



**mntech**<sup>™</sup>  
Minnesota Technology Association

# 2025

## SPONSORSHIP PROSPECTUS

## MINNESOTA TECHNOLOGY ASSOCIATION

We believe Minnesota's technology-enabled 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. The Minnesota Technology Association helps nurture each of these attributes within our state, enabling technology-driven businesses, professionals, and communities to thrive.



### Advocacy

Advocating for smart public policies and the people and companies fueling innovation in Minnesota.



### Talent

Developing the skilled workforce tech-driven companies need for continued business success.



### Community

Creating opportunities for business and technology professionals to engage in meaningful ways.

## SPONSORSHIP OPPORTUNITIES

Tech Connect Conference..... 4

Tech Talent Conference ..... 6

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Tech Outlook 2026..... 10

Women Leading in Technology (WLIT) ..... 14

**OTHER OPPORTUNITIES TO ENGAGE**

Job Board .....13

Tech Talent Dashboard ..... 14

Tech Tuesday Newsletter .....15

## PURCHASE & REGISTRATION INFORMATION

**To purchase a sponsorship** go to [mntech.org/sponsorships](https://mntech.org/sponsorships)  
**To register for an event** go to [mntech.org/events](https://mntech.org/events)

**Please note:** All dates and events are subject to change.  
 Refer to [mntech.org/events](https://mntech.org/events) for current program schedule.

**QUESTIONS?** Please contact  
 MnTech at [Info@MnTech.org](mailto:Info@MnTech.org)



## May 7, 2025 • ST. 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.

**Number of Attendees in 2024: 559**



### 2024 Sponsors



TECHNICAL SERVICES



## SPONSORSHIP DETAILS

	PRESENTING	GOLD	SILVER	BRONZE
<b>General Session remarks</b>	CHOICE OF 2 ✓	CHOICE OF 1 ✓		
<b>Introduce a general session speaker</b>	✓	✓		
<b>Participate in a panel/Lead a breakout session</b>	✓	✓	✓	
<b>Happy Hour Sponsor</b>			✓	
<b>Event passes</b>	8	6	6	4
<b>Company Logo on all event marketing material, event website &amp; app</b>	✓	✓	✓	✓
<b>Web link from event site &amp; app to sponsor site</b>	✓	✓	✓	✓
<b>Social media sponsor graphic</b>	✓	✓	✓	✓
<b>Registrant list 1 day prior</b>	✓	✓	✓	✓
<b>Attendee list 1 day post</b>	✓	✓	✓	✓
<b>Opportunity to exhibit</b>	✓	✓	✓	✓
<b>COST</b>				
Member	\$15,000	\$10,000	\$7,500	\$5,000
Non-Member	\$18,750	\$12,500	\$9,500	\$6,500

### EXHIBITOR

- 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

#### COST

Member	\$1,000
Non-Member	\$1,500
Non-Profit	\$500

### EVENT APP BENEFITS

- Prominent logo banners
- Custom sponsor page
- Interact with attendees 1-on-1 and collect leads



## October 3, 2025

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.

### Number of Attendees in 2024: 278



### 2024 Sponsors



## SPONSORSHIP DETAILS

	GOLD	SILVER	BRONZE
<b>General Session remarks</b>	CHOICE OF 2 <input checked="" type="checkbox"/>	CHOICE OF 1 <input type="checkbox"/>	<input type="checkbox"/>
<b>Introduce a panel</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Participate in a panel/ Lead a breakout session</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Event passes</b>	20	15	10
<b>Company logo on all event marketing material &amp; event website</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Web link from event site to sponsor website</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Social media sponsor graphic</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Registrant list 1 day prior</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Attendee list 1 day post</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>COST</b>			
Member	\$10,000	\$7,500	\$5,000
Non-Member	\$12,500	\$9,500	\$6,500

### EXHIBITOR

- 3 event passes
- Access to participate in the conference sessions
- Exhibition space with a table and three chairs
- WiFi service throughout the event
- Lunch

### COST

Member	\$1,000
Non-Member	\$1,500
Non-Profit	\$500



## November 13, 2025

The Tekne Awards are a celebration of the excellence and innovation within Minnesota's technology ecosystem. The Minnesota Technology Association has hosted this annual event for more than 25 years, to honor the leaders and leading organizations who are fueling Minnesota's tech-driven economy, with 16 Tekne Awards across 3 categories: Business Impact, Community Impact, and Individual Achievement. Opportunities to engage include applying for an award or nominating someone else for an award, applying to be a judge, sponsoring the event, and attending the event with your colleagues. Sponsors receive excellent visibility at a finalist announcement party in September and a formal gala to announce the award winners in November. Cheer on the finalists and recipients and celebrate the strength of our exceptional tech community on this very special occasion!

### Number of Attendees in 2024: 536



### 2024 Sponsors







## SPONSORSHIP DETAILS

	PRESENTING	GOLD	SILVER	BRONZE
1 corporate VIP Table of ten	✓	✓	✓	✓
Additional VIP table of ten	✓			
Tickets to VIP Reception preceding dinner	✓	✓	✓	✓
Opportunity to introduce an award category	✓	✓	✓	✓
Company logo featured prominently in arrival space	✓			
Ad space in Tekne Program (artwork provided by sponsor)	Full page ad	Half page ad	Quarter page ad	
Logo on front page of Tekne Program cover	✓			
Company logo on all event marketing materials & event website	✓	✓	✓	✓
Web link from event site to sponsor website	✓	✓	✓	✓
Choice of one, based on availability:		✓		
<ul style="list-style-type: none"> <li>• VIP Reception - company name/logo on cocktail napkins &amp; signage at the bars &amp; inside the room (2 sponsors)</li> <li>• Dinner Centerpieces (2 sponsors)</li> <li>• Post-awards Celebration - company name/logo on cocktail napkins &amp; signage at the bars &amp; inside the room (2 sponsors)</li> </ul>				
<b>COST</b>	<b>Member</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$7,500</b>
	<b>Non-Member</b>	<b>\$18,750</b>	<b>\$12,500</b>	<b>\$9,500</b>
			<b>\$7,500</b>	<b>\$5,000</b>
			<b>\$9,500</b>	<b>\$6,500</b>



## December 2025

The annual Tech Outlook 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.

### Number of Attendees in 2024: 152



### 2024 Sponsors





## SPONSORSHIP DETAILS

	PRESENTING	EVENT
General Session Welcoming Remarks	<input checked="" type="checkbox"/>	
Event passes	6	4
Company logo on all event marketing material & event website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Web link from event site to sponsor website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social media sponsor graphic	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Registrant list 1 day prior	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Attendee list 1 day post	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>COST</b>		
Member	\$7,500	\$5,000
Non-Member	\$9,500	\$6,500

EXHIBITOR	COST	
<ul style="list-style-type: none"> <li>3 event passes</li> <li>Access to participate in the conference sessions</li> <li>Exhibition space with a table and three chairs</li> <li>WiFi service throughout the event</li> </ul>	Member	\$1,000
	Non-Member	\$1,500
	Non-Profit	\$500



## March 11, May 13, August 5, and October 7, 2025

Women Leading in Technology (WLIT) seeks to promote, educate, and empower women in technology across Minnesota. Established in 2011 to provide networking opportunities for women in technology across industry, level, and line of business, WLIT events are open to both women AND men interested in promoting, educating, empowering and advancing women in technology. Events are held quarterly and feature interesting presentations, exhibitor engagement, and networking.

### 2024 EVENT SUMMARY

**Total Attendees: 714**  
**Average Attendees: 178**

#### 2024 Sponsors



#### TOPICS:

- Q1:** Rising to the Top – You Can Get There Too!
- Q2:** Harnessing the Power of AI to Propel Your Business Forward
- Q3:** Happy Hour
- Q4:** Beyond Grit: Embracing Passion and Perseverance to Gain the High-Performance Edge

### SPONSORSHIP DETAILS

	PRESENTING	SIGNATURE	SUPPORTER	TABLE SPONSOR
Opportunity to provide sponsor remarks at 1 of the 4 events based on availability (2 minutes)	✓			
Sponsorship of all four events in 2024	✓	✓		
Event passes	4	4	2	8
Company logo on all event marketing material & event website	✓	✓	✓	Display of company logo on table
Display table for company materials	✓	✓	✓	
Web link from event site to sponsor website	✓	✓	✓	
Attendee list 1 day post (name, title, org.)	✓	✓	✓	
Registrant list 1 day prior (name, title, org.)	✓	✓	✓	
<b>COST</b>				
<b>Member</b>	<b>\$6,000</b>	<b>\$5,000</b>	<b>\$1,500</b>	<b>\$500</b>
<b>Non-Member</b>	<b>\$7,000</b>	<b>\$6,500</b>	<b>\$2,500</b>	<b>\$600</b>

# MNTECH JOB BOARD

Diversifying and strengthening Minnesota's technology talent ecosystem

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 job board serves as a highly beneficial platform for connecting companies and their leaders with emerging talent and newcomers to the tech ecosystem.

## 2024 ACTIVITY SUMMARY

**1,520 jobs posted from member organizations including**



Optum



ECOLAB

m1 MINNESOTA  
IT SERVICES

Hori-  
zontal



SPS COMMERCE

BRANDS  
SELF ESTEEM

## SPONSORSHIP DETAILS

**Quarterly: \$2,000 member | \$2,500 non-member (1 available)**

- ✓ Sole sponsorship of the MnTech Job Board for one quarter in 2025
- ✓ Prominent display of company's logo on the front page of Job Board and across MnTech communication channels when discussing the Job Board

MnTech reserves the right to make changes at any time.

# MINNESOTA TECH TALENT DASHBOARD

In-depth statistics on Minnesota's tech workforce

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 uses the insights from this dashboard to produce quarterly "State of Tech Talent" reports for the MnTech community.



## Workforce Data

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



## Job Data

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



## Employer Data

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



## Education Data

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

## SPONSORSHIP DETAILS

**Quarterly: \$2,000 member | \$2,500 non-member (1 available)**

- ✓ Sole sponsorship of the eImpact Dashboard for one quarter of 2025
- ✓ 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

# TECHtuesday

## Weekly eNewsletter

TECHtuesday is MnTech's email newsletter that reaches an audience of 9,000+ 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.

### BENEFITS

- Thought Leadership
- Be seen by Your Audience
- Jobs from Around the Community
- Impactful News

### Lessons for Leaders Looking to Engage Young, Diverse Talent



Last week, MnTech shared five lessons for organizations looking to recruit and retain young, diverse talent. This week, we share 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](#).

## SPONSORSHIP DETAILS

### 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

### MONTHLY SPONSORSHIP: \$400 member | \$600 non-member

- ✓ Weekly acknowledgment at top of newsletter: "Powered by \_\_\_\_\_"

### WEEKLY ADVERTISEMENT: Member: \$150/week | \$400/month Non-member: \$250/week | \$600/month

- ✓ MnTech will provide performance analytics at the conclusion of ad run time



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Minnesota Technology Association