



2013 Sponsorship Opportunities

TechConnex, previously the Tech Valley Software Alliance, is committed to meeting the needs of the technology community in Tech Valley. Techconnex is guided by a volunteer steering committee comprised of leaders from local technology companies, whose mission is to foster and grow the technology community in Tech Valley by providing programs, resources and networks.

In the summer of 1995, executives from several local software companies met to discuss common challenges facing the industry here in the Capital Region, and ways the firms could work together to capitalize on industry opportunities. In 2011, the Tech Valley Software Alliance partnered with the Center for Economic Growth and made it their mission to grow the software industry in Tech Valley. Since then the local software and technology industry has changed to include hybrid technology, software development and non-technology companies, that include financial services, government, medical and manufacturing that use technology and employ technologists.

Techconnex hosts a series of events throughout the year to offer educational and networking opportunities to software and hardware technologists in the Tech Valley. Yearly events include Startup Weekend Tech Valley and Techapalooza.

Techapalooza is an event to bring together software technologists within the Tech Valley. Our goal is to attract technologists of all levels and years of experience by providing a social and professional atmosphere, where they can talk shop with others of similar interest, or learn about different areas of the technology field from experts.

What began in 2001 as an event designed to bring together the area's technology workers for networking, food, fun and music, has evolved over the years to include user groups, educational seminars, local and national sponsors.

Since its partnership with CEG, Techconnex drew 22 sponsors and 200 attendees to its event in 2011 and increased its numbers to 27 sponsors and 275 attendees in 2012. Now in 2013 we are aiming to attract 300+ attendees. This year we will be holding the event at Brown's Revolution Hall, space is limited to 22 sponsors, so get on board early!

Techapalooza 2013: Our goal is to keep the event fresh, and keep those who have been coming and appeal to others, including the college student population. To get the word out, we are appealing to our technologist's social sides, and posting the event on Meet Up, as well as other social media sites.

The event will include a keynote speaker, Kishor Bagul, entertainment and user groups.

Why should you be a part of Techapalooza? Do technologists (software developers or other IT folks) know who you are and what services you provide? Are there potential partnerships for you to build and grow? Every company's goal is to retain and grow, and what better way to support Tech Valley than this annual event.

Please send check & logo to Center For Economic Growth. 63 State Street. Albany NY 12207 518-465-8975



2013 Techconnex Annual Sponsorship Opportunities

Silver Sponsor \$1,500

- 1 admission to all events (Excluding Startup Weekend Tech Valley)
- Company logo to appear on all event-related marketing materials for the year-Including -Techconnex website & email announcements
- Marketing material can be displayed or handed out at all events (Excluding Startup Weekend Tech Valley)
- First choice for event panelists, speakers, etc.

May 23

Topic: Energy & IT

July 18

Summer BBQ

Topic: Manufacturing & Innovation

September 19

Techapalooza

November 21

Topic: IT Resource Panel

* Please note: Dates & Topics Subject To Change*

Company Information

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____

Phone: (_____) _____ Fax: (_____) _____

Email: _____

Signature: _____

Checks & Credit Cards are being accepted. Checks can be made to Center For Economic Growth-Techconnex

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2013 Techapalooza Sponsorship Opportunities

Platinum Sponsor \$2,500

- 5 admissions (including booth personnel)
- Exhibit table at Techapalooza
- Logo on Techapalooza T-Shirts
- Opportunity to give 5 minutes of opening or closing remarks to general audience
- Mentioned in Press Releases
- Company logo to appear on all event-related marketing materials
- Company logo listed on Techapalooza website home banner rotation
- Company listed on Techconnex Facebook event

Gold Sponsor \$1,500

- 3 admissions (including booth personnel)
- Exhibit table at Techapalooza
- Logo on Techapalooza T-Shirts
- Mentioned in Press Releases
- Company logo to appear on all event-related marketing materials
- Company logo listed on Techapalooza website home banner rotation
- Company listed on Techconnex Facebook event

Silver Sponsor \$1,000

- 2 admissions
- Exhibit table at Techapalooza
- Company logo to appear on all event-related marketing materials
- Company logo listed on Techapalooza website home banner rotation
- Company listed on Techconnex Facebook event

Bronze Sponsor \$500

- 1 admission
- Exhibit table at Techapalooza
- Company logo to appear on all event-related marketing materials
- Company logo listed on Techapalooza website
- Company listed on Techconnex Facebook event

Supporting Sponsor \$250

- 1 admission
- Company logo listed on the Techapalooza website

Company Information

Company Name: _____ Address: _____

City: _____ State: _____ Zip: _____

Contact: _____

Phone: (_____) _____ Fax: (_____) _____ Email: _____

Signature: _____ Power Y/N: _____

Checks & Credit Cards are being accepted. Checks can be made to the Center for Economic Growth-Techconnex