

TECNA 2024

STRATEGIC PARTNERSHIP OPPORTUNITIES



About TECNA

The Technology Councils of North America (TECNA) represents more than 60 IT and Technology trade organizations that, in turn, represent 22,000 technology-related companies in North America. Please visit our website, tecna.org, for more information about our members.

We are the leading advocates for building innovation ecosystems throughout North America.

TECNA serves our members and the industry through our strong peer-to-peer network and regional initiatives to raise the visibility and viability of the technology industry.

Our core purpose is to empower regional technology organizations and be their collective voice in growing the North American technology economy. We deliver valuable services to member organizations and foster collaboration, innovation, and the exchange of ideas. We accomplish this by supporting and investing in these strategic goals:

- Best practice sharing
- Research
- Advocacy

Leadership Team

TECNA's Leadership Team is comprised of five Executive Committee members and eight Directors.



Please [visit our website](https://tecna.org) for more information about our Leadership Team and TECNA.

Strategic Partnership May Include:

General Recognition/Brand Visibility

Sponsors will be promoted as TECNA's Strategic Partner via the following channels:

- TECNA Website (includes hyperlinked logo)
- TECNA Digest –TECNA's monthly newsletter to nearly 500 contacts (includes hyperlinked logo each issue)
- Recognition on Twitter & LinkedIn

Networking Support

To help facilitate year-round connections with members, TECNA staff will be available to connect sponsors with TECNA members in areas consistent with their services.

CEO Retreat Strategic Sponsor Recognition

Through this targeted and high-profile event, sponsors will be recognized as strategic sponsors with opportunities to connect with the powerful group of CEOs and Executive Directors.

Introductory Webinar

Strategic Sponsors will have the option to host an introductory webinar promoted by TECNA.

*Custom Partnership opportunities available upon request

TECNA Summer Conference Recognition

This event is TECNA's largest, with attendance usually representing more than two-thirds of all TECNA member organizations. We will promote Strategic Partnerships at multiple times during the conference where partners/sponsors are recognized.

Additional Sponsorship Opportunities Include:

Public Policy Webinars

TECNA members from across the U.S. gather to discuss issues and strategies to respond to critical local and state public policy issues.

Washington, DC Fly-in

Opportunity to sponsor sessions or networking event

Ottawa Fly-in

Opportunity to sponsor networking event

2024 TECNA Summer Conference Sponsorship Opportunities

August 7-9, 2024 | Boston, Massachusetts, USA

About the TECNA Summer Conference

This two + day, annual event brings together the c-suite and employees from North American tech associations to learn, connect and experience a different tech ecosystem. TECNA member associations represent over 22,000 tech firms across North America. With content focused on future trends and best practices, organizations come together to strengthen the North American network and find ways to better support the growth and membership of regional marketplaces. Gain access to TECNA’s vibrant network and reach potential opportunities throughout North America.

2024 TECNA Summer Conference Sponsor Opportunities

	Support Sponsor \$5,000	Transportation Sponsor \$7,500	SOLD Innovation Awards Sponsor \$10,000	Platinum Sponsor \$15,000	Presenting Sponsor \$20,000
Access to attendee list (name, title and organization only)		◆	◆	◆	◆
Speaking opportunity			◆	◆	◆
Recognition as sponsor on conference agenda, website and all other marketing materials	◆	◆	◆	◆	◆
Opportunity to include materials in conference “swag bag”	◆	◆	◆	◆	◆
Conference passes	1	2	3	3	4

CONTACT

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2024 TECNA Summer Conference Sponsor Opportunities

Presenting Sponsor (Exclusive) - \$20,000

- Official sponsor of event
- Access to attendee list (name, title, company only)
- Speaking opportunity
- Recognition as presenting sponsor on conference agenda, website and all other marketing materials
- Opportunity to include materials in conference “swag bag”
- 4 conference passes

Platinum Sponsor (Exclusive) - \$15,000

- Access to attendee list (name, title, company only)
- Speaking opportunity
- Recognition as platinum sponsor on conference agenda, website and all other marketing materials
- Opportunity to include materials in conference “swag bag”
- 3 conference passes

TECNA Innovation Awards Sponsor (Exclusive) \$10,000 - SOLD

- Opportunity to present five awards
- Access to attendee list (name, title, company only)
- Recognition as TECNA Innovation Awards sponsor on conference agenda, website and all other marketing materials
- Opportunity to include materials in conference “swag bag”
- 3 conference passes

Transportation Sponsor \$7,500

- Branded presence on shuttles
- Access to attendee list (name, title, company only)
- Recognition as shuttle sponsor on conference agenda, website and all other marketing materials
- Opportunity to include materials in conference “swag bag”
- 2 conference passes

Support Sponsor \$5,000

- Recognition as support sponsor on conference agenda, website and all other marketing materials
- Opportunity to include materials in conference “swag bag”
- 1 conference pass

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2024 TECNA CEO Retreat Sponsorship Opportunities

December 2-4, 2024 | Nashville, Tennessee, USA

About the TECNA CEO Retreat

The CEO Retreat of the Technology Councils of North America (TECNA) brings together 30 CEOs and Executive Directors of technology associations from across North America who represent more than 22,000 technology-related companies. This intimate format at an exclusive 5-star resort is a unique opportunity to gain visibility and build relationships with key leaders of technology ecosystems across North America.

2024 TECNA CEO Retreat Sponsor Opportunities

	Business Sponsor \$7,500	Platinum Sponsor \$10,000	Presenting Sponsor \$15,000
Access to attendee list (name, title and organization only)	◆	◆	◆
Speaking opportunity		◆	◆
Recognition as sponsor on conference agenda, website and all other marketing materials	◆	◆	◆
Opportunity to include materials in conference "swag bag"	◆	◆	◆
Conference passes	1	1	2

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2024 TECNA CEO Retreat Sponsor Opportunities

Presenting Sponsor (Exclusive) - \$15,000

- Official sponsor of event
- Access to attendee list (name, title, company only)
- Speaking opportunity
- Recognition as presenting sponsor on retreat agenda, website and all other marketing materials
- Opportunity to include materials in conference “swag bag”
- 2 conference passes

Platinum Sponsor (Exclusive) - \$10,000

- Access to attendee list (name, title, company only)
- Speaking opportunity
- Recognition as platinum sponsor on retreat agenda, website and all other marketing materials
- Opportunity to include materials in retreat “swag bag”
- 1 conference pass

Business Sponsor - \$7,500

- Access to attendee list (name, title, company only)
- Recognition as TECNA Innovation Awards sponsor on retreat agenda, website and all other marketing materials
- Opportunity to include materials in conference “swag bag”
- 1 conference pass

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