

# TECNA 2023

## STRATEGIC PARTNERSHIP OPPORTUNITIES



## About TECNA

The Technology Councils of North America (TECNA) represents approximately 60 IT and Technology trade organizations that, in turn, represent 22,000 technology-related companies in North America. Please visit our website, [tecna.org](https://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.

### **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 Facebook, 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

# 2023 TECNA Summer Conference Sponsor Opportunities

	Support Sponsor \$2,500	Welcome Sponsor (1 avail) \$3,000	Keynote Speaker Sponsor \$3,000	Lunch Sponsor (2 avail) \$3,000	Lanyard Sponsor (1 avail) \$3,500	Shuttle Sponsor (1 avail) \$5,000	Reception Sponsor (4 avail) \$5,000	Media Sponsor (1 avail) \$7,500	Innovation Award Sponsor (1 avail) \$7,500	Presenting Sponsor (1 avail) \$15,000
Official Sponsor of event										◆
Access to Attendee list (name, title and organization only)							◆	◆	◆	◆
Opportunity to speak at conference. Reception sponsors can provide brief remarks at reception sponsored							◆			◆
Conference passes (Some Summer Conference sessions are closed for TECNA Council members only)	1	2	2	2	2	2	2	2	3	4
Logo and branded presence during sponsored reception							◆			
Recognition as sponsor on conference agenda, website and all other marketing materials	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Signage in lunch area with company logo				◆						
Acknowledged during welcoming remarks				◆						
Opportunity to present five awards								◆		
Opportunity to put literature on attendee chairs			◆							

Branded presence at conference check-in area at hotel		◆								
Greet guests and staff at registration desk		◆								
Opportunity to include materials in conference packet		◆								
Branded presence on shuttles						◆				
Opportunity to include materials in conference "swag bag"					◆			◆		
Acknowledgement at breakfast opening remarks								◆		

## 2023 TECNA Summer Conference Sponsor Opportunities

### Presenting Sponsor - \$15,000

- Official sponsor of event
- Access to attendee list (name, title, company only)
- Opportunity to speak at conference
- Recognition as presenting sponsor on conference agenda, website and all other marketing materials
- 4 conference passes

### Reception Sponsor Night 1 – two at \$5,000 each

- Provide brief remarks at reception
- Access to attendee list (name, title, company only)
- Logos and branded presence during opening reception
- Recognition as reception sponsor on conference agenda, website and all other marketing materials
- 2 conference passes

### Reception Sponsor Night 2 – two at \$5,000 each

- Provide brief remarks at reception
- Access to attendee list (name, title, company only)
- Logos and branded presence during opening reception
- Recognition as reception sponsor on conference agenda, website and all other marketing materials
- 2 conference passes

### Lunch Sponsor (Exclusive Day 1 or 2) \$3,000 each

- Signage in lunch area with company logo
- Acknowledged during welcoming remarks
- Recognition as lunch sponsor on conference agenda, website and all other marketing materials
- 2 conference passes

**TECNA Innovation Awards Sponsor (Exclusive) \$7,500**

- 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
- 3 conference passes

**Support Sponsor \$2,500 each**

- Recognition as support sponsor on conference agenda, website and all other marketing materials
- 1 conference passes

**Keynote Speaker(s) Sponsor at \$3,000 each**

- Opportunity to put literature on attendee chairs
- Recognition as keynote speaker sponsor on conference agenda, website and all other marketing materials
- 2 conference passes

**Welcome Sponsor (Exclusive) \$3,000**

- Branded presence at conference check-in area at hotel
- Greet guests and staff at registration desk
- Opportunity to include materials in conference packet
- Recognition as welcome sponsor on conference agenda, website and all other marketing materials
- 2 conference passes

**Shuttle Sponsor (Exclusive) \$5,000**

- Branded presence on shuttles
- Recognition as shuttle sponsor on conference agenda, website and all other marketing materials
- 2 conference passes

**Lanyard Sponsor (Exclusive) \$3,500**

- Recognition as lanyard sponsor on lanyards, conference agenda, website and all other marketing materials
- Company materials available in “swag bag”
- 2 conference passes

**Media Sponsor (Exclusive) \$7,500**

- Recognition as media sponsor on conference agenda, website and all other marketing materials
- Opportunity to include materials in conference “swag bag”
- Access to attendee list (name, title, company only)
- 2 conference passes
- Acknowledgement at breakfast opening remarks

## 2023 TECNA CEO Retreat Sponsor Opportunities

	Reception Sponsor (2 available) \$3,000	Business Sponsor (2 available) \$7,500	Presenting Sponsor (1 available) \$15,000
Complimentary registration to the open sessions of the retreat (Some CEO Retreat sessions are closed for TECNA Council CEOs only)		1	2
Sponsor representative (or TECNA Leader if not in attendance) to share brief remarks about sponsoring company and potential business partnership			◆
Hyperlinked logo in registrant confirmation and thank you email			◆
Attendee list (name, title and organization only)			◆
Mention in TECNA social media channels (i.e. Twitter and LinkedIn)		◆	◆
Acknowledgement in registrant final logistical email		◆	◆
Opportunity to distribute marketing collateral on attendee tables during session		◆	◆
Hyperlinked logo and wording reflecting sponsorship level on conference/TECNA website and in one all-member TECNA Digest newsletter	◆	◆	◆
Marketing brochure and/or promotional item placement at event sponsor table	◆	◆	◆
Verbal acknowledgement during opening remarks by moderator	◆	◆	◆
Logo featured in onsite presentation slides reflecting sponsorship level	◆	◆	◆
Acknowledgment in registrant thank you email	◆	◆	◆

## **2023 TECNA CEO Retreat Sponsor Opportunities**

### **\$15,000 – Presenting Sponsor (Exclusive)**

- Top sponsorship billing for event
- Sponsor representative (or TECNA Leader if not in attendance) to share brief remarks about sponsoring company
- Includes ability to exclusively participate in the opening reception (November 27) and also the second day reception (November 28)
- Hyperlinked logo in registrant confirmation and thank you email
- Attendee list (name, title and organization only)
- Mention in TECNA social media channels (i.e. Twitter and LinkedIn)
- Acknowledgement in registrant final logistical email
- Opportunity to distribute marketing collateral on attendee tables during session
- Hyperlinked logo and wording reflecting sponsorship level on conference/TECNA website and in one all-member TECNA Digest newsletter
- Marketing brochure and/or promotional item placement at event sponsor table
- TECNA representative to acknowledge sponsor during welcoming remarks and other events where sponsors are recognized
- Logo featured in onsite presentation slides reflecting sponsorship level
- Acknowledgement in registrant thank you email and final logistical email

### **\$7,500 - Business Sponsor**

- Includes ability to participate in the second day reception (November 28)
- Mention in TECNA social media channels (i.e. Twitter and LinkedIn)
- Acknowledgement in registrant final logistical email
- Opportunity to distribute marketing collateral on attendee tables during sessions
- Hyperlinked logo and wording reflecting sponsorship level on conference/TECNA website and in one all-member TECNA Digest newsletter
- Marketing brochure and/or promotional item placement at event sponsor table
- TECNA representative to acknowledge sponsor during welcoming remarks
- Logo featured in onsite presentation slides reflecting sponsorship level
- Acknowledgement in registrant thank you email and final logistical email

### **\$3,000 – Reception Sponsor**

- Hyperlinked logo and wording reflecting sponsorship level on conference/TECNA website and in one all-member TECNA Digest newsletter
- Marketing Brochure and/or promotional item placement at event sponsor table
- TECNA representative to acknowledge sponsors during welcome remarks
- Logo featured in onsite presentation slides reflecting sponsorship level
- Acknowledgement in registrant thank you email