



Upcoming MHTA Sponsorship Opportunities

- Semi-annual CIO Panels
- Mid-Size CIO Forums
- Golf Outing
- Spring Conference
- ACE Leadership Program
- Tekne Awards and Silent Auction
- CEO Briefings
- Member Only Networking Events
- K-12/STEM (Science, Technology, Engineering and Math) Sponsorship Opportunities
- E-announcement



Semi-annual CIO Panels

Second and Fourth quarters of 2007/2008

**Location: ADC Auditorium
Eden Prairie**

The CIO Panels are educational forums aimed at addressing key technology issues, trends, and challenges that CIOs are currently facing. The CIO Panels not only provide great networking opportunities, but also are an opportunity to understand what is keeping CIOs up at night.

Past speakers include: Wendy Bell, CIO, GE Fleet; Toni Jelinek, CIO, Hennepin County; Bill McGarry, CIO, St. Jude Medical; Holly Morris, CIO, Thrivent Financial; Scott Senden, CIO, Allianz Life; Brad Frederiksen, CIO, Faegre & Benson; David Brady, VP of IT, ADC Communications; Tom Hunt, VP of IT, Ecolab; Mary Lynne Perushek, CIO, Donaldson Companies; Ken Ross, CTO and SVP, Thomson West; Cris Ross, CIO, Minute Clinic; Joanne Sunquist, CIO, Hennepin County Medical Center

Upcoming Panel:

- December 4, 2007 at ADC Auditorium

Event Sponsor: \$2,500 (Two Available per event)

- Name & link to your website in weekly E-announcement
- Company name in all event marketing materials
- Logo on event signage and an ad in event programs
- 5 tickets to the event
- Opportunity to display company materials at event
- Opportunity to welcome guests

Breakfast Sponsor: \$1,500 (One Available per event)

- Name & link to your website in weekly E-announcement
- Company name (logo as appropriate) in all event marketing materials
- Breakfast signage
- Opportunity to welcome guests

Please note that the earlier you sign up to sponsor, the more visibility you get. Marketing for the event begins as event date and speakers are confirmed.

Contact Valeriya Gerber if you are interested in speaker opportunities.

Contact:

Valeriya Gerber at 952-230-4557 or vgerber@mhta.org



MHTA Mid-size CIO Forums

Quarterly

Location: Varies, TBD

The MHTA Mid-size CIO Forums are quarterly educational programs for CIOs that provide excellent networking as well as candid discussion around the technology issues, trends and challenges that they face as their organization's CIO. Past speakers of the CIO Forums include:

Jason Newman, Senior Manager, Deloitte & Touch LLP

Rahoul Ghose, VP of Global Solutions Development, Ecolab

Krista Claude, Vice-President, Technical Services, Thomson Legal and Regulatory

Curt Meltzer, CIO, Dorsey & Whitney

Kenneth M. Alwin, J.D., CBCP Business Continuity & Disaster Recovery, Blue Cross and Blue Shield of Minnesota

Carol Pletcher, Chief Innovation Officer, Cargill

Jason Carroll, CIO, Creative Connections

- Sponsoring the CIO Forums is a great way to reach CIOs and IT leaders
- Be seen as a leader in the technology community

Event Sponsor:

\$2,500 (Maximum of Two per event)

- Name & link to your website in weekly E-announcement (subscriber-based electronic newsletter)
- Company name (logo as appropriate) in all event marketing materials
- Logo on event signage
- Two free passes to event
- Opportunity to welcome guests or introduce speaker
- Opportunity to display company materials at event

Please note that the earlier you sign up to sponsor, the more visibility you get... If you have speaker recommendations, please contact Valeriya Gerber

- Marketing begins as speakers are confirmed

2007 Dates and Speakers:

- To Be Determined

Contact:

Valeriya Gerber at 952-230-4557 or vgerber@mhta.org



MHTA Annual Golf Outing

Tuesday, July 15, 2008

**The Wilds Golf Club
Prior Lake, MN**

The annual MHTA Golf Outing is popular with senior-level executives and provides exposure to and interaction with this targeted group in an informal setting.

- Promotion to a wide variety of MHTA members: executives, owners, middle-managers
- One-to-one interaction allows for results-oriented networking
- Positive association of your company's products/services due to casual, fun environment

Title Sponsor: \$6,000 (Two Available)

- Company name/logo included in title of event (MHTA Golf Outing- Title Sponsor: "Your Company")
- Company name/logo on:
 - Tournament trophies
 - Event signage
 - Event marketing materials and website
 - All tournament pictures
- Opportunity to include gift in golfers' gift bags
- Hole Sponsorship (see Hole Sponsor for additional details)
- 2 foursomes for golf, includes box lunch, dinner & gift bags for 8 golfers

Shirt Sponsor: \$4,000 (One Available)

- Company name/logo on:
 - Tournament shirt
 - Event signage
 - Event marketing materials and website
- Opportunity to include gift in golfers' gift bags
- Hole Sponsorship (see Hole Sponsor for additional details)
- 1 foursome for golf, includes box lunch, dinner & gift bags for 4 golfers

Luncheon/Driving Range Pro Sponsor: \$2,500 (One Available)

- Company name/logo on:
 - Signage at Lunch pick-up table
 - Driving Range signage
 - Event marketing materials and website
- Opportunity to include gift in golfers' gift bags
- 1 foursome for golf, includes box lunch, dinner & gift bags for 4 golfers

Hole Contest Sponsor: \$650 (Non-Members \$850) (Six Available)

- The following contest sponsorships are available:
 - Putting Contest
 - Men's Longest Drive
 - Women's Longest Drive
 - Women's Closest to the Pin
 - Men's Closest to the Pin
 - Longest Putt
 - Signage with company name/logo at sponsored hole
 - Contest prize included in sponsorship price
 - Opportunity to announce winner of contest at awards dinner
 - Listing on pairings sheet as hole contest sponsor
 - Hole sponsors are encouraged to have company representatives at their tee with tee gifts for golfers
- * Option to provide your own prize. Please contact Kathy Belian for information.

Hole Contest Sponsor with Foursome: \$1200 (Non-Members \$1450)

- See "Hole Contest Sponsor" for available contests.
 - Signage with company name/logo at sponsored hole
 - Contest prize included in sponsorship price
 - Opportunity to announce winner of contest at awards dinner
 - Listing on pairings sheet as hole contest sponsor
 - Hole sponsors are encouraged to have company representatives at their tee with tee gifts for golfers
 - Includes golf, cart, lunch, dinner & gift bags for four
- * Option to provide your own prize. Please contact Kathy Belian for information.

Hole Sponsor: \$450 (Non-Members \$650) (Nine Available)

- Signage with company name/logo at sponsored hole
- Listing on pairings sheet as hole sponsor
- Hole sponsors are encouraged to have company representatives at their tee with tee gifts for golfers

Hole Sponsor with Foursome: \$1000 (Non-member \$1250)

- Signage with company name/logo at sponsored hole
- Listing on pairings sheet as hole sponsor
- Hole sponsors are encouraged to have company representatives at their tee with tee gifts for golfers
- Includes golf, cart, lunch, dinner & gift bags for four

Foursome: \$700 (Non-member \$800)

- Includes golf, cart, lunch, dinner & gift bags for four

Individual Golfer: \$200 (Non-member \$250)

- Individual golfers are welcome and will be assigned to a foursome. Includes golf, cart, lunch, dinner & gift bag

Please note that the earlier you sign up to sponsor, the more visibility you get...

- Marketing begins February 1, 2008

Contact:

Kathy Belian at 952-230-4554 or kbelian@mhta.org



Spring Conference

Tuesday, April 24, 2008

Hyatt, Minneapolis

This conference and its topics will address some of today's hot issues in the technology and business community and how they are impacting our daily lives as business executives and also as individuals.

- Reach targeted group of executives integral to business development, business planning and technology management
- Widely promoted in the weekly MHTA E-announcement, on MHTA website, via direct mail, and with key partners, significantly extending sponsorship dollars and reach
- Opportunities to introduce sessions, speakers and welcome guests

Platinum Sponsor:

\$7,500 (One Sold and Two Available)

- Exclusive sponsorship of one of the General Sessions
- Introduce a general session speaker or general session panel
- Company name/logo on:
 - All registration materials
 - All event marketing materials
 - The event page of MHTA website
 - Sponsor page of the conference guide
 - Appropriate event signage
- Full page ad or company profile in conference guide
- Choice of either table top display or 8X10 booth in expo hall
- 10 conference passes
- Option to give away attendee gifts such as conference bag, pen or pads of paper with company logo (must be approved by MHTA)

Media Sponsor:

\$7,500 (One Available)

- Exclusive sponsorship of one of the General Sessions
- Introduce a general session speaker or general session panel
- Company name/logo on:
 - All registration materials
 - All event marketing materials
 - The event page of MHTA website
 - Sponsor page of the conference guide
 - Appropriate event signage
- Full page ad or company profile in conference guide
- Choice of either table top display or 8X10 booth in expo hall
- 10 conference passes
- Assistance with arranging interviews with presenters

Gold Sponsor:**\$5,000 (Four Available)**

- Sponsor a break out sessions by introducing a panel
- Company name/logo on:
 - Event marketing materials
 - The event page of MHTA website
 - Sponsor page of the conference guide
 - Appropriate event signage
- ½ page ad or company profile in conference guide
- Choice of either table top display or 8X10 booth in expo hall
- 5 conference passes

Silver Sponsor (Refreshment Break):**\$3,500 (Two Available)**

- Exclusive sponsorship of the lunch and refreshment breaks
- Signage placed by food and beverage stations with opportunity to hand out materials near catering stations
- Company name/logo on:
 - All registration materials
 - All event marketing materials
 - The event page of MHTA website
 - Sponsor page of the conference guide
 - Appropriate event signage
- ½ page ad or company profile in conference guide
- Table top display at event
- 4 conference passes

Bronze Sponsor:**\$2,500 (Six Available)**

- Company name/logo on:
 - All registration materials
 - All event marketing materials
 - The event page of MHTA website
 - Sponsor page of the conference guide
 - Appropriate event signage
- ¼ page ad or company profile in conference guide
- Table top display at event
- 3 conference passes

Next Generation Workforce Sponsor:**\$2,500 (Two Available)**

Support future technology leaders by sponsoring college students from Minnesota's higher education institutions who are preparing to enter a STEM (Science, Technology, Engineering, and Math) field. This sponsorship allows students to attend at no charge, upon recommendation of their professors/schools as well as the 2006 applicants for/recipients of Minnesota High Technology Foundation scholarships. In addition, the sponsor will receive:

- Company name/logo on:
 - All registration materials
 - All event marketing materials
 - The event page of MHTA website
 - Sponsor page of the conference guide
 - Appropriate event signage
- ¼ ad or company profile in conference guide
- Company profile in conference guide
- 3 conference passes

Exhibitors:

8x10 Booth:

\$600/Member; \$850/Non-Member

- Expo fee includes space plus 2 tickets (all access) to the conference – additional tickets must be purchased
- Pipe and drape back wall and side walls
- Profile in the conference program

Table Top Display:

\$350/Member; \$600/Non-Member

- Expo fee includes space plus 2 tickets (all access) to the conference - additional tickets MUST be purchased
- One 6 foot draped table and 1 chair
- Profile in the conference program

Tickets:

MHTA Member	September 27- January 2: VERY Early Bird!	January 2- March 16: Early Bird	After March 16:
Package of 5 tickets	\$450	\$500	\$650
Individual Ticket	\$110	\$125	\$150
Non MHTA Member	September 27- January 2: VERY Early Bird	January 2- March 16: Early Bird	After March 16:
Individual Ticket	\$135	\$150	\$175

Marketing begins November 2007

Contact:

Valeriya Gerber at 952-230-4557 or vgerber@mhta.org



ACE Leadership Program

Connecting and Developing Next Generation Leaders

Program begins January 30, 2008

MHTA's ***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. Thirty next generation leaders will participate in a year long program consisting of six day long sessions plus small work groups, a summer social gathering and post-session graduation celebration.

- Reach targeted group of next generation leaders from technology companies, who are recommended by senior management within their organizations
- Widely promoted in MinnesotaBusiness magazine, the weekly MHTA E-announcement, on MHTA website, via direct mail, and with key partners, significantly extending sponsorship dollars and reach

Platinum (Program) Sponsor:

\$12,500 (One Available)

- Exclusive sponsorship of the full ACE Leadership program (along with media and host location sponsors)
- Company materials available at each of 6 sessions
- Opportunity to provide pens, tablets, other marketing items for program use
- Company name/logo on:
 - All application materials & ACE Leadership Program marketing materials
 - The programs & events page of MHTA website
 - Sponsor acknowledged in overall session materials, including full page ad
 - Appropriate signage at all sessions
 - Half or full page ad in the Minnesota Business
- Invitation to opening session dinner, summer social gathering and graduation celebration
- Opportunity to welcome participants at session dinner, summer event, graduation
- Participation in ACE program for one company employee (\$2250 - \$3250 value)

Gold (Event) Sponsors:

\$2,500 (Two Available)

- Sponsorship of and attendance at one of two events – summer social outing (July) or graduation celebration (November).
- Attendees include ACE participants, MHTA Board of Directors and Company Executive Sponsors (execs sponsoring ACE participants)
- Signage placed by food and beverage stations with opportunity to display materials nearby – tabletop display.
- Company name/logo on:
 - ACE Program marketing materials
 - The programs & events page of MHTA website
 - Sponsor page of any program created for the events
 - Appropriate event signage

Marketing Begins Immediately

Contact: Kathy Belian at 952-230-4554 or kbelian@mhta.org



The Tekne Awards

October 30, 2008

The Minneapolis Convention Center
Minneapolis, MN

The Tekne Awards is the premier event recognizing technology innovations that make lasting contributions to the quality of life and competitiveness of Minnesota.

- Reach over 1,000 technology leaders and innovators
- Be a part of Minnesota's most widely recognized technology awards gala
- Excellent visibility for your company for 6 months or more

Platinum Sponsor: \$15,000

- 2 tables of ten for dinner in Platinum VIP Priority Seating
- Full page (four color) ad in event program
- Opportunity to introduce award category
- On-stage recognition at Tekne Awards Ceremony
- 6 foot exhibit table at reception
- Recognition in event program
- Recognition in all Tekne PR and marketing materials
- Recognition on event signage
- Recognition on sponsor page of Tekne website

Innovation "TOAST" Sponsor: \$12,500

- 1 table of ten for dinner in Gold VIP Priority Seating
- ¼ page (four color) ad in event program
- Opportunity to deliver a toast to Minnesota innovation during dinner
- Side of stage recognition at Tekne Awards Ceremony
- Recognition in event program
- Recognition in all Tekne PR and marketing materials
- Recognition on event signage
- Recognition on sponsor page of Tekne website

Gold Sponsor: \$10,000

- 1 table of ten for dinner in Gold VIP Priority Seating
- ¼ page (four color) ad in event program
- Opportunity to introduce award category
- Side of stage recognition at Tekne Awards Ceremony
- Recognition in event program
- Recognition in all Tekne PR and marketing materials
- Recognition on event signage
- Recognition on sponsor page of Tekne website

Silver Sponsor: **\$5,000**

- 1 table of ten for dinner in Silver VIP Priority Seating
- Recognition in event program
- Recognition in all Tekne marketing materials
- Recognition on event signage
- Recognition on sponsor page of Tekne website

Corporate Table: **\$2,750**

- Corporate table of ten for dinner in Corporate VIP Priority Seating
- Recognition on event program insert

Table (for ten): **\$1,750**

Individual Tickets: **\$175**

- Major marketing begins in April
- Finalists announced in September

Contact:

Kathy Belian at 952-230-4554 or kbelian@mhta.org



The Tekne Silent Auction

October 30, 2008

The Minneapolis Convention Center
Minneapolis, MN

The Tekne Silent Auction benefits the Minnesota High Technology Scholarship Fund for college students in technology programs and K-12 teachers delivering innovative technology-related curriculum in the classroom. The Tekne Silent Auction takes place during the Minnesota Tekne Awards - the premier event recognizing technology innovations and education. Each makes a lasting contribution to the quality of life and competitiveness of Minnesota.

- Reach over 1,000 technology leaders and innovators
- Fuel the "pipeline" through scholarships and awards to ensure a highly skilled and plentiful technology workforce in Minnesota.
- Be a part of Minnesota's most widely recognized technology awards gala
- Excellent visibility for your company for 6 months or more

Gold Education Sponsor: \$10,000 (Two Available)

- 1 table of ten for dinner in Gold VIP Priority Seating
- ¼ page (four color) ad in event program
- Opportunity to introduce an education award recipient
- Recognition in event program
- Recognition in silent auction catalog
- Recognition in all Tekne PR and marketing materials
- Recognition on event signage
- Recognition on sponsor page of Tekne website

Silver Education Sponsor: \$5,000 (Three Available)

- 1 table of ten for dinner in Silver Priority Seating
- Recognition in silent auction catalog
- Recognition in Tekne PR and marketing materials
- Recognition on signage in silent auction area
- Recognition on sponsor page of Tekne website

Catalog Sponsor: \$2,500 (One Available)

- Recognition in silent auction catalog
- Recognition on signage in silent auction area
- Recognition on sponsor page of Tekne website

Scholarship Fund Sponsor:

- Donate item(s) to benefit the MHTF's scholarship program. Minimum value of item is \$25. Suggestions include tickets to events, gift certificates, company products, etc.

- Funds from donated items will be used to support scholarships for students studying in technology-related fields (at Tekne)
- Donors will be recognized on the MHTA website and in the silent auction catalog
- You may also contribute directly to the scholarship fund as an organization or as an individual

Contact:

Kathy Belian at 952-230-4554 or kbelian@mhta.org



CEO Briefings ADC Auditorium*

MHTA CEO Briefings are educational programs that provide excellent networking and visibility opportunities for organizations.

- Reach upper level management at key technology companies
- Be seen as a leader in the technology community

Upcoming Dates and Speakers:

- October 9, 2007 – Jan McDaniel, CEO, American Red Cross Twin Cities
- November 19, 2007 – India Trade Mission Roundtable – Chip Emery, CEO, MTS Systems and Kate Rubin, President, MHTA; Kim Pearson, President of New Boundary Technologies and Senator Satveer Chaudhary
- January, 2008 - Betty Shanhan, Director & CEO of Society of Women Engineers

Event Sponsor: \$2,500 (Two Available per event)

- Name & link to your website in weekly E-announcement (subscriber-based electronic newsletter)
- Company name (logo as appropriate) in all event marketing materials
- Logo on event signage
- Five free passes to event
- Opportunity to welcome guests or introduce speaker
- Opportunity to display company materials at event

Media Sponsor \$2,500 (SOLD)

- Name & link to website in weekly E-announcement (subscriber-based electronic newsletter)
- Company name (logo as appropriate) in all event marketing materials
- Logo on event signage
- Five free passes to event
- Opportunity to welcome guests or introduce speaker
- Opportunity to display company materials at event

Past speakers include:

Doug Baker, CEO of Ecolab; Phil Bond, U.S. Under Secretary of Commerce; George Buckley, CEO of 3M; Bill George, former Chairman and CEO of Medtronic; Bruce Henderson, CEO of Imation; Cyndi Leshner, President and CEO, Northern States Power Company-Minnesota, an Xcel Energy company; W. James McNerney, CEO of 3M; Greg Page, President & COO, Cargill; Joel Ronning, CEO of Digital River; Robert Switz, CEO of ADC; Lawrence Weinbach, CEO, Unisys; John Wiehoff, CEO of C.H. Robinson; and a Gubernatorial Candidates Forum.

Contact:

Jennifer Schmeichel at 952-230-4553 or jschmeichel@mhta.org

* Location may change dependent on speaker.



MHTA Member Only Networking Events (Held 3 to 4 times per year)

Locations vary throughout the Twin Cities

MHTA Member Only Networking events are exclusive to you-our members! This is a fantastic opportunity to network with leaders of Minnesota's technology-based economy.

- Excellent opportunity for one-on-one time with key company decision makers
- Great way to bring your message to a qualified, targeted audience

Event Sponsor*: **\$2,500***

- Name & link to your website in weekly E-announcement
- Company name (and/or logo) in all event marketing materials
- Logo on event signage
- Opportunity to welcome guests
- Opportunity to display company materials, giveaways, etc. at event

***Or covers all costs for event, including catering, beverages, and signage**

Marketing begins as soon as Member Only Networking Event is confirmed

Tentative 2008 Dates & Themes:

February, 2008 **Advocacy:** Advocacy and Legislative Update
Join us to network with MHTA members and meet legislators to learn about new business and technology related policies, while indulging in fine chocolates and wine.

June, 2008 **Education:** K-12/STEM/Higher Education
Come to Starkey Labs to meet key figures from our member companies and learn about joint efforts in K-12 education while enjoying tasty appetizers and wine.

September, 2008 **Collaboration:** TEKNE Finalists Announced
Join us to celebrate the 2007 Tekne Awards finalists, network with MHTA members, while enjoying good food and drinks.

Interested in hosting a networking event at your facility? Please contact Valeriya Gerber.

Contact:

Valeriya Gerber at 952-230-4557 or at vgerber@mhta.org



2008 STEM Education and Workforce Development Sponsorships

The Minnesota High Tech Association and Minnesota High Technology Foundation are committed to supporting education and workforce development opportunities in the State of Minnesota. Each year our two organizations engage in new as well as “repeat” programs.

In 2006-07, our sponsors helped promote awareness about the importance of STEM (Science, Technology, Engineering and Math) education, created partnerships between educators and the business community to “make careers real” for their students, provided girls with the opportunity to meet Sally Ride, the first American female to travel to space, sponsored educator attendance at the MHTA Spring conference, and much more!

Please contact us if you would be interested in supporting STEM education and workforce development activities during 2008. We will gladly contact you as opportunities present themselves. Our past sponsors have realized significant visibility while helping to fuel the pipeline with innovative and well prepared future workers and the teachers that support them.

2006-08 STEM Education and Workforce Development Sponsorships Examples

- **MDE STEM Summit at the Science Museum of Minnesota-** Over 1000 students and educators toured exciting, hands-on exhibits, staffed by Minnesota companies and higher ed institutions, to get a handle on STEM educational opportunities and careers. Governor Tim Pawlenty kicked off the activities with a presentation and call for action.
- **MDE/MHTA STEM Forums-** MHTA partnered with the Minnesota Department of Education, member companies and higher ed institutions to deliver thirteen STEM Forums across the State of Minnesota. The programs were established to help participants become informed about Minnesota’s Plan for High School Redesign, hear from STEM local community leaders and engage in conversations to create new partnerships and establish a pipeline of STEM activities to prepare Minnesota high school students to succeed in the global marketplace.
- **Sally Ride at the Minnesota Superintendent’s Conference-** Picture an auditorium full of girls talking to Sally Ride! Imagine their faces as they heard about space travel and witnessed on the big screen the amazing sites from space. Partnerships with MDE, MHTA, and our member companies made this event shine.
- **MHTA Spring Conference 100 Educator Luncheon-** Through the generosity of our program sponsors, 100 K-12 STEM educators from the State of Minnesota received full sponsorship to attend the 2007 MHTA Spring Conference. The educators joined community representatives from business, local science centers, and high ed institutions, during a luncheon to share information and establish connections for future activities.
- **The Quiz Bowl -** At the State Fair, Education Commissioner Alice Seagren moderated a Quiz Bowl competition between a team of local media celebrities and some of the best student Quiz Bowlers in Minnesota. Quiz Bowl is a growing student activity in Minnesota

and around the country - over 160 teams competed in the 2007 National Championship in Chicago, with Minnesota sending more teams than any other state. Ecolab sponsored the 2007 event for the second consecutive year.

- **STEM Summits** – In the Fall of 2007, MHTA will visit 10 different locations throughout the State of Minnesota and offer a number of hands-on experiences of new and exciting products, technologies, etc. to students and educators.
- **MDE/ MHTA STEM Clearinghouse** – The Minnesota High Tech Association (MHTA) will partner with the Minnesota Department of Education (MDE) fall of 2007 to create a clearinghouse web database designed to better prepare students for post-secondary education programs and careers in science, technology, engineering, and mathematics (STEM). The clearinghouse web database will be designed to facilitate collaboration and sharing of information in all directions between businesses and educators. The project will not be another static website. Rather, it is designed to be a living, breathing piece of technology, steadily growing to adapt and evolve with business and education. Bridging communication between the two target audiences will provide educators with opportunities to implement workforce applications into their lessons and classrooms.

Contact:

Taylor Pettis at 952-230-4560 or tpettis@mhta.org



MHTA E-announcement Advertising **Published weekly**

Want to target more than 1,500 subscribers weekly for a minimal cost? Try advertising in MHTA's Weekly E-announcement.

- Great opportunity to market your message to a subscriber-only technology newsletter

E-announcement Advertising: \$100/week or \$250 for 3 weeks (MHTA member) \$150/week or \$300 for 3 weeks (non member)

- Advertisement links to website of your choice
- Can run three consecutive or non-consecutive weeks
- Open rate is approximately 25%. Unique click through rate is 5-10%
- Typical subscriber is mid to senior level management
- Tracking is built into email system

Key Dates to Consider:

- Ad content & graphics must be received 2 business days prior to inclusion
- The E-announcement is published every Tuesday (50 weeks a year)
- Highest rates of emails opened surround major events:
 - Tekne (September – November)
 - Spring Conference (March – April)
 - Collaborative event with William Wulf (January)

Contact:

Peter Lindstrom at 952-230-4551 or plindstrom@mhta.com