

## **UPCOMING MHTA SPONSORSHIP OPPORTUNITIES**

- **ACE Leadership Program**
- **ACE Alumni Program**
- **Annual Member Update**
- **CEO Briefings**
- **CIO Panels**
- **Mid-Size CIO Forums**
- **E-announcement (subscriber-based electronic newsletter)**
- **Golf Outing**
- **Member Only Networking Events**
- **Spring Conference**
- **STEM Education and Workforce Development**
- **Tekne Awards and Post Party**

## **ACE LEADERSHIP PROGRAM**

*Connecting and Developing Next Generation Leaders  
Program begins January 14, 2009*

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:**

**\$7,500 (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
  - ACE Leadership page of MHTA website
  - Sponsor acknowledged in overall session materials
  - Appropriate signage at all sessions
- 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:**

**\$1,750 (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)
  - Appropriate event signage with opportunity to display materials nearby – tabletop display.
- Company name/logo on:
  - ACE Program marketing materials
  - The ACE Leadership page of MHTA website
  - Sponsor page of any program created for the events
  - Appropriate event signage

### **Marketing Begins Immediately**

#### **Contact:**

Kathy Marsh at 952-230-4554 or [kmarsh@mhta.org](mailto:kmarsh@mhta.org)

## ACE LEADERSHIP ALUMNI PROGRAM

The ACE Alumni Association was formed as a continuation of the ACE Leadership Program. The purpose is to support the Minnesota High Tech Association (MHTA) by promoting the ideals of growth, sustainability, and global competitiveness of Minnesota's technology-based economy through Advocacy, Collaboration and Education (ACE). As well as, build on the leadership development started in the ACE Leadership Program.

### **Program Sponsor: \$5000 (One Available)**

- Sponsorship of the ACE Alumni Program for the full year
- Sponsorship of the ACE Graduation Ceremony for the current year
- Benefits include:
  - Company name/logo on:
    - ACE Alumni Program marketing materials
    - ACE Alumni communication related to events
    - Programs & events page of MHTA website and ACE Alumni Portal
    - Sponsor page of any program created for ACE Alumni events
  - Open invitation to attend all ACE Alumni events

### **Event Sponsor: \$500**

- Sponsorship of a specific ACE Alumni event (or hosting meeting facilities, suites or tickets)
- Benefits include:
  - Company name/logo on:
    - ACE Alumni communication related to the event
    - Appropriate signage at the sponsored event
    - Marketing materials for the event
  - Invitation to join the sponsored ACE Alumni event

### **Contact:**

Kathy Marsh at 952-230-4554 or [kmarsh@mhta.org](mailto:kmarsh@mhta.org)

## ANNUAL MEMBER UPDATE

The MHTA Annual Member Update is MHTA's primary marketing publication. It highlights major association events and initiatives that occurred in the prior year and outlines what is expected in the year ahead.

The exclusive sponsor of the professionally designed 2009 AMU will have a company logo prominently displayed on the back panel with a note that says "The 2009 Annual Member Update is made possible by the generous support of [company logo]."

### **Sponsorship details:**

**\$5,000**

- AMU sponsor will receive a table at the MHTA Spring Conference.
- More than 1,000 AMU's will be mailed to every MHTA member company "key contact" as well as senior leaders in member companies (C level execs and VP's).
- The sponsor will be acknowledged and thanked in the mailing's cover letter
- The sponsor can include a one page marketing piece as part of the mailing.
- AMU is included in every "member folder" (distributed to prospective members and others interested in learning about the association)
- AMU is available at MHTA events.
- AMU is handed out and discussed at our winter Member Only Networking Event that draws approximately 100 technology leaders (February 2009).
- 2,000 AMU's will be printed in 2009.

### **Contact:**

Peter Lindstrom at 952-230-4551 or [plindstrom@mhta.com](mailto:plindstrom@mhta.com)

## CEO BRIEFINGS

ADC Auditorium\*

MHTA CEO Executive Briefings are educational and provide networking for organizations. The CEO Briefings are critical and visible events for MHTA members.

### Past Speakers:

**October 2008:** Tom Stinson, Minnesota State Economist  
Tom Gillaspay, Minnesota State Demographer

**April 2008:** Lee Schram, CEO of Deluxe Corporation

**November 2007:** "Governor's Trade Mission to India" Panel  
Sidney (Chip) W. Emery, Jr., Former CEO of MTS Systems  
Brett Shockley, Former CEO and President of Spanlink  
Sen. Satveer Chaudhary, State of Minnesota  
Kim A. Pearson, CEO of New Boundary Technologies  
Kate Rubin, President of MHTA  
Lisa Bormaster, Publisher of Minneapolis/St. Paul Business Journal

**October 2007:** Jan McDaniel, CEO of American Red Cross – Twin Cities Chapter

**May 2007:** Joel Ronning, CEO and Chairman of the Board for Digital River

### Event Sponsor: **\$2,500 for Two Events (Two Available per event)**

- Name & link to your Web site in weekly E-announcement
- 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

### Contact:

Jenny Manogue at 952-230-4552 or [jmanogue@mhta.org](mailto:jmanogue@mhta.org)

\* Location may change dependent on speaker.

## CIO PANELS

Winter 2008 & 2009

ADC Auditorium\*

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.

**December 9, 2008 speakers to include:**

Rebecca Dawley, Federated Insurance  
Kathryn Freytag, Honeywell  
Michael Hedges, Medtronic  
Jeff Palm, RBC Wealth Management  
Lance Wilson, Assurant

**Past Speakers:**

**May 2008:**

Deb Bauman, CIO, Sun Country Airlines  
Rahoul Ghose, VP of IT, Cargill Animal Protein  
Robert Wayne Glaus, VP of IT, MoneyGram International  
Jim Jones, CIO, Great River Energy  
Mike Thyken, VP of Technology, Merrill Corporation  
Lynn Willenbring, CIO, City of Minneapolis

**December 2007:**

Michael Jones, CIO, National Marrow Donor Program  
Paul Singer, SVP and CIO, Supervalu  
Theresa Wise, CIO, Northwest Airlines  
Tracy LeGrand, VP of Technology Strategy and Architecture, Amerprise Financial

Sponsoring a CIO Panel is a great way to reach CIOs and IT leaders, and be seen as a leader in the tech community.

**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:**

Jenny Manogue at 952-230-4552 or [jmanogue@mhta.org](mailto:jmanogue@mhta.org)

\* Location subject to change.

## MID-SIZE CIO FORUMS

*Quarterly*

*Location Varies*

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 executives 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 for Two Events (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
- 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...marketing begins as speakers are confirmed.

***If you have speaker recommendations, please contact Jenny Manogue.***

### **Contact:**

Jenny Manogue at 952-230-4552 or [jmanogue@mhta.org](mailto:jmanogue@mhta.org)

## E-NNOUNCEMENT ADVERTISING

*Published weekly*

Want to target more than 3,000 subscribers weekly for a minimal cost? Try advertising in MHTA's Weekly E-announcement, our subscriber-based electronic newsletter.

- 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
- Average open rate of 25%. Unique click through rate of 10%
- Typical subscriber is mid to senior level management
- Tracking is built into email system and reports can be made available upon request.

### **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)

### **Contact:**

Peter Lindstrom at 952-230-4551 or [plindstrom@mhta.org](mailto:plindstrom@mhta.org)

# **GOLF OUTING**

*Tuesday, July 14, 2009*

*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

**Golf Cart Sponsor: \$2,500 (SOLD)**

- Company name/logo on:
  - Golf Carts
  - Event 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

**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:
  - Hole-in-one
  - 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

**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

**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 available.**

- Marketing begins February 1, 2009

**Contact:**

Kathy Marsh at 952-230-4554 or [kmarsh@mhta.org](mailto:kmarsh@mhta.org)

## MEMBER ONLY NETWORKING EVENTS

*(Held 3 to 4 times per year)*

*Locations Vary*

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\* (Two available per event)**

- 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 all costs for event to include catering, beverages, signage**

### **Tentative 2009 Dates & Themes:**

*February, 2009*

**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, wine or soft drinks.

*June, 2009*

**Education:** K-12/STEM/Higher Education

Join us to meet key figures from our member companies and learn about joint efforts in K-12 education while enjoying tasty appetizers and beverages.

*September, 2009*

**Collaboration:** TEKNE Finalists Announced

Join us to celebrate the announcement of 2009 Tekne Awards finalists, network with MHTA members, while enjoying good food and drinks.

*Interested in hosting a networking event at your facility as a part of your sponsorship?*

Please note that the earlier you sign up to sponsor, the more visibility available. Event marketing begins as soon as dates and sponsorship are confirmed.

### **Contact:**

Jenny Manogue at 952-230-4552 or [jmanogue@mhta.org](mailto:jmanogue@mhta.org)

# SPRING CONFERENCE

April 15, 2009

*The Minneapolis Convention Center  
Minneapolis, MN*

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 (Three 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
  - 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
  - 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)**

- Exclusive sponsorship of a break out session
- Introduce break out session speaker or panel
- Company name/logo on:
  - Event marketing materials
  - 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
  - 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
  - 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 2008 applicants for/recipients of Minnesota High Tech Foundation scholarships. In addition, the sponsor will receive:

- Company name/logo on:
  - All registration materials
  - All event marketing materials
  - 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

**Additional Sponsorships**

**Bag Sponsor \$4,500 (One Available)**

- Company logo prominently printed on each MHTA-purchased bag (Bags are given to all attendees)
- Company brochure inserted into bag (supplied by sponsor)
- Highlighted in conference workbook
- All remaining conference bags donated to charity
- Company logo on all event materials – registration, marketing, website, etc..

**Lanyard Sponsor \$4,000 (SOLD)**

**Pen/Padfolio sponsor** **\$7,000 (One Available)**

- Company logo printed on pen or padfolio and placed at each seat before opening session
- Company brochure inserted into registration bag
- Premium location for table top display or booth (reserved for platinum sponsors and other signature sponsors).
- Full page ad or company profile in conference guide
- 5 conference passes
- 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

**Bag Insert** **\$500 (Multiple Available)**

- This marketing opportunity is available to any company
- Company brochure inserted into bag (brochure supplied by sponsor)

**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:**

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

**Contact:**

Kathy Marsh at 952-230-4554, or [kmarsh@mhta.org](mailto:kmarsh@mhta.org)

## STEM EDUCATION AND WORKFORCE DEVELOPMENT

The Minnesota High Tech Association and Minnesota High Tech 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 2007-08, 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 K-12 students by developing the getSTEM web portal to connect educators and businesses, and organized eight STEM Summits. Over 150 exhibitors who provided hands-on examples of how STEM education is used in the workforce to nearly 4,000 7<sup>th</sup>-12<sup>th</sup> grade students.

Please contact us if you would be interested in supporting STEM education and workforce development activities during 2009. 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.

### STEM Education and Workforce Development Sponsorship Opportunities

#### **getSTEM Web Portal**

#### **\$10,000 Entry**

- [www.getSTEM-mn.com](http://www.getSTEM-mn.com) – Educators have expressed the desire to use real world business examples of science, technology, and engineering applications in their lesson plans and classrooms. Students frequently ask, “When will I use this in real life?” Teachers want and need to provide answers and workforce relevance. In doing so, teachers provide students with a better understanding of how STEM topics are applied in the “real world.” Teachers who provide this understanding increase students’ interest in STEM fields.

The getSTEM web portal is designed for Minnesota Educators and Businesses to connect and collaborate to build relationships to match education STEM needs with business STEM resources. The Minnesota High Tech Association (MHTA) and the Minnesota Department of Education (MDE) have collaborated to design getSTEM that is currently supported through sponsorships from Thomson Reuters, Microsoft, 3M, Inetium, and Ecolab.

#### **Education to Business (E2B) Scholarships \$10,000 Minimum Sponsorship**

- Business leaders are very familiar with the concept of B2B. Before B2B can occur however, an important step needs to take place - E2B, or “Education to Business.” The E2B scholarship program seeks businesses to sponsor named scholarships, meaning the scholarship will forever be branded with your company name. These scholarships will provide needed financial support to college students in STEM fields. Students will receive as much as \$10,000 over four years. Scholarship recipients will be provided business mentors, internships, and valuable industry training within participating organizations. ADC and Thomson Reuters have each donated more than \$10,000 to the E2B Program.

### STEM Education and Workforce Development Past Events

- **2008 Regional STEM Summits** – Nearly 4,000 students toured exciting, hands-on exhibits, staffed by over 150 Minnesota companies and higher ed institutions, to better understand STEM educational opportunities and careers. The 2008 Regional STEM Summits were held in Moorhead, Anoka, Bemidji, Duluth, Marshall, Brainerd, Rochester, and Mankato.
- **Sally Ride at the Minnesota Superintendent’s Conference (August 2007)** - 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 (April 2007)** - 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 higher education institutions, during a luncheon to share information and establish connections for future activities.
- **The Quiz Bowl (August 2007)** - 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.

**Contact:**

Taylor Pettis at 952-230-4560 or [tpettis@mhta.org](mailto:tpettis@mhta.org)

# THE TEKNE AWARDS

October 22, 2009

*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 (Three Available)**

- 2 tables of ten for dinner in Platinum VIP Priority Seating
- Attendance at pre-event VIP reception, includes complimentary beverages
- 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 (One Available)**

- 1 table of ten for dinner in Gold VIP Priority Seating
- Attendance at pre-event VIP reception, includes complimentary beverages
- ½ page (four color) ad in event program
- Opportunity to deliver a toast to Minnesota innovation at beginning of awards program
- 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 (Six Available)**

- 1 table of ten for dinner in Gold VIP Priority Seating
- Attendance at pre-event VIP reception, includes complimentary beverages
- 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 (Five Available)**

- 1 table of ten for dinner in Silver VIP Priority Seating
- Attendance at pre-event VIP reception, includes complimentary beverages
- 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
- Attendance at pre-event VIP reception, includes complimentary beverages
- Recognition on event program insert

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

**Individual Tickets:** **\$195**

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

- Marketing begins immediately
- Major marketing begins in April
- Finalists announced in September

**Contact:**

Kathy Marsh at 952-230-4554 or [kmarsh@mhta.org](mailto:kmarsh@mhta.org)



## MINNESOTA HIGH TECH ASSOCIATION STAFF LISTING

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