

TECNA 2020

STRATEGIC PARTNERSHIP OPPORTUNITIES



About TECNA

The Technology Councils of North America (TECNA) represents over 50 IT and Technology trade organizations that, in turn, represent 22,000 technology-related companies in North America. Please visit our website, tecna.org, for more information about our members.

We are the leading advocates for building innovation ecosystems throughout North America.

TECNA serves our members and the industry through our strong peer-to-peer network and regional initiatives to raise the visibility and viability of the technology industry.

Our core purpose is to empower regional technology organizations and be their collective voice in growing the North American technology economy. We deliver valuable services to member organizations and foster collaboration, innovation, and the exchange of ideas. We accomplish this by supporting and investing in these strategic goals:

- Best practice sharing
- Research
- Advocacy

Leadership Team

TECNA's Leadership Team is comprised of five Executive Committee members and eight Directors.



Please [visit our website](http://tecna.org) for more information about our Leadership Team and TECNA.

General Recognition/Brand Visibility

Sponsors will be promoted as TECNA's Strategic Partner via the following channels:

- TECNA Website (includes hyperlinked logo)
- TECNA Digest –TECNA's monthly newsletter to nearly 500 contacts (includes hyperlinked logo each issue)
- Recognition on Facebook, Twitter & LinkedIn

Networking Support

To help facilitate year-round connections with members, TECNA staff will be available to connect sponsors with TECNA members in areas consistent with their services.

CEO Retreat Strategic Sponsor Recognition

March 17-19, 2020 at Las Alcobas Resort in Napa Valley
Through this targeted and high-profile event, sponsors will be recognized as strategic sponsors. Strategic Partners will be able to illustrate thought leadership, expertise, key trends and opportunities to the powerful group of CEOs.

Strategic Partner Recognition

- Included in CEO Retreat materials
- TECNA representative to acknowledge Strategic Partner during welcome remarks and other parts of the program where partners/sponsors are recognized
- Marketing collateral distributed
- Up to two reps are invited to participate in the CEO Retreat
- Acknowledgement in registrant final logistical and thank you emails
- Mention in TECNA social media channels
- Logo featured in onsite presentation slides reflecting partnership
- Business partnership summary (1 paragraph) provided in conference handout (if applicable)
- Attendee list to be provided

Introductory Webinar

Strategic Sponsors will have the option to host an introductory webinar promoted by TECNA.

*Custom Partnership opportunities available upon request

TECNA Summer Conference Recognition

July 22-24, 2020 in Pittsburgh, Pennsylvania. This event is TECNA's largest, with more than 120 anticipated to be in attendance representing more than two-thirds of all TECNA member organizations. We will promote Strategic Partnerships at multiple times during the conference where partners/sponsors are recognized.

Conference Recognition

- Up to two representatives can participate in the conference
- Verbal acknowledgement during opening remarks by moderator
- Hyperlinked logo in registrant thank you email
- Mention in TECNA social media channels (i.e. Twitter and LinkedIn)
- Marketing brochure inclusion in registration bag
- Promotional item registration bag inclusion
- Hyperlinked logo in one all-member email or newsletter promoting conference
- Hyperlinked logo and wording reflecting partnership on conference website
- Logo featured in onsite signage reflecting partnership
- All-sponsor recognition page in conference program -- Wording to reflect partnership level
- Attendee list to be provided to Partner

Additional Sponsorship Opportunities Include:

Regional Public Policy Summits

TECNA members from across the U.S. gather to discuss issues and strategies to respond to critical local and state public policy issues.

- Verbal acknowledgement during the summit
- Mention in TECNA social media channels
- Marketing collateral distributed
- Logo featured in email communication about event

Washington, DC Fly-in

February 11-12, 2020 in Washington, DC

- Opportunity to sponsor the Welcome Reception at this prestigious event in the nation's capital

Contact

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