



mntech™

MINNESOTA TECHNOLOGY ASSOCIATION

2023 SPONSORSHIP OPPORTUNITIES

MID-YEAR UPDATE



OCTOBER 27, 2023

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 (1 available)**
- 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 $\$75 \times 20 = \1500
- 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 $\$75 \times 15 = \$1,250$
- + other inclusions as noted below

BRONZE SPONSORSHIP

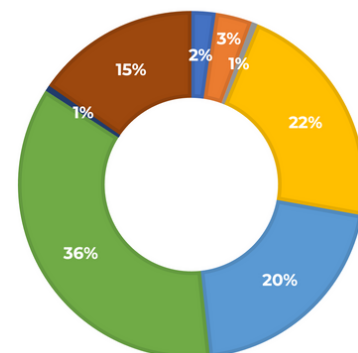
- **\$5,000 member | \$6,250 non-member (3 available)**
- Event passes. 10 passes for non-MnTech member guests. Value $\$75 \times 10 = \750
- + other inclusions as noted below

EXHIBITOR OPTIONS

- **\$1,000 member | \$1,500 non-member | \$500 non-profits**
- 3 event passes (valued at \$225-\$375)
- Access to participate in the conference sessions
- Exhibition space with a table and three chairs
- WiFi service throughout the event
- Lunch

2022 EVENT SUMMARY

244 VIRTUAL ATTENDEES



■ Educator (K-12) ■ Educator (Post-Secondary)
 ■ Executive Leadership ■ HR
 ■ Individual Contributor ■ Management
 ■ Policy Influencer ■ Solution Provider

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

ALL SPONSORS RECEIVE

- Company logo on all event marketing materials & 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.



NOVEMBER 16, 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 (1 available)**
- 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 (4 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 (4 available)**
- Quarter page (full color) ad in event program (provided by sponsor)
- Opportunity to introduce an award category
- + other inclusions as noted to the right

BRONZE SPONSORSHIP

- **\$5,000 member | \$6,250 non-member (5 available)**
- Inclusions as noted to the right

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
- 2022 Scholarship Awardees

SPONSORS

Presenting



Gold



Silver



Bronze



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)

TECH OUTLOOK - 2024

DECEMBER 14, 2023

METROPOLITAN BALLROOM

The annual Tech Outlook (formerly CIO Panel) highlights key technology trends, challenges, and opportunities facing Minnesota's tech-enabled companies. The event features C-suite technology executives offering expert insight with ideas on how our state can remain globally competitive in a fast changing world. The Tech Outlook not only provides a chance to hear what is top of mind for these leaders, but is also a great networking opportunity.

GOLD SPONSORSHIP

- **\$10,000 member | \$12,500 non-member (SOLD)**
- 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 (SOLD)**
- Six (6) event passes. Value \$50 x 6 = \$300
- Right of first refusal to renew sponsorship in 2024
- + other inclusions as noted below

BRONZE SPONSORSHIP

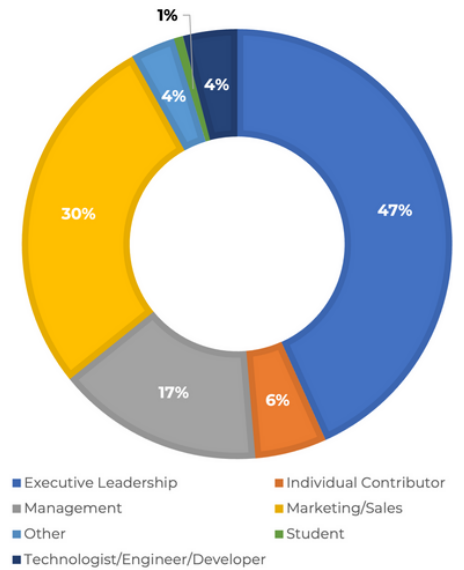
- **\$5,000 member | \$6,250 non-member (6 available)**
- Four (4) event passes. Value \$50 x 4 = \$200
- + other inclusions as noted below

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)

2022 EVENT SUMMARY

137 ATTENDEES



PANELISTS



SPONSORS

Gold



Silver



Bronze



153 UNIQUE COMPANIES IN ATTENDANCE

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



TECH ON TAP™

WITH
THE MINNESOTA TECHNOLOGY ASSOCIATION

THE FIRST THURSDAY OF EACH MONTH

Tech on Tap is a 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** - SOLD
- **February** - SOLD
- **March** - SOLD
- **April** - SOLD
- **May** - SOLD
- **June** - SOLD
- **September** - SOLD
- **October** - 1 Available
- **December** - SOLD



2022- 2023 SUMMARY

729 ATTENDEES

Average of 73 attendees
per event

Sponsors





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 (1 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 (2 available)**
- Save \$1,000 when purchasing all four 2023 events
- Same inclusions as Event Sponsor above, except 4 passes for WLiT events

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 three to 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 (1 available)**
- 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
- Attendee list 1 day post-event (name, title, organization)



2023 EVENT LINEUP

Quarterly events held at community spaces in the Twin Cities

- **Q1** - Building Your Future Workforce: How Technology Leaders are Adapting and Investing to Solve the Talent Crisis
- **Q3** - Tech Talk: Sustainability through Technology Innovation: A Showcase of Minnesota's Impact
- **Q4** - TBD



mntech™ TECH LEADERSHIP FORUMS

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

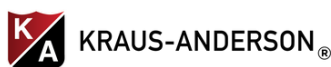
- **\$2,500 member | \$3,000 non-member (2 sponsors per event)**
 - Q1: **Generative AI: Harnessing Disruption into Innovation (SOLD)**
 - Q2: **Prioritizing Your Professional Development (SOLD)**
 - Q3: **Topic TBD (1 available)**
 - Q4: **Topic TBD (2 available)**
- Speaking Opportunity: 1-2 minute 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





COMMUNITIES OF INTEREST

JUMPSTART
TECH CAREERS 1.0
TECH FOR GOOD



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.



TECH careers 1.0

A COMMUNITY POWERED BY:



JumpStart>



TECH FOR GOOD



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 (SOLD)**
- 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.

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2022 SUMMARY



33 ACE GRADUATES

PAST PARTICIPANTS INCLUDE:

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



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)**
- Weekly acknowledgment at top of newsletter: "Powered by _____"
- Custom advertisement in 8 editions of TECHtuesday
- 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

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

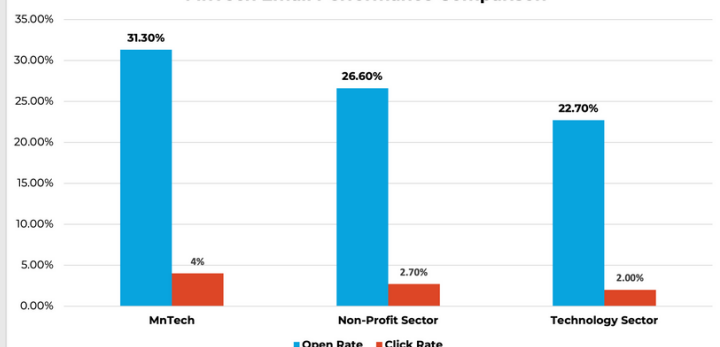
[Data Engineer](#) at Dahl Consulting

[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



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

CALABRIO™

 **C.H. ROBINSON**

CHS

DAHL
IT'S THE PEOPLE.

ECOLAB®

 **Emergent Software**

**Hori—
zontal**

 **ovativegroup**

Optum


target

MINNESOTA TECH TALENT DASHBOARD



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 elmpact Dashboard for 2023
- Prominent display of company's logo on the MnTech website and elmpact 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.