mntech
Minnesota Technology Association

MINNESOTA'S tekNē AWARDS

TECHtuesday

2021 Sponsorship Opportunities

A C E Leadership PROGRAM

CONTENTS

Signature Events

Peer Group Events

Education

Communication

Since 1982, the Minnesota Technology Association has served as a unifying voice and trusted convener for technology-driven companies in Minnesota.

We believe tech companies achieve the greatest success when they have access to exceptional talent, dedicated public policy advocates, and are part of an innovative, inclusive technology community. For more than 30 years, the Minnesota Technology Association has helped nurture each of these attributes within our state, enabling Minnesota technology-driven businesses, professionals, and communities to thrive.

Each year, thousands of technology professionals make meaningful connections and advance their careers through MnTech's respected programs, educational opportunities, and networking events. We also lead the charge in advancing tech-related public policy issues to Minnesota's state capitol and serve as the local affiliate of TECNA, the Technology Councils of North America.

Our member companies work the spectrum of technology, from IT, advanced manufacturing, life sciences, fintech, agtech, cleantech, and edutech, and range from long-established corporations to small and growing startups.

We invite you to support our mission to accelerate growth, innovation, and the development of a strong, inclusive tech ecosystem in Minnesota by sponsoring a MnTech program or event. Learn more at www.mntech.org.

CONTACT US

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tech•talent™

inspire › hire › develop › retain

March 4, 2021 Virtual

TechTalent is intended to build ongoing dialogue among educators, employers, and workforce agencies as we work to solve our workforce challenges – together. 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 Sponsor
$10,000 member /$12,500 non-member (2 sponsors)

- Choice of two, based on availability:
    - o General session remarks (2 minutes)
    - o Introduce a speaker or moderate a panel
    - o Participate as a speaker or panelist
- Thought leadership article, published in MnTech Newsroom prior to the event. Copy to be approved by MnTech.
- 20 passes to distribute to non-MnTech members. Value is $50 x 20 = $1000
- Right of first refusal to renew sponsorship in 2022
- + other inclusions as noted below

Silver Sponsor
$7,500 member /$9,375 non-member (2 sponsors)

- Choice of one, based on availability:
    - o Introduce a speaker or moderate a panel
    - o Participate as a speaker or panelist
- Link to a companion article included in MnTech reminder email to all participants 3 days prior to event. Copy to be approved by MnTech.
- 15 passes to distribute to non-MnTech members. Value is $50 x 15 = $750
- + other inclusions as noted below

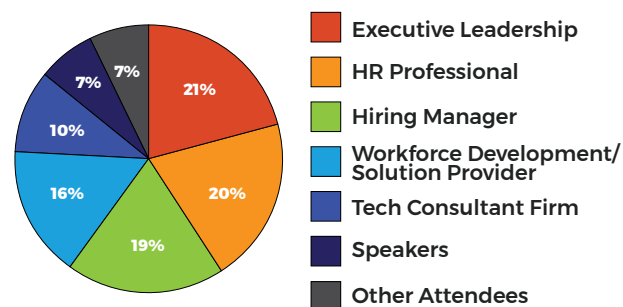### Bronze Sponsor
$5,000 member /$6,250 non-member (2 sponsors)

- Lead a breakout discussion room, based on availability
- 10 passes to distribute to non-MnTech members. Value is $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)

2020 Event Summary

- 258 in-person attendees
- Attendee Roles:

Pie chart:
- Executive Leadership — 21%
- HR Professional — 20%
- Hiring Manager — 19%
- Workforce Development/Solution Provider — 16%
- Tech Consultant Firm — 10%
- Speakers — 7%
- Other Attendees — 7%

2020 Sponsors

- Minnesota Twins Baseball Club
- Optum
- Target
- Xcel Energy
- Best Buy
- C.H. Robinson
- Daugherty Business Solutions
- Greater MSP
- The Software Guild
- Thomson Reuters
- York Solutions
- Unisys

122 Unique companies in attendance, including:

BEST BUY PRIME THERAPEUTICS securian FINANCIAL SPS COMMERCE

TARGET THOMSON REUTERS TRAVELERS

Click here to sponsor

Purchase your sponsorship here:
https://mntech.org/sponsorships/purchase/

MnTech reserves the right to change descriptions, inclusions, quantities, and pricing.

TECH CONNECT ™

June 3, 2021 Virtual

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 in a high-definition, fast-paced, interactive virtual conference. Attended by business and tech leaders, the conference includes keynotes, educational sessions, and community discussions.

2020 Event Summary

- 567 virtual attendees
- Attendee Roles:

- Executive Leadership 20%
- Management 18%
- Technologists 28%
- Other Professionals 17%
- Consultants 13%
- Other 4%

Primary Industries Represented:

- Healthcare 20%
- Manufacturing 20%
- Retail 19%
- Education 11%
- Financial Services 11%
- Agriculture 9%
- Other (Energy, Public Sector, etc.) 10%

Presenting Sponsor
$15,000 member /$18,750 non-member- (3 sponsors)

- 1 seat on the Tech Connect planning committee when sponsorship is purchased by 1.31.21.
- Choice of two, based on availability:
  - o General session remarks (2 minutes)
  - o Participate as a speaker or panelist
  - o Lead an educational breakout session
- Thought leadership article, published in MnTech Newsroom prior to the event. Copy to be approved by MnTech.
- 20 passes to distribute to non-MnTech members. Value is $50 x 20 = $1000
- Right of first refusal to renew sponsorship in 2022
- + other inclusions as noted below

Gold Sponsor
$10,000 member /$12,500 non-member- (3 sponsors)

- Choice of one, based on availability:
  - o Participate as a speaker or panelist
  - o Lead an educational breakout session
- Link to a companion article included in MnTech reminder email to all participants 3 days prior to event. Copy to be approved by MnTech.
- 15 passes to distribute to non-MnTech members. Value is $50 x 15 = $750
- + other inclusions as noted below

Bronze Sponsor
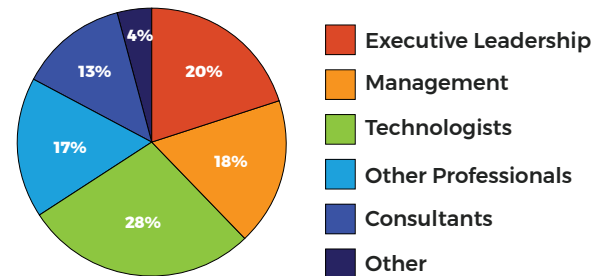### $5,000 member /$6,250 non-member- (6 sponsors)

- Lead an educational breakout session, based on availability
- 10 passes to distribute to non-MnTech members. Value is $50 x 10 = $500
- + other inclusions as noted below
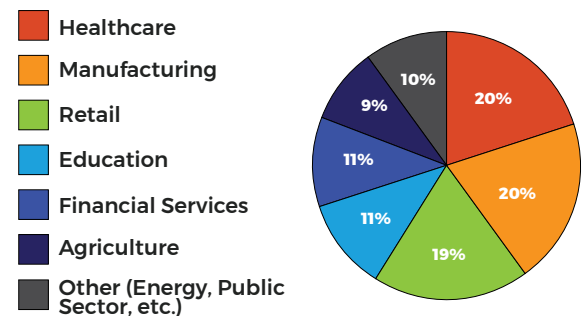
ALL sponsors receive:
- Company logo on all event marketing materials and event website
- Web link from event site to sponsor website
- Sponsor graphic for social media
- Registrant list 1 day prior (Name, title, organization)
- Attendee list 1 day post (Name, title, organization)

2020 Sponsors

- Optum
- Thomson Reuters
- Digineer
- Medtronic
- RSM
- Target
- Slack
- Crossfuze
- Genesis10
- MentorMate
- Rimage Corp

175 Unique companies in attendance, including:

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MINNESOTA'S ™ tekne AWARDS

Renaissance Minneapolis Hotel, The Depot November 17, 2021

The Tekne Awards attract a "who's who" of Minnesota business, technology and political leaders. The gala affair draws 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 Sponsor
$15,000 member /$18,750 non-member- (3 sponsors)

- Second Corporate Table of 10 for dinner
- Opportunity to introduce an award category
- Company logo featured along the red carpet welcome
- 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 2022
- + other inclusions as noted below

Gold Sponsor
$10,000 member /$12,500 non-member- (3 sponsors)

- Choice of one, based on availability:
  - o VIP Reception – Company name/logo on cocktail napkins and signage at the bars and inside the room. (2 available)
  - o Dinner Centerpieces (2 available)
  - o Post-Awards Celebration - Company name/logo on cocktail napkins and signage at the bars and inside the room. (2 available)
- Half page (full color) ad in event program (provided by sponsor)
- Opportunity to introduce an award category
- + other inclusions as noted below

Silver Sponsor
$7,500 member /$9,375 non-member- (6 sponsors)

- Quarter page (full color) ad in event program (provided by sponsor)
- Opportunity to introduce an award category
- + other inclusions as noted below

Bronze Sponsor
$5,000 member /$6,250 non-member- (5 sponsors)

- Inclusions as noted below

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)

2020 Event Summary

526 Virtual Attendees
157 Unique companies in attendance

2020 Sponsors

- Optum
- Thomson Reuters
- Best Buy
- Digineer
- Ecolab
- Padilla
- Target
- Twin Cities Business
- AT&T
- Comcast Business
- Land O'Lakes
- Microsoft
- Robins Kaplan
- Xcel Energy

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Annual CIO Panel
December 7, 2021
Metropolitan Ballroom

MnTech's Annual CIO Panel highlights key technology trends and challenges facing Minnesota's top CIOs. The event, held each December, 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 Sponsor
$10,000 member /$12,500 non-member (2 sponsors)

- Sponsor remarks during opening segment (up to 2 minutes)
- Link to a companion article included in MnTech reminder email to all participants 3 days prior to event. Copy to be approved by MnTech.
- 8 event passes
- Right of first refusal to renew sponsorship in 2022
- + other inclusions as noted below

Silver/VIP Dinner Sponsor
$7,500 member /$9,375 non-member (1 sponsor)

- Welcome and remarks during private CIO Dinner (evening prior to event)
- Three (3) VIP dinner passes (evening prior to event). VIP Dinner capacity is 25. CIO Panel speakers can be invited upon request.
- 6 event passes
- + other inclusions as noted below

Bronze Sponsor
$5,000 member /$6,250 non-member (4 sponsors)

- 4 event passes
- + other inclusions as noted below

ALL sponsors receive:
- Display table for company materials at event
- 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)

2020 Event Summary
CIO Panelists

MAYO CLINIC
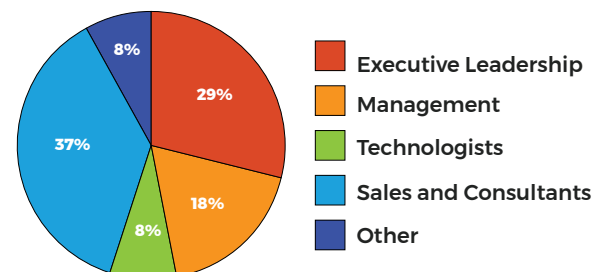LAND O'LAKES, INC.
COLLEGE OF Saint Benedict | Saint John's UNIVERSITY
faegre drinker
MEDICA
KRAUS-ANDERSON
Medtronic

- 228 virtual attendees
- Attendee Roles:

- Executive Leadership — 29%
- Management — 18%
- Technologists — 8%
- Sales and Consultants — 37%
- Other — 8%

2020 Sponsors

- Snowflake
- Perficient

131 Unique companies in attendance

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CIO Forums

Planned Quarterly Dates:
March 18, 2021 (Virtual)
June 10, 2021 (Virtual)
September 14, 2021 (Host Location TBA)
November 4, 2021 (Host Location TBA)

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.

Event Sponsor (Per event)
$2,000 member /$2,500 non-member
(2 sponsors per event)

- Speaking Opportunity: 1-2 minute welcome to the audience
- Two (2) passes to the 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)
- Optional: Display table for company materials at the event (in person events)

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2020 Event Summary

- 139 attendees
- Average 35 attendees per event

Past attendee companies include:

CARING BRIDGE®

JOHNSON BROTHERS · SINCE 1953 ·

MAC — MINNEAPOLIS SAINT PAUL METROPOLITAN AIRPORTS COMMISSION

MINNESOTA TWINS BASEBALL CLUB

PATTERSON COMPANIES, INC.

SEAGATE

surescripts®

TORO®

WELLS FARGO

Women Leading in Technology
Quarterly dates:
Tuesday, February 16, 2021 - Virtual

May TBA - Virtual

August TBA

October TBA

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 Sponsor
$6,000 (4 sponsors)

- Sponsorship of all four WLiT events
- Opportunity to provide sponsor remarks at 1 of the 4 events (up to 2 minutes), based on availability
- Four (4) passes for in-person WLiT events
- Display table for company materials (in-person events)
- 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 per event)

- Display table for company materials (in-person events)
- Company logo on select WLiT materials and event website
- Two (2) passes for in-person events
- Attendee list 1 day post (Name, title, organization)

Event Sponsor, Bulk
$5,000

- Save $1,000 when purchasing all 4 events
- Same inclusions as Event Sponsor above except four (4) passes for in-person WLiT events

2020 Event Summary

- 269 attendees - February, in-person featuring a guest panel
- 510 attendees - June, virtual featuring Corie Barry, Best Buy
- 223 attendees - September, virtual featuring Sonya Roberts, Cargill
- 233 attendees - October, virtual featuring Patrick Finnegan, Dale Carnegie
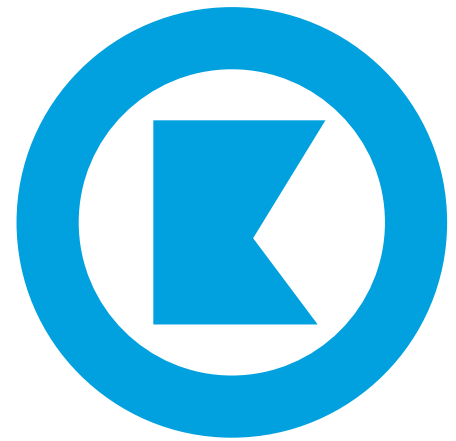
Past attendee companies include:

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Purchase your sponsorship here:
https://mntech.org/sponsorships/purchase/

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MnTech Communities

MnTech Communities 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 events will meet virtually in the first two quarters of 2021.

Community Sponsor
$5,000 member /$6,250 non-member- (4 sponsors)

- Sole sponsorship of one community
- Sponsorship of 6 yearly community-powered events
- Company name/logo on all event marketing materials and community website
- Opportunity to welcome participants at up to 3 community-powered events

MnTech Communities

- Advanced Technologies
- Tech Talent
- Tech Careers 1.0
- Vendor & Business Partnerships

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ACE Leadership PROGRAM

2021 dates to be announced

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.

The ACE Program will plan on meeting virtually in the first 2 quarters of 2021.

Program Sponsor
$5,000 member /$6,250 non-member- (1 sponsor)

- Sponsorship of the 2021 ACE Leadership program
- Opportunity to provide pens, tablets, 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 two company employees

Past participant voices include:

Program Participant
$3,350 member /$4,000 non-member- (per applicant)

- 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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TECH*tuesday* Newsletter
Newsletter sent weekly

TECH*tuesday* is MnTech's subscriber-based, electronic 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.

Sponsorship Opportunity

Annual Sponsor
$5,000 member /$6,250 non-member
(1 sponsor)

- Premier Ad in 8 editions of TECH*tuesday*
- Acknowledgment in footer weekly, "Powered by ____"
- 2 featured articles

Advertising Opportunity

Standard Ad
Member: $150/ week or $400 for 3 weeks
Non-Member: $250/ week or $600 for 3 weeks

- 225 pixels wide by 180 pixels tall

MnTech will provide performance analytics at the conclusion of ad runtime

Click here to sponsor

Purchase your sponsorship here:
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Minnesota Technology Association (MnTech) weekly newsletter

View this email in your browser

TECHtuesday

Become a mentor for the Technovation Challenge!
Happy New Year! What better way to start 2021 than by making a difference in a student's life? MnTech's Tech for Good community is partnering with Technovation[MN] and we need your help.

Sign up to join one of 50 mentor teams and help coach girls as they create and pitch mobile apps for the Technovation Challenge. Learn more about the eligibility and commitment requirements and sign up before **Jan 11**.

How Technology Enables Your Travel Journey – Jan 13
Join us for the first virtual event of the year as we sit down for a conversation with Eduardo Valencia, the Chief Information Officer of the MSP International Airport Commission. Facilitated by Varda Nauen of Genesis10, Eduardo will discuss technology's role around travel in 2021 and take questions from the audience. Reserve your free seat here.

Delivering with Machine Learning – Jan 20
The Advanced Technology Community is continuing its three-part series on machine learning. Register for free and hear from Josh Culter of Optum as he walks us through the "how" of implementing machine learning. Learn more.

Tech Industry News & Insights

Minnesota fabricating community bands together to support welding program
Read more…

Market Snapshot: Space Communications
Read more…

Diversity efforts expanding in Minnesota technology
Read more…

Share stories: piper@mntech.org

DEI:
How to Get Beyond Barriers & Move Your Company Forward
JAN 26 • 11 AM
SONJA SIMPSON — iONIS Solution
MALISSA ADAMS — Stanton Adams Consulting
REGISTER NOW
Presented by
SciTech INTERNSHIP PROGRAM.

Thank you to our renewing members:
- Great River Energy
- AT&T
- Clientek
- Excel SoftSources
- Faegre Drinker Biddle & Reath LLP

Learn more about MnTech member benefits!

Upcoming Online Events

Jan 13
How technology enables your travel journey with Eduardo Valencia of the MSP International Airport Commission

Jan 20
Advanced Technology: Delivering with Machine Learning

Jan 26
Diversity, Equity & Inclusion: How to Get Beyond Barriers and Move Your Company Forward