



A ONE-DAY CONFERENCE ON EMERGING TECHNOLOGY

Be the reason it happens.

Partner with NextTech Kern 2026 to put your brand in front of the people shaping the future of tech in Kern County and beyond — two distinct audiences, one campus, one day.

● PROFESSIONAL TRACK

○ STUDENT TRACK



DATE

Wed, October 28, 2026

VENUE

CSU Bakersfield

FORMAT

Conference + Tech Expo

A regional stage for what's next.

NextTech Kern is a one-day gathering where enterprise teams, regional industry, educators, founders, and students meet to explore the technologies reshaping how we live, work, and learn — hosted at CSU Bakersfield, open to the world.

What it is

Keynotes, hands-on breakouts, a Tech Expo floor, and a student innovation showcase — all hosted across the CSU Bakersfield campus. Two parallel tracks run throughout the day, with sessions spanning AI, cybersecurity, healthcare tech, energy, education, and the future of work.

Who it's for

Industry teams hiring locally. Entrepreneurs and small business owners building what's next. Educators and faculty across K-12 and higher education shaping tomorrow's curriculum. Civic and nonprofit leaders investing in the region. Students and early-career professionals charting their path forward.



— FROM THE 2025 PROGRAM

“Be more than an attendee. Be the reason it happens.”

Visibility that funds the next generation.



01

Anchor your presence in the region

For national and enterprise teams, NextTech Kern is a strategic foothold into one of California's fastest-growing markets. For regional employers, it's the room where your peers, customers, and future hires already are. Either way — your brand on signage, program, website, and stage.



03

SIGNATURE BENEFIT

Lunch with the future workforce

Presenting and Platinum sponsors host students in a dedicated private meet-and-greet during lunch — face-to-face time with the next hires, founders, and engineers in the region. Up to 50 sponsored student seats at the Presenting tier; 30 at Platinum.

02

Connect with educators

Reach the faculty and K-12 leaders shaping how the next generation learns technology. Sponsor a track, fund a scholarship, or co-host a conversation about tomorrow's curriculum.

04

Tell a story worth telling

Every sponsor dollar funds free student attendance, named scholarships, and a stronger regional tech community — a ready-to-share community-impact story.

Five ways to partner.

Pick the tier that matches your goals. Every level reinvests in students and the region.

| | | | | |
|--|---|---|--|---|
| Presenting EXCLUSIVE \$25,000 1 AVAILABLE | Platinum \$15,000 3 AVAILABLE | Gold \$10,000 UNLIMITED | Silver \$5,000 UNLIMITED | Community \$2,500 UNLIMITED |
|--|---|---|--|---|

| | Presenting \$25,000 | Platinum \$15,000 | Gold \$10,000 | Silver \$5,000 | Community \$2,500 |
|---------------------------------------|------------------------------|---|---------------------|-------------------|----------------------|
| PROGRAM RIGHTS | | | | | |
| Naming rights | Exclusive presenting sponsor | — | — | — | — |
| Opening remarks | ● | — | — | — | — |
| Marquee thought leadership role | Featured panel moderation | Professional or student session segment sponsorship | Panel participation | — | — |
| VIP leadership dinner co-host | Exclusive sponsor | — | — | — | — |
| WEBSITE RECOGNITION | | | | | |
| Website advertisement | ● | ● | ● | ● | ● |
| SOCIAL MEDIA RECOGNITION | | | | | |
| Social media ad (before) | ● | ● | ● | ● | ● |
| Social media ad (after) | ● | ● | — | — | — |
| Social media segment (before & after) | ● | ● | — | — | — |

NOT SURE WHICH TIER FITS?

We're happy to build a custom package — combine a tier with the add-ons that match your goals, whether that's student access, brand visibility, or a specific moment of the day. Email us and we'll put it together.

...and what comes with each.

| | Presenting \$25,000 | Platinum \$15,000 | Gold \$10,000 | Silver \$5,000 | Community \$2,500 |
|--|-------------------------------|-----------------------------|---------------------------|---------------------------|-----------------------------|
| DIGITAL & PROGRAM RECOGNITION | | | | | |
| Logo visibility + selection priority | Top placement on all channels | Premier brand presence | Prominent placement | Website listing + signage | Website listing |
| Printed material logo ad | Full page | Full page | Half page | Quarter page | Quarter page |
| Digital & program advertisement | ● | ● | ● | ● | ● |
| Advertisement logo | ● | ● | ● | ● | ● |
| Non-presentation logo | ● | ● | ● | ● | ● |
| VIP BENEFITS | | | | | |
| VIP / general registrations | 20 VIP / 20 general | 10 VIP / 10 general | 6 VIP / 6 general | 2 VIP / 2 general | — |
| VIP event logo ad | ● | — | — | — | — |
| EXHIBIT OPTIONS | | | | | |
| Exhibit presence | Largest footprint | Premium booth | Standard booth — priority | Standard booth | Shared option |
| PHILANTHROPY | | | | | |
| Student seats underwritten | 50 | 30 | 20 | 10 | 5 |
| Lunch meet & greet — student with vendor | 50 | 30 | — | — | — |
| Reserved lunch seats | ● | ● | — | — | — |
| ATTENDEE LIST | | | | | |
| Registrant contact access | Opt-in list provided | — | — | — | — |
| Sponsor impact report | Comprehensive report | Recognition included | Included | — | — |

A NOTE ON STUDENTS

Every student who attends NextTech Kern attends free — sponsors make that possible. At the Presenting and Platinum tiers, you host the students you sponsor at your lunch table. Hire them, mentor them, or simply meet the people building what's next.

Stack your visibility.

Available at any sponsorship tier. Mix and match to put your brand on the moments that matter most.

| | | |
|----|---|----------|
| 01 | Lunch sponsorship Your brand on every table. Reach 100% of attendees during the day's biggest networking moment. | \$15,000 |
| 02 | Named scholarship option A named, ongoing student scholarship in your organization's name. | \$10,000 |
| 03 | Networking reception Own the room where deals get done. Branded bar, signage, and a moment from the host — yours. | \$7,500 |
| 04 | Student innovation showcase Underwrite the showcase floor and present awards to standout student projects. | \$7,500 |
| 05 | Breakfast sponsor Welcome attendees with your brand on the first thing they see — and eat — that morning. | \$7,500 |
| 06 | Named scholarship fund A one-time, named student scholarship fund. | \$5,000 |
| 07 | Wi-Fi sponsorship Your brand on the guest Wi-Fi login screen — the most-seen surface of the day. | \$5,000 |
| 08 | Printed agenda — full page ad A full-page ad in the day-of printed program, handed to every attendee at check-in. | \$1,000 |
| 09 | Printed agenda — ½ page ad A half-page ad in the day-of printed program, handed to every attendee at check-in. | \$500 |
| 10 | Printed agenda — ¼ page ad A quarter-page ad in the day-of printed program, handed to every attendee at check-in. | \$250 |

PATRON SPONSORS

Contributions under \$2,500 are gratefully recognized as *Patron Sponsors*, with your logo linked on the NextTech Kern website for a full year.

Two tracks. One day.

NextTech Kern brings together the people building the regional tech economy — and the people who will inherit it. Two parallel tracks run in sessions across the CSU Bakersfield campus, and they share the same keynotes, expo floor, and lunch.

PROFESSIONAL TRACK

For people building it.

Enterprise leaders, regional industry, founders, engineers, educators, and civic decision-makers — from Fortune 500 employers investing in the region to homegrown teams scaling out of it.

- National & enterprise tech teams
- Regional industry & corporate leaders
- Founders, engineers & tech professionals
- Faculty, K-12 leaders & educators
- Civic and public-sector leaders

STUDENT TRACK

For people becoming it.

High school and college students attend free — underwritten entirely by sponsor support. The next hires, founders, and engineers, in the same room as the people doing the work today.

- High school students (Kern County districts)
- Community college students
- CSU Bakersfield undergrads & grads
- Early-career professionals
- Student innovation showcase teams

525

ATTENDEES IN 2025

100%

OF STUDENT TICKETS FREE

2

PARALLEL TRACKS

1

ON CSUB CAMPUS

2025 AUDIENCE MIX

INDUSTRY & CORPORATE
 STUDENTS & FACULTY
 EDUCATORS & CIVIC
 MEDIA & OTHER

Be the reason it happens.

01 Pick your tier

Review the tiers and add-ons. We're happy to help you build a custom package.

02 Tell us you're in

Email the team or visit the site to submit your interest form.

03 We make you visible

From the moment you commit, your logo starts working — site, signage, social, and the day itself.

EMAIL **nexttechkern@csub.edu**

WEB **nexttechkern.com**

EVENT **Wed, Oct 28, 2026 — CSU Bakersfield**