

# Tech Expo @ De Anza 2026

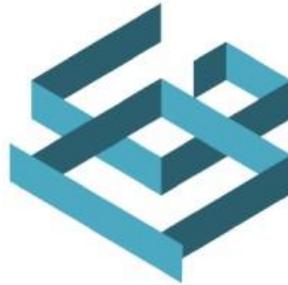
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Proposed Event (Working Title)

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## Participating Clubs / Organizations:



## List by Names:

- Developers' Guild
- Commercial Art and Design\*
- Women in Computer Science
- Robotics and A.I.
- Competitive Programming Club
- De Anza Game Development Club

## Potential Participating Clubs / Organizations:



### List by Names:

- Human Computer Interaction
- AerospaCS
- Association of Computing Machinery
- De Anza Web Developers\*

\* designate officially inactive clubs with active members

*Note that some potential clubs eligible to participate may not be included in the current proposal*

## Roles & Responsibilities

### Role

Event Coordinator

Club Presidents

Sponsorship/Outreach

Marketing

Volunteers

### Responsibilities

Overall planning, timeline, council

Submit project details, recruit volunteers, manage booths

Contact local companies, alumni, and guest speakers

Manage posters, campus emails, social posts

Facilitate the event's setup, cleanup, and overall flow

## Executive Summary

*Tech Expo* is a campus-wide technology and innovation showcase designed to:

- Highlight student and club projects through interactive booths
- Connect students with local industry professionals mentorship, and networking
- Provide hands-on workshops, guest talks, and panel discussions led by both students and professionals

*The event mirrors the energy of major conventions like E3 or GDC, scaled to our campus, with a strong focus on fostering collaboration and professional growth.*

## Objectives & Rationale

### Primary Objectives

1. **Showcase Innovation** – Present student projects to peers, faculty, and industry guests.
2. **Build Connections** – Open networking opportunities with local companies, alumni, and professionals.
3. **Empower Clubs** – Give tech-related clubs an opportunity to showcase its work and achievements pushing club activity throughout the year.
4. **Skill Development** – Offer practical learning through workshops, talks, and peer-to-peer demos.

*Note: The goal of the event is NOT to have students be recruited for internships or jobs (although it is a possible outcome) but to solely give an information and wisdom rich experience through the voices of more experienced individuals.*

### Logistical Objectives

Element	Goal	Description
Duration	> 4hrs	
Attendees	150 - 350	Active students, alumni, and local professionals
Booths	10 - 15	Occupied by participating clubs and independent students who want to highlight their projects
Speakers & Sessions	1 Keynote 1 - 2 Panels 2 - 3 Student led workshops 5-8 Talks (30min each)	A mixture of talks, panels, and student-led workshops.
Volunteers / Staff	20 (1:10 attendees)	
Equipment	Microphones, speakers, tables, chairs,	



## Logistics & Planning

Proposed Date: \_\_\_\_\_ (ideally mid spring semester to maximize availability and preparation.)

Venue:

Audience: Students (all majors), faculty, alumni, local industry professionals, community partners.

Resource Needs:

- Tables, chairs, power strips, signage
- AV support (projectors, screens, microphones)
- Marketing materials (posters, flyers, social media)
- Volunteer staff / club members for setup, registration, and cleanup

### Event Coordinator

Event coordinators will plan the logistics and structure of the event itself. They will keep track of finances, equipment, refreshments, speaker schedules, setup, and cleanup. The coordinators will work closely with Student Life and any necessary De Anza staff to accomplish a smooth run of the event and will strictly follow college regulations.

Coordinators will follow all campus safety and accessibility policies and protocols and work with faculty advisors to achieve the best for the event and the college.

### Club Presidents

De Anza Clubs are the main characters for this event as they are the key to its success. Provided the list of interested clubs, we trust that each club will work on a presentable project throughout the year whilst encouraging their members to showcase personal projects as well. This hopes to improve club activity and develop the practical opportunities that De Anza provides to its current and future students. The coordinators are also responsible for delegating tasks to the volunteers that will be present within the event.

### Marketing

From public enrollment data, De Anza College educates ~16,000 students. Although the event is open and will be marketed to everyone, it is expected that students in technology related fields will be most interested, which is ~2000 students. Our realistic expectation is to reach at least one thousand of these students, while expecting only a fraction to attend. With this in mind, **an attendance count of 350 students is achievable.**

The opportunity to market to students of a different local college may also improve attendance but also create problems with logistics and marketing. This will only be done if both De Anza and the target college allows it. Expanding to other colleges could provide a better exposure for De Anza's technology related studies.

The marketing team is responsible for all flyers, posters, social media posts, and any medium that shares the events whilst keeping it appropriate and protecting De Anza College's name. Channels such as campus flyers, social media, class-visits, and email newsletters are to be used to market the event.

## Outreach

A dedicated outreach team will be constructed to focus efforts in inviting local professionals to attend the event while attempting to gather sponsorships.

We recognize guest speakers are volunteering their time. Hospitalities will be provided for their charity through refreshments and a smooth, respectable program. To respect our guests' time and maintain equitable access to speaking roles, we aim to rely on voluntary contributions from professionals passionate about student outreach. While we cannot and will not offer financial compensation, we will express our gratitude through hospitality, visibility, and student engagement.

LinkedIn, social media, or (mainly) personal connections of students and faculty participating in the event are the main ways speakers are to be invited. The goal is to invite around 20 professionals who will host panels and quick talks about their experience. Our goal is to reach engineers, project managers. Recruiters are not the main target as it is not the goal of the event, although their knowledge in the hiring process will be appreciated.

## Budget (Draft)

Item	Estimated Cost
Venue & Equipment (tables, AV)	\$ 1500
Marketing & Printing	\$ 150
Guest Speaker Honorariums	\$ 300
Refreshments	\$ 1000
Awards / Giveaways	\$ 100
Miscellaneous	\$ 200
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Estimated Total	\$3250

Funding sources:

- **Student Life Grant\***
- **De Anza Student Government\***
- **Inter Club Council\***
- Participating Club contributions
- Local Sponsorships
- Donations

If approved, the contributions of funding sources depend on the initial amount **Student Life, De Anza Student Government** and **Inter Club Council** are willing to allocate for the mentioned event.

*In the case that the initial amount is zero, efforts towards fundraisers and local sponsorships will be increased to support the expected expenses.*

## Sustainability

This proposal includes the continuation of such an event to be hosted annually by future students. The aforementioned student board will be responsible for documenting their procedures for future reference whilst working with potential students who show promise in being successors to their roles.

Documentation includes:

- Meeting decisions
- Documents processed
- Drawbacks and resolutions
- Marketing and outreach strategies

This process not only ensures the annual preservation of the event but also open improvements for its future.