mntech
Minnesota Technology Association

ACE
Leadership
Program

2022 Sponsorship Opportunities

tech•talent ™

inspire > hire > develop > retain

MARCH 3, 2022
Virtual

The TechTalent Conference is intended to build ongoing dialogue among educators, employers, and workforce agencies, as we work to solve our workforce challenges. Attendees gain a rich understanding of the factors that influence our pool of available talent, what skills companies require of new hires, and how companies are addressing challenges related to talent development, diversity, and inclusion.

GOLD SPONSORSHIP

- **$10,000 member | $12,500 non-member (SOLD OUT)**
- Choice of two, based on availability:
  - General session remarks (2 minutes)
  - Introduce a speaker or moderate a panel
  - Participate as a speaker or panelist
- Option to provide a thought leadership article, published in MnTech Newsroom prior to the event. Copy to be approved by MnTech.
- Event passes. 20 passes for non-MnTech member guests. Value $50 x 20 = $1000
- Right of first refusal to renew sponsorship in 2023
- + other inclusions as noted below

SILVER SPONSORSHIP

- **$7,500 member | $9,375 non-member (3 available)**
- Choice of one, based on availability:
  - Introduce a speaker or moderate a panel
  - Participate as a speaker or panelist
- Event passes. 15 passes for non-MnTech member guests. Value $50 x 15 = $750
- + other inclusions as noted below

BRONZE SPONSORSHIP

- **$5,000 member | $6,250 non-member (4 available)**
- Event passes. 10 passes for non-MnTech member guests. Value $50 x 10 = $500
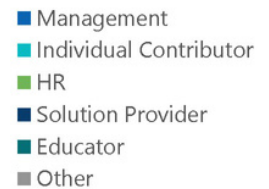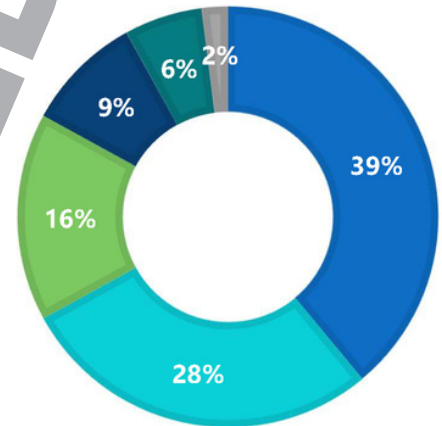- + other inclusions as noted below

ALL SPONSORS RECEIVE

- Company logo on all event marketing materials and event website
- Web link from event site to sponsor website
- Sponsor graphic for social media
- Registrant list 1 day prior (name, title, organization)
- Attendee list 1 day post (name, title, organization)

2021 EVENT SUMMARY

350 VIRTUAL ATTENDEES
36% increase over 2020

- Management — 39%
- Individual Contributor — 28%
- HR — 16%
- Solution Provider — 9%
- Educator — 6%
- Other — 2%

SPONSORS

OPTUM®

target

THOMSON REUTERS

143 UNIQUE COMPANIES IN ATTENDANCE INCLUDING:

Best Buy
C.H. Robinson
CHS Inc.
HealthPartners
Land O'Lakes
Medtronic
Travelers

MnTech reserves the right to make changes at any time.

TECH CONNECT™

MAY 5, 2022 | SAINT PAUL RIVERCENTRE

Tech Connect is MnTech's largest educational conference of the year. It provides a great opportunity to showcase the rich diversity of Minnesota's tech ecosystem. Attended by business and tech leaders, the conference includes keynotes, educational sessions, and community discussions.

PRESENTING SPONSORSHIP

- **$15,000 member | $18,750 non-member (2 SOLD, 1 available)**
- Choice of two, based on availability:
  - General session remarks (2 minutes)
  - Participate as a speaker or panelist
  - Lead an educational breakout session
- Option to provide a thought leadership article, published in MnTech Newsroom prior to the event. Copy to be approved by MnTech.
- Event passes based on event type:
  - If hybrid, 8 passes. Value $225 x 8 = $1800
  - If virtual, 20 passes for non-MnTech member guests. Value $50 x 20 = $1000
- Right of first refusal to renew sponsorship in 2022
- + other inclusions as noted below

GOLD SPONSORSHIP

- **$10,000 member | $12,500 non-member (2 SOLD, 1 available)**
- Choice of one, based on availability:
  - Participate as a speaker or panelist
  - Lead an educational breakout session
- Event passes based on event type:
  - If hybrid, 6 passes. Value $225 x 6 = $1350
  - If virtual, 15 passes for non-MnTech member guests. Value $50 x 15 = $750
- + other inclusions as noted below

SILVER SPONSORSHIP

- **$7,500 member | $9,375 non-member (SOLD OUT)**
- VIP Dinner, evening prior to event
- VIP Dinner capacity is 20 guests + up to 3 sponsor attendees and 2 MnTech attendees
- Sponsor welcome remarks at VIP Dinner
- + other inclusions as noted below

BRONZE SPONSORSHIP

- **$5,000 member | $6,250 non-member (5 SOLD; others available)**
- Lead an educational breakout session, based on availability
- Event passes based on event type:
  - If hybrid, 4 passes. Value $225 x 4 = $900
  - If virtual, 10 passes for non-MnTech member guests. Value $50 x 10 = $500
- + other inclusions as noted below

ALL SPONSORS RECEIVE

- Company logo on all event marketing materials and event website
- Web link from event site to sponsor website
- Sponsor graphic for social media
- Registrant list 1 day prior (name, title, organization)
- Attendee list 1 day post (name, title, organization)

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2021 EVENT SUMMARY

498 VIRTUAL ATTENDEES

- 33% — (blue, top)
- 23%
- 19%
- 12%
- 4%
- 9%
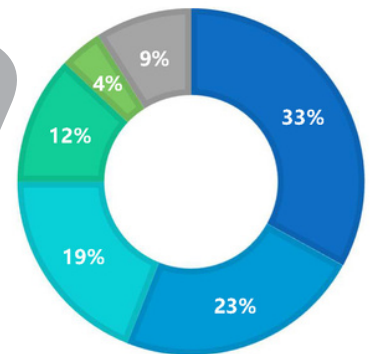
Legend:
- Technologist
- Management
- Executive Leadership
- Marketing/Sales
- Educator/Student
- Other

CONTENT

3 General Sessions
28 Tech Showcases
17 Community Conversations

SPONSORS

Presenting

OPTUM®

target

THOMSON REUTERS

Gold

BEST BUY

digineer
turn results on

Medtronic

Bronze

appian

Qlik Q

ROBINS KAPLAN LLP

RSM

165 UNIQUE COMPANIES IN ATTENDANCE INCLUDING:

Be The Match
Cambria
Deluxe Corporation
Pearson VUE
Polaris
Prime Therapeutics
SPS Commerce
Surescripts
University of Minnesota
Xcel Energy

mntech™
ANNUAL CIO PANEL
DECEMBER 8, 2022 | METROPOLITAN BALLROOM

The Annual CIO Panel highlights key technology trends and challenges facing Minnesota's top CIOs. The event features CIOs offering expert insight with ideas on how our state can remain globally competitive in a fast changing world. The CIO Panel not only provides a chance to hear what is top of mind for CIOs, but is also a great networking opportunity.

GOLD SPONSORSHIP

- **$10,000 member | $12,500 non-member (1 SOLD; 1 available)**
- Sponsor remarks during opening segment (up to 2 minutes)
- Option to provide a thought leadership article, published in MnTech Newsroom prior to the event. Copy to be approved by MnTech.
- 8 event passes. Value $50 x 8 = $400
- Right of first refusal to renew sponsorship in 2023
- + other inclusions as noted below

SILVER SPONSORSHIP

- **$7,500 member | $9,375 non-member (SOLD OUT)**
- VIP Dinner, evening prior to event
- VIP Dinner capacity is 20 guests + up to 3 sponsor attendees and 2 MnTech attendees
- Sponsor welcome remarks at VIP Dinner
- + other inclusions as noted below

BRONZE SPONSORSHIP

- **$5,000 member | $6,250 non-member (1 SOLD, 5 available)**
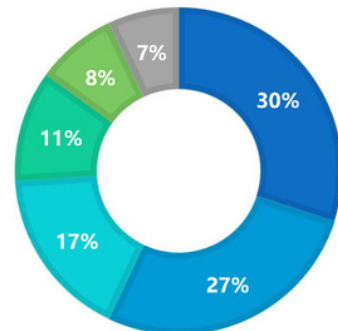- 4 event passes. Value $50 x 4 = $200
- + other inclusions as noted below

ALL SPONSORS RECEIVE

- Display table for company materials
- Company logo on all event marketing materials and event website
- Web link from event site to sponsor website
- Sponsor graphic for social media
- Registrant list 1 day prior (name, title, organization)
- Attendee list 1 day post (name, title, organization)

MnTech reserves the right to make changes at any time.

2021 EVENT SUMMARY

286 VIRTUAL REGISTRANTS

- Executive Leadership — 30%
- Marketing/Sales — 27%
- Management — 17%
- Individual Contributor — 11%
- Technologist — 8%
- Other — 7%

PANELISTS

3M · CAMBRIA · Cargill · CentraCare · HealthPartners · thrivent

SPONSORS

Gold
COMCAST BUSINESS · Qlik

Silver
digineer turn results on

Bronze
appian · Crossfuze · IDA Ireland

OF UNIQUE COMPANIES IN ATTENDANCE TBD

Allina Health
Ameriprise Financial
Mayo Clinic
Medtronic
Target
University of Minnesota
Xcel Energy

mntech™ CIO FORUMS

Throughout its history, MnTech has helped convene the region's CIOs to build their networks and learn from each other. CIO Forums are candid opportunities to share solutions to common challenges and establish best practices. Sponsorship is a great way to directly reach CIOs, CTOs, Vice Presidents and Directors of Technology.

VIRTUAL EVENT SPONSORSHIP (PER QUARTERLY EVENT)

- **$2,000 member | $2,500 non-member (2 sponsors per event)**
  Q1, Feb 17: Talent Strategy (SOLD OUT)
  Q2, April 21: Value Creation (SOLD OUT)
  Q3, Sept 13: Privacy & Security (SOLD OUT)
  Q4, Nov 3: Tech Trends (SOLD OUT)
- Speaking Opportunity: 1-2 minute welcome to the audience
- 2 passes to the virtual event
- Company logo on all event marketing materials and website
- Registrant list 1 day prior (name, title, organization)
- Attendee list 1 day post (name, title, organization)

NEW! CIO SOCIAL EVENT SPONSORSHIP (JUNE 15, 2022)

- **$15,000 | $18,750 non-member (SOLD OUT)**
- Speaking Opportunity: 1-2 minute welcome to the audience
- 3 passes to the event
- Company logo on all CIO marketing/invitations
- Registrant list 1 day prior (name, title, organization)
- Attendee list 1 day post (name, title, organization)

2021 EVENT SUMMARY

189 TOTAL ATTENDEES
36% increase over 2020
Average of 47 attendees per virtual forum

SPEAKERS/PANELISTS

Abbott · C.H. ROBINSON · caring BRIDGE.org · CHS
LAND O LAKES · M HEALTH FAIRVIEW · Medica · Twins
POHLAD companies · SELF ESTEEM BRANDS · SPS COMMERCE · Starkey · Taft/

SPONSORS

Anaplan · Microsoft · OTSi
Qlik Q · snowflake

WLiT™
Women Leading in Technology

1 PER QUARTER

Women Leading in Technology (WLiT) is a program of the Minnesota Technology Association that works to promote, educate and empower women in technology across Minnesota.

ANNUAL PRESENTING SPONSORSHIP

- **$6,000 (SOLD OUT)**
- Sponsorship of all four WLiT events in 2022
- Opportunity to provide sponsor remarks at 1 of the 4 events (up to 2 minutes), based on availability
- 4 passes for WLiT events
- Display table for company materials
- Company logo on all event marketing materials and event website
- Web link from event site to sponsor website
- Attendee list 1 day post (name, title, organization)

EVENT SPONSOR (PER EVENT)

- **$1,500 (up to 5 sponsors per event)**
- Display table for company materials
- Company logo on select WLiT materials and event website
- 2 passes for events
- Attendee list 1 day post (name, title, organization)

EVENT SPONSOR (BULK)

- **$5,000 (3 SOLD; others available)**
- Save $1,000 when purchasing all 4 2022 events
- Same inclusions as Event Sponsor above, except 4 passes for WLiT events

MnTech reserves the right to make changes at any time.

2021 EVENT SUMMARY

1,460 TOTAL VIRTUAL ATTENDEES

FEBRUARY
521 attendees
Teresa Sande | Find Your Fierce & AIM for Success

MAY
422 attendees
Julie Sweet, CEO, Accenture

JUNE
210 attendees
Panel Discussion | What I Know Now That I Wish I Knew Then

AUGUST
147 attendees
Jana Shortal, KARE11

NOVEMBER
160 attendees
Deb Cupp, President, Microsoft US

SPONSORS
Presenting

Q2 Event

All Events

ATTENDEE COMPANIES INCLUDE:
Cargill
Code42
Donaldson
Jamf
Land O'Lakes
Mayo Clinic
Optum
Patterson Companies
Securian Financial

mntech™
COMMUNITIES OF INTEREST

ADVANCED TECHNOLOGIES
TECH TALENT
TECH CAREERS 1.0
VENDOR & BUSINESS PARTNERSHIPS

EVENT DATES TBD
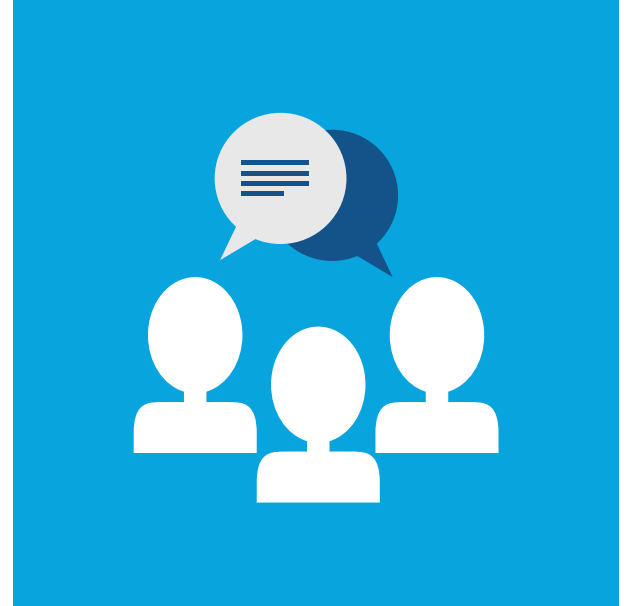
MnTech Communities of Interest are designed to help keep our members connected to the technology network, and informed about various topics impacting our ecosystem. Members of each community participate and engage with topics that pique interests. Each community has a different focus and intent, some take on casual yet informative tones, and others are designed as working groups and coalitions.

COMMUNITY SPONSOR

- **$5,000 member | $6,250 non-member (4 available)**
- Sole sponsorship of one community
- Sponsorship of 6 yearly community-powered events
- Company name/logo on all event marketing materials and community website page
- Opportunity to welcome participants at up to 3 community-powered events

MnTech reserves the right to make changes at any time.

PITFALLS & CHALLENGES OF MACHINE LEARNING
POWERED BY MNTECH'S ADVANCED TECHNOLOGY COMMUNITY

JAMIE THINGELSTAD Chief Technology Officer, SPS Commerce
KATHY KIRSCHBAUM Chief Privacy Officer, TCF Bank
DR. ASHWIN RAO VP of Artificial Intelligence, Target
JOSH SHEPPARD Manager of Machine Learning, C.H. Robinson

FEBRUARY 17, 2021
3:30 PM

PAIR PROGRAMMING EXTRAVAGANZA:
LET'S DRIVE & NAVIGATE TOGETHER!

POWERED BY MNTECH'S
TECH CAREERS 1.0 COMMUNITY

FEB 25, 2021 - 3:30PM

TECH AROUND THE WORLD:
WHAT'S UP & COMING IN TECH?

Teddy Bekele | CTO, Land O' Lakes
Will Armstrong | Lead Data Scientist, Best Buy
Stephanie Culver | Lead Engineer, Target
Ram Kotagiri | Manager, Accenture
Troy Kray | Lead Software Engineer, Optum
Emily Marier | Director IT Infrastructure, Slumberland Furniture
Janelle Schulenberg | Organizational Change Management Lead, 3M
Beth Singer | IT Compliance Director, CHS
AUDIENCE: 0-7 YRS OF TECH EXPERIENCE
POWERED BY MNTECH'S
TECH CAREERS 1.0 COMMUNITY

MARCH 11, 2021 - 3:30PM

THE ART OF TRACKING YOUR PROGRESS AND ACHIEVEMENTS
MAY 20, 2021 | 3:00PM
POWERED BY MNTECH'S
TECH CAREERS 1.0 COMMUNITY

LET'S GET TO WORK!
Increasing Computer Science Education in MN through Deeper Industry Partnerships
MAY 26 | 7:30 - 8:30 AM
mntech™
POWERED BY THE TECH TALENT COMMUNITY

TECH TALENT WORKING SESSION:
SOLVING INCREASED EMPLOYEE ATTRITION
POWERED BY THE TECH TALENT COMMUNITY
SEPTEMBER 29 | 3-4 PM

ACE LEADERSHIP PROGRAM

SESSION DATES TBD

The ACE Leadership Program is designed to develop and connect our region's next generation technology company leaders and to assist them in preparing for the important roles they will play in making and keeping our region globally competitive.

PROGRAM SPONSORSHIP

- **$5,000 member | $6,250 non-member (1 available)**
- Sole sponsorship of the 2022 ACE Leadership Program
- Opportunity to provide pens, tablets, and other marketing items for program use at in-person sessions
- Company name/logo on appropriate program marketing materials and website
- Opportunity to interact with participants during activities and speak to the group during sessions
- Discount on participation fee for up to 2 company employees

PROGRAM PARTICIPANT

- **$3,350 member | $4,000 non-member (per participant)**
- ACE leaders are paired with a mentor (a senior leader in technology) to help guide their leadership journey throughout the 8 month course.
- Coursework focuses on recognizing one's leadership style, driving innovation, building a strong leadership brand, public speaking, negotiation, developing tech talent, inclusion in tech, and more.
- Leaders work on small group strategy based project (supporting local non-profits through their work), which culminates with a presentation to MnTech's Board of Directors.

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2021 SUMMARY

32 ACE GRADUATES

PAST PARTICIPANT VOICES INCLUDE:

3M
Comcast
HealthPartners
Mayo Clinic
Medtronic
Minnesota Twins Baseball Club
Optum
Starkey
Target
Thomson Reuters
Unisys

WEEKLY NEWSLETTER

TECHtuesday is MnTech's subscriber-based, email newsletter that reaches 6,000+ MnTech members, non-members, local media, government leadership, and others in the science and technology community. The newsletter is published every Tuesday.

ANNUAL SPONSORSHIP

- **$5,000 member | $6,250 non-member (1 available)**
- Premier Ad in 8 editions of TECHtuesday
- Acknowledgment in footer weekly: "Powered by _____"
- 2 featured articles

STANDARD ADVERTISEMENT

- **Member: $150/week or $400 for 3 weeks**
- **Non-member: $250/week or $600 for 3 weeks**
- MnTech will provide performance analytics at the conclusion of ad runtime

MnTech reserves the right to make changes at any time.

TECH ON Tap

WITH
THE MINNESOTA TECHNOLOGY ASSOCIATION

THE FIRST THURSDAY OF EACH MONTH

Tech on Tap is a new networking-focused event from the Minnesota Technology Association. Each month, Tech on Tap will be hosted at a different brewery around the Twin Cities, allowing attendees to gather with colleagues, strengthen connections within their industry, and sample craft beer.

EVENT SPONSORSHIP

- **$1,500 per event**
- Prominent display of your company's logo on all event signage and promotion across MnTech's communication channels
- Sponsorship covers the cost of the first drink for all attendees and a prize drawing to boost registration
- Receit of attendees list (name, company, email)