

TECNA 2025

Advertising Opportunities



Advertise with TECNA

Are you trying to reach technology association/hub executive and fundraising decision-makers? We can help you with niche market exposure to your desired audience.

We have expanded our partnership offerings to include online advertising opportunities. As we grow, sponsorship remains an effective way to build brand affinity, reach key decision makers, and increase your presence in the market.

Sponsorships with TECNA offer you unique opportunities for visibility, business lead generation, and powerful contributions to the growth and vibrancy of North America's technology ecosystem.

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. We are the leading advocates for building innovation ecosystems throughout Canada and the United States.

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, and Government Relations.

Reach Stats

- TECNA membership is about 60 highly collaborative technology councils, trade associations and tech hubs in the United States and Canada
- TECNA members are decision makers serving their member companies, some 22,000+ technology companies in the United States and Canada
- Over 225 technology council/association/hub decision maker event attendees annually
- In 2022 & 2023 alone - 55 media mentions and quoted in Wall Street Journal, Bloomberg, Forbes, Fox Business, reposted on LinkedIn—with 275 million annual impressions

TECNA Sponsorship Opportunities

Advertising Opportunities May include:

- TECNA Digest Email Newsletter
- TECNA Monthly Events Newsletter
- TECNA Website Ads

Event Sponsorship Opportunities May Include:

- Company logo featured on event marketing vehicles
- Branded material giveaways opportunities
- And More

Strategic Partnership Opportunities May Include:

- General Recognition & Brand Visibility
- Networking Support
- Event Sponsorship Recognition
- And More

Advertising Opportunities

1) Website Ads On Targeted Pages (ex, event page, policy page, member directory page):

Top Leaderboard Ads on Targeted Page - specs 1200x200pixels - \$4,000/6 months

Anchor Leaderboard Ads on Targeted Page - specs 1200x200pixels - \$4,000/6 months

Sidebar ads on targeted page - specs 300x250pixels - \$1,500/6 months

2) Monthly Newsletter Ads:

Leaderboard ads - specs 800x100pixels - \$2,500/3 months

Sponsored Post + Link - 280 character limit - \$2,500/3 months

3) Monthly Events Email Ads:

Leaderboard ads - specs 800x100pixels - \$1,500/3 months

Sponsored Event + Link - 280 character limit - \$1,000/3 months



*All prices in USD

Ready to be a sponsor?

Let TECNA develop a customized sponsor package that best reaches the TECNA community with your service/product. Contact Jennifer Young, Chief Executive Officer of TECNA to get started at jyoung@tecna.org