mntech™

MINNESOTA TECHNOLOGY ASSOCIATION

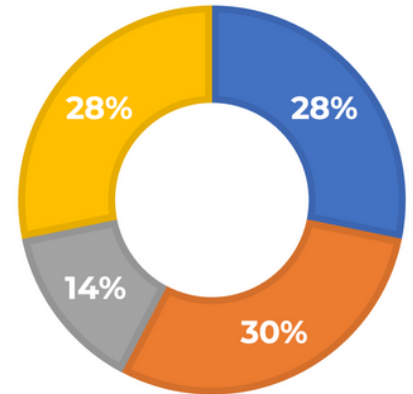# 2023 SPONSORSHIP OPPORTUNITIES

LEGISLATIVE RECEPTION

JANUARY 10, 2023

MnTech's Legislative Reception provides an opportunity to connect Minnesota's science and technology community with our state's elected officials and executive staff. Members from both political parties and bodies of the Legislature, along with the Executive Branch, attend this reception and the event showcases the important role that innovation has played - and continues to play - in Minnesota's economy.

PRESENTING SPONSORSHIP

- **$5,000 member | $6,250 non-member (1 available)**
- Opportunity to welcome guests during the event (3 minutes)
- Display table
- Four (4) event passes
- Company name/logo on all marketing material, signage, and website
- Pre & post event attendee lists (name, title, organization)

SILVER SPONSORSHIP

- **$2,500 member | $3,125 non-member**
- Display table
- Two (2) event passes
- Company name/logo on all marketing material, signage, and website

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)

MnTech reserves the right to make changes at any time.

2019 EVENT SUMMARY

83 ATTENDEES

- 28% CEOs, VPs, & Directors
- 30% State Officials & Legislators
- 14% Managers
- 28% Other

SPONSORS

AT&T

69 UNIQUE ORGANIZATIONS IN ATTENDANCE INCLUDING:

Accenture
Coloplast
Comcast
Greater MSP
Rebiotix
MN House of Representatives
MN Senate
University of Minnesota

TECH CONNECT ™

MAY 3, 2023 | 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 (3 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.
- Eight (8) event passes
  - Value $225 x 8 = $1800
- Right of first refusal to renew sponsorship in 2024
- + other inclusions as noted below

GOLD SPONSORSHIP

- **$10,000 member | $12,500 non-member (3 available)**
- Choice of one, based on availability:
  - Participate as a speaker or panelist
  - Lead an educational breakout session
- Six (6) event passes
  - Value $225 x 6 = $1,350
- + other inclusions as noted below

SILVER SPONSORSHIP

- **$7,500 member | $9,375 non-member (1 available)**
- 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 (6 available)**
- Lead an educational breakout session, based on availability
- Four (4) event passes
  - Value $225 x 4 = $900
- + 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)

MnTech reserves the right to make changes at any time.

2022 EVENT SUMMARY

232 ATTENDEES

CONTENT
2 General Sessions
23 Breakout Sessions
1 Tech Leadership Roundtable

SPONSORS

Presenting

THOMSON REUTERS®

Optum

Gold

target   Qlik Q

Silver

digineer
turn results on

Bronze

appian   mentormate

outsystems   RSM

snowflake   verizon✓

102 UNIQUE COMPANIES IN ATTENDANCE INCLUDING:

Best Buy
Land O'Lakes
Mayo Clinic
SPS Commerce
Turnberry Solutions
Xcel Energy

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**
- 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 2024
- + 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)

2022 EVENT SUMMARY

244 VIRTUAL ATTENDEES
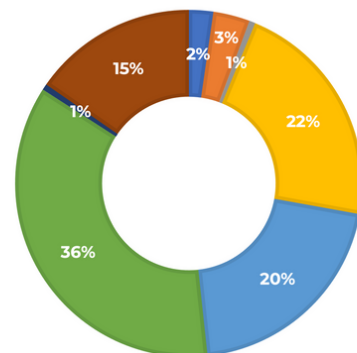
- Educator (K-12): 2%
- Educator (Post-Secondary): 3%
- Executive Leadership: 1%
- HR: 22%
- Individual Contributor: 20%
- Management: 36%
- Policy Influencer: 1%
- Solution Provider: 15%

SPONSORS

OPTUM®

target

THOMSON REUTERS

94 UNIQUE COMPANIES IN ATTENDANCE INCLUDING:

Best Buy
Boston Scientific
C.H. Robinson
CHS Inc.
Land O'Lakes
Medtronic
Microsoft

MnTech reserves the right to make changes at any time.

FALL 2023

The Tekne Awards attract a "who's who" of Minnesota business, technology, and political leaders, drawing attendees from across the state. The technology community comes together on this very special evening to celebrate Minnesota innovation and recognize Tekne Award finalists and recipients - the best and brightest of Minnesota's diverse tech-based economy.

PRESENTING SPONSORSHIP

- **$15,000 member | $18,750 non-member**
- Second Corporate Table of 10 for dinner
- Opportunity to introduce an award category
- Company logo featured prominently in arrival space
- Full page (full color) ad in event program (provided by sponsor)
- Logo on front page of Tekne program cover
- Right of first refusal to renew sponsorship in 2024
- + other inclusions as noted below

GOLD SPONSORSHIP

- **$10,000 member | $12,500 non-member (6 available)**
- Choice of one, based on availability:
  - VIP Reception – company name/logo on cocktail napkins and signage at the bars and inside the room (2 sponsors)
  - Dinner Centerpieces (2 sponsors)
  - Post-Awards Celebration - company name/logo on cocktail napkins and signage at the bars and inside the room (2 sponsors)
- Half page (full color) ad in event program (provided by sponsor)
- Opportunity to introduce an award category
- + other inclusions as noted below

SILVER SPONSORSHIP

- **$7,500 member | $9,325 non-member (6 available)**
- Quarter page (full color) ad in event program (provided by sponsor)
- Opportunity to introduce an award category
- + other inclusions as noted below

BRONZE SPONSORSHIP

- **$5,000 member | $6,250 non-member (6 available)**
- Inclusions as noted below

MnTech reserves the right to make changes at any time.

2021 EVENT SUMMARY

411 VIRTUAL ATTENDEES

CONTENT

- 40 finalists in 13 awards categories
- Special awards for Rising Stars, Lifetime Achievement, and Public Service
- 2021 Scholarship Awardees

SPONSORS

Presenting

OPTUM® · THOMSON REUTERS

Gold

digineer turn results on · padilla transform with purpose

target · TWIN CITIES BUSINESS

Silver

AT&T · ROBINS KAPLAN LLP

Bronze

COMCAST BUSINESS · Medtronic · TotalExpert

133 UNIQUE COMPANIES IN ATTENDANCE INCLUDING:

Ameriprise Financial
Arctic Wolf
Comcast
Digital River
MN Twins Baseball Club
MnDOT
Seagate Technology
U.S. Bank

ALL SPONSORS RECEIVE:

- 1 Corporate VIP Table of ten
- Tickets to VIP Reception preceding dinner
- 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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ANNUAL TECH FUTURE PANEL

DECEMBER 2023 | METROPOLITAN BALLROOM

The Annual Tech Future 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 Tech Future 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 (2 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.
- Eight (8) event passes. Value $50 x 8 = $400
- Right of first refusal to renew sponsorship in 2024
- + other inclusions as noted below

SILVER SPONSORSHIP

- **$7,500 member | $9,375 non-member (1 available)**
- 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 (6 available)**
- Four (4) event passes. Value $50 x 4 = $200
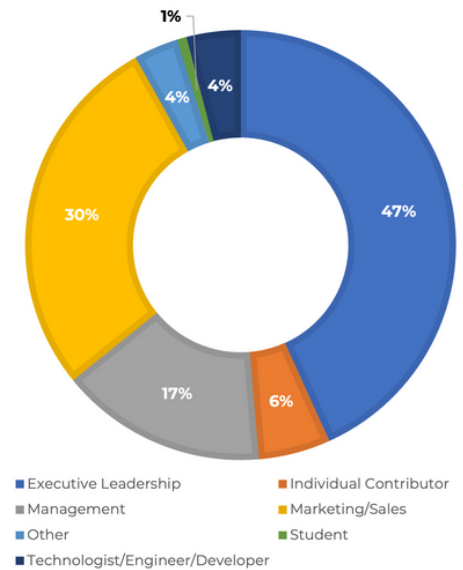- + other inclusions as noted below

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.

2022 EVENT SUMMARY

137 ATTENDEES

- Executive Leadership — 47%
- Individual Contributor — 6%
- Management — 17%
- Marketing/Sales — 30%
- Other — 4%
- Student — 1%
- Technologist/Engineer/Developer — 4%

PANELISTS

MAYO CLINIC | PRIME THERAPEUTICS® | target

usbank | WINNEBAGO

SPONSORS

Gold

digineer
turn results on

Emergent Software

Silver

Qlik Q

Bronze

ProCircular
SECURITY. PRIVACY. TRUST.

TURNBERRY SOLUTIONS

153 UNIQUE COMPANIES IN ATTENDANCE

Allina Health
Dell
Gap, Inc.
Microsoft
Polaris
RSM US, LLC
Self Esteem Brands
Thrivent

mntech™ TECH EXECUTIVE FORUMS

Throughout its history, MnTech has helped convene the region's CIOs to build their networks and learn from each other. Tech Executive 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)

- **$2,500 member | $3,000 non-member (2 sponsors per event)**
  Q1: Topic TBD (2 available)
  Q2: Topic TBD (2 available)
  Q3: Topic TBD (2 available)
  Q4: Topic TBD (2 available)
- Speaking Opportunity: 1-2 minute welcome to the audience
- Two (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)

2022 EVENT SUMMARY

178 TOTAL ATTENDEES

Average of 39 attendees per virtual forum

SPEAKERS/PANELISTS

SPONSORS

MnTech reserves the right to make changes at any time.

WLiT
Women Leading in Technology
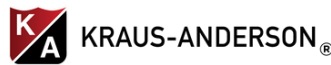
1 EVENT PER QUARTER

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 member | $7,000 non-member (4 available)**
- Sponsorship of all four WLiT events in 2023
- Opportunity to provide sponsor remarks at 1 of the 4 events (up to 2 minutes), based on availability
- (Four) 4 passes for each WLiT event (Value $35 x 16 = $560)
- 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 member | $2,500 non-member (up to 5 sponsors per event)**
- Display table for company materials
- Company logo on select WLiT materials and event website
- Two (2) passes for each event (Value $35 x 8 = $280)
- Attendee list 1 day post (name, title, organization)

EVENT SPONSOR (BULK)

- **$5,000 member | $6,000 non-member (up to 5 sponsors per event)**
- Save $1,000 when purchasing all four 2023 events
- Same inclusions as Event Sponsor above, except 4 passes for WLiT events

MnTech reserves the right to make changes at any time.

2022 EVENT SUMMARY

498 TOTAL ATTENDEES

APRIL
157 attendees
"See Yourself as Others Do"

JUNE
108 attendees
"Retraining Our Networking Muscle"

AUGUST
127 attendees
Summer Happy Hour

OCTOBER
106 attendees
"Bridging the Gap: Moving From Stuck to Success"

SPONSORS

Presenting

Quarterly Event Sponsors

All Events

ATTENDEE COMPANIES INCLUDE:

3M	Optum
Cargill	Securian Financial
Clientek	Target
IBM	U.S. Bank
MN Twins	Winnebago

TECH TALKS

1 EVENT PER QUARTER

Tech Talks brings together Minnesota's technology minds to gather and enjoy each other's stories, ideas, projects, innovations, and research via concise talks and presentations (15-minutes or less). Each quarterly Tech Talk event will focus on a specific tech topic, feature five speakers, and have a networking session following the presentations. The primary purpose of our Tech Talks is to facilitate education, stimulate curiosity, inspire action, cultivate community connection, and uncover what's happening and what's possible in our tech community.

EVENT SPONSOR (PER EVENT)

- **$2,500 Member | $3,000 Non Member (Sole Sponsorship)**
- Tech Talk hosted at the sponsor's headquarters
- Opportunity to provide opening and closing remarks
- Company logo included on Tech Talk materials, event website, and sponsor logo included in YouTube video alongside MnTech
- Web link from event site to sponsor website
- 10 passes to the event
- Attendee list 1-day post event (name, title, organization)

2023 EVENT LINEUP

Four quarterly events held at the headquarters of sponsoring organizations

Dates and location TBD

MnTech reserves the right to make changes at any time.

mntech™

COMMUNITIES OF INTEREST

JUMPSTART
TECH CAREERS 1.0
TECH FOR GOOD
MNTECH TALKS
ADVANCED TECHNOLOGIES

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 4 yearly community-powered events
- Company name/logo on all event marketing materials and community website page
- Opportunity to welcome participants at up to 4 community-powered events

MnTech reserves the right to make changes at any time.

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

POWERED BY MNTECH'S
TECH CAREERS 1.0 COMMUNITY

FEB 25, 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

TECH TALENT WORKING SESSION:
SOLVING INCREASED EMPLOYEE ATTRITION
POWERED BY THE TECH TALENT COMMUNITY

SEPTEMBER 29 | 3-4 PM

ACE LEADERSHIP PROGRAM

SESSIONS START IN MARCH AND SEPTEMBER

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 2023 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

- **$3,500 member | $4,500 non-member (per participant)**
- ACE leaders are paired with a mentor (a senior leader in technology) to help guide their leadership journey throughout the 6 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.

MnTech reserves the right to make changes at any time.

2022 SUMMARY

33 ACE GRADUATES

PAST PARTICIPANTS INCLUDE:

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

mntech™ TECHtuesday

WEEKLY NEWSLETTER

TECHtuesday is MnTech's email newsletter that reaches an audience of 5,000+ technology professionals, government leaders, technology executives, and others in the science and technology community. This weekly newsletter shares the most important news in the technology community both in Minnesota and nationally, and is a one-stop-shop for anyone looking to engage in their community.

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 published in the newsletter. Copy to be approved by MnTech

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

THOUGHT LEADERSHIP FROM MNTECH

Lessons for Leaders Looking to Engage Young, Diverse Talent

Last week, MnTech's VP of Programs, Joel Crandall, shared five lessons for organizations looking to recruit and retain young, diverse talent. This week, he is sharing another five lessons, this time for senior leaders, on how you can level up your leadership and recommendations you can put into practice right away.

IMPACTFUL NEWS

TECH NEWS & INSIGHTS

IT Certifications Ease Tech Job Access as Employers Lower Degree Requirements

What I Learned Watching Companies Engage Young, Diverse Talent for Over a Decade

Teachers Take on Summer Internships with TWIST

6 Tips for Successfully Leading Software Developers

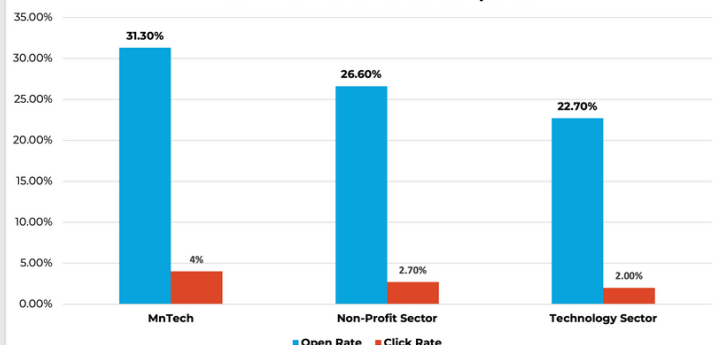How to Build a 'Citizen Developer' Workforce

JOBS FROM AROUND THE COMMUNITY

FEATURED JOBS

Application Security Manager at C.H. Robinson

Lead Software Engineer - Telecommute at Optum

Agile Practitioner - Telecommute at Optum

Entry Level Recruiter at Horizontal Talent

Lead Data Scientist - Digital and Advanced Analytics at Ecolab

Software Engineer III at C.H. Robinson

Data Engineer at Dahl Consulting

HR Operations Analyst at Calabrio

Want to see more tech jobs across Minnesota or post your own opening? Visit the MnTech Job Board.

BE SEEN BY YOUR AUDIENCE

MnTech Email Performance Comparison

	Open Rate	Click Rate
MnTech	31.30%	4%
Non-Profit Sector	26.60%	2.70%
Technology Sector	22.70%	2.00%

Data from MnTech emails September - October 2022 & CampaignMonitor.com

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 field, and sample craft beer.

EVENT SPONSORSHIP

- **$1,500 member | $2,000 non-member (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
- Receipt of attendees list (name, company, title)

Sponsorship Opportunities

- **January** - Not available
- **February** - Not available
- **March** - Not available
- **April** - Not available
- **May** - **AVAILABLE**
- **June** - **AVAILABLE**
- **September** - **AVAILABLE**
- **October** - **AVAILABLE**
- **December** - Not Available

MnTech reserves the right to make changes at any time.

2022 SUMMARY
258 ATTENDEES

SEPTEMBER
47 attendees
Pryes Brewing Company

Sponsored by
CLIENTEK

OCTOBER
57 attendees
Arbeiter Brewing Company

NOVEMBER
84 attendees
Lake Monster Brewing Company

Sponsored by
appian

DECEMBER
70 attendees
BlackStack Brewing Company

MNTECH JOB BOARD

Diversifying and strengthening Minnesota's technology talent ecosystem

Keywords	Location	Distance	**Search**

The Minnesota Technology Association is deeply committed to helping Minnesota's technology-driven companies inspire, hire, develop, and retain exceptional talent. With the state's evolving tech workforce challenges and growing numbers of historically overlooked and untapped sources of talent, MnTech's hope is that the new job board will serve as a highly beneficial platform for connecting companies and their leaders with emerging talent and newcomers to the tech ecosystem.

PRESENTING SPONSORSHIP

- **$5,000 member | $6,250 non-member (1 available)**
- Sole sponsorship of the MnTech Job Board for 2023
- Prominent display of company's logo on the front page of Job Board and across MnTech communication channels when discussing the Job Board

2022 Job Board Summary

9,182 jobs posted from 111 companies
Including

MnTech reserves the right to make changes at any time.

MINNESOTA
TECH WORKFORCE
e I M P A C T   R E P O R T

Understanding Minnesota's technology talent landscape allows you to view the challenges and opportunities in front of the industry. The Minnesota Technology Association has invested in premier workforce data reporting to give our members an in-depth view of what our talent landscape looks like from perspectives such as racial representation in job categories, age by roles, which skills are in demand, and more. MnTech will use the insights from this dashboard to produce quarterly "State of Tech Talent" reports for the MnTech community.

ANNUAL SPONSORSHIP

- **$5,000 member | $6,250 non-member (1 available)**
- Sole sponsorship of the eImpact Dashboard for 2023
- Prominent display of company's logo on the MnTech website and eImpact Report landing page
- Company logo featured in quarterly "State of Talent" reports generated by MnTech with data from the portal

IN-DEPTH STATISTICS ON MINNESOTA'S TECH WORKFORCE - UPDATED MONTHLY

Workforce Data

View the current makeup of the tech workforce in Minnesota through categories such as age, ethnic background, and gender.

Employer Data

Know which companies are hiring, what skills are most in demand, and trends in job postings.

Job Data

See the volume of tech job openings, median salary, trends on remote work, and job counts by occupation.

Education Data

View education attainment at the county level, school affiliation of tech workers, and STEM program completion at institutions.

MnTech reserves the right to make changes at any time.