Photos are meant for illustrative purposes and final items may look different

+ Company logo to be placed on signage for the info booth

- Located at the entrance, the info booth will be the first stop for attendees as they navigate the show floor

+ 10x10 exhibitor booth

Quarter page ad in STEM special section (published September 19, 2026)

Company logo on event website linked to your website

Company thanked on social media

Company logo on onsite signage plus e-agenda & floorplan



Registration Sponsor \$5,000



*Photo is meant for illustrative purposes and final item may look different

- + **Company logo on all registration counters**
- + **Company logo on online registration page**
- + **10x10 exhibitor booth**

Eighth page ad in STEM special section (published September 19, 2026)

Company logo on event website linked to your website

Company thanked on social media

Company logo on onsite signage plus e-agenda & floorplan

T-Shirts
\$5,000



+ Company logo to be printed on the t-shirts given out to the first 450 attendees



+ 10x10 exhibitor booth

Half page ad in STEM special section (published September 19, 2026)

Company logo on event website linked to your website

Company thanked on social media

Company logo on onsite signage, plus e-agenda & floorplan



**Bag Sponsor
\$3,500**

+ Company logo on the bag provided to the first 500 attendees



**Photo is meant for illustrative purposes and final item may look different*

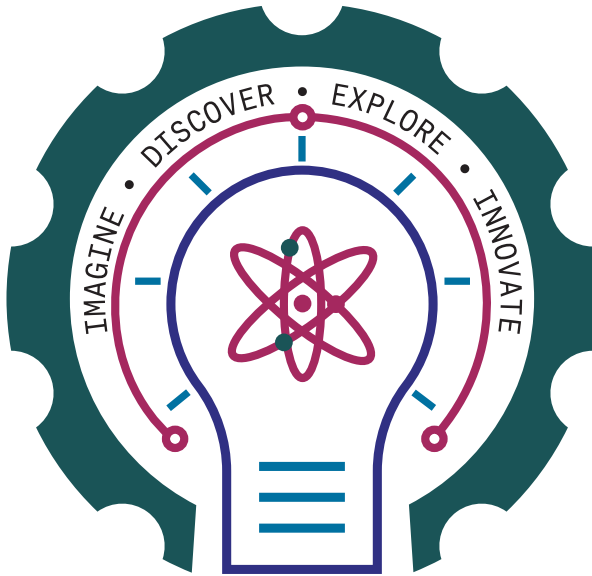
+ 10x10 exhibitor booth

Quarter page ad in STEM special section (published September 19, 2026)

Company logo on event website linked to your website

Company thanked on social media

Company logo on onsite signage, plus e-agenda & floorplan



WICKEDSTEM

Northern New England STEM Expo

PRESENTED BY:



NEW HAMPSHIRE
UNION LEADER

Open up New Hampshire.

SPONSORSHIP: GENERAL PACKAGES

General Sponsorship Opportunities



Platinum – \$8,500

20x20 exhibitor booth (prime location)

Company logo on all event print ads (in larger size)

Prominent placement of logo on onsite signage, plus e-agenda & floorplan

Company logo on event website linked to your website

Company thanked on social media

Full page ad in STEM special section (published September 19, 2026)

GOLD – \$7,500

10x20 exhibitor booth

Company logo on all print ads, plus additional digital exposure

Company mentioned in special social media post for gold sponsor

Company logo on event website linked to your website

Company logo on onsite signage, plus e-agenda & floorplan

Company thanked on social media

Half page ad in STEM special section (published September 19, 2026)



General Sponsorship Opportunities (cont.)

Silver – \$5,000

10x10 exhibitor booth

Company logo on all print ads

Company logo on event website linked to your website

Company logo on onsite signage, plus e-agenda & floorplan

Company thanked on social media

Quarter page ad in STEM special section (published September 19, 2026)

Bronze – \$2,500

10x10 exhibitor booth

Company logo on event website linked to your website

Company logo on onsite signage, plus e-agenda & floorplan

Company thanked on social media

Eighth page ad in STEM special section (published September 19, 2026)

General Sponsorship Opportunities (cont.)



Supporter – \$1,200

10x10 exhibitor booth

Company logo on event website linked to your website

Company logo on onsite signage, plus e-agenda & floorplan

Company thanked on social media

1/16 page ad in STEM special section (published September 19, 2026)

ADVERTISING OPPORTUNITIES

Special Sections



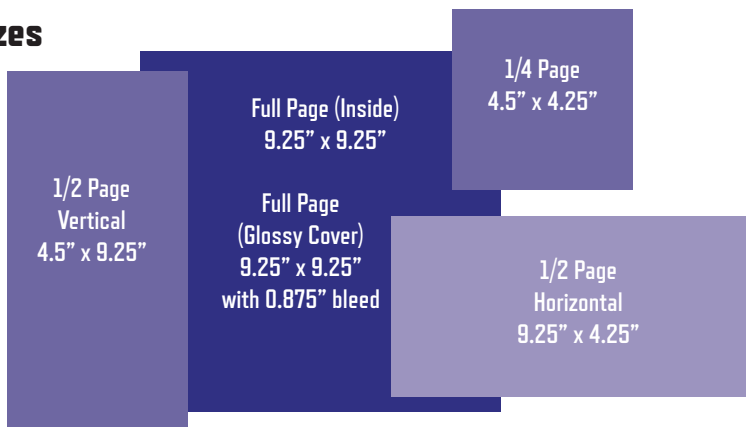
Wicked STEM: Highlighting New Hampshire's Innovators

PREMIUM EDITION

Published September 19, 2026

STEM stands for Science, Technology, Engineering, and Mathematics; with a focus on research, problem solving, critical thinking, and creativity. This special section will focus on the opportunities available in today's and tomorrow's careers. Local businesses and organizations will share what is new in technology and how students can best prepare themselves for a successful future. An understanding of Science, Technology, Engineering, and Mathematics will help us solve the challenges of tomorrow. will explore how the future is taking shape in the Granite State's employment future.

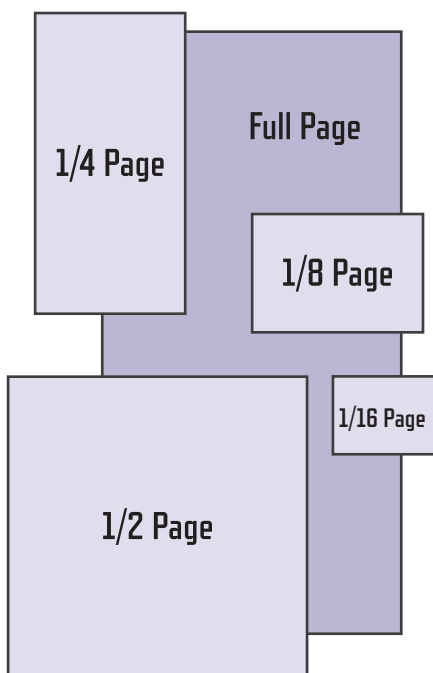
Ad Sizes





Print Ad Options

Print Ad Sizes



● Digital Ad Options



Digital

Homepage Bottom Bar Adhesion

This ad unit remains at the base of the UnionLeader.com website while users are browsing. Makes for great exposure and direct response. (1170x90px)

Reveal Ad

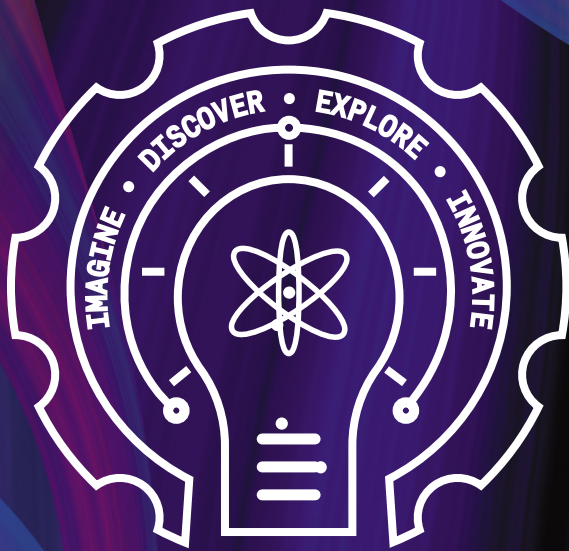
Placement at the top of UnionLeader.com (1920x600px)

Facebook Advertising

Lead Generation, includes: set up, budget, and management.

Digital Display Big Square

25,000 impressions run of site (300x250px)



WICKED STEM

PRESENTED BY:



Southern
New Hampshire
University

wickedstem.com | 603-668-4321 | bwilson@unionleader.com

NEW HAMPSHIRE
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Open up New Hampshire.