



MICHIGAN TECHNOLOGY CONFERENCE

Spring 2025

“Empowering Innovation”

sponsors@mitechcon.org

MITechCon Sponsorship Prospectus



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#MITechCon

www.mitechcon.org/sponsors

Michigan Technology Conference Introduction

The Michigan Technology Conference (MITechCon) is the premier technology event in Southeast Michigan, bringing together industry professionals, developers, business leaders, and technology enthusiasts for two days of education, networking, and innovation. The conference is structured around eight technology tracks, featuring over 80 global speakers, including keynotes and sessions covering the latest developments in coding, AI, leadership, and more.

By sponsoring this event, you will have the opportunity to gain increased visibility, network with top industry professionals, and connect with a diverse range of individuals from across the technology industry.

DATE:

Thursday March 27th, 2025,
& Friday March 28th, 2025
8:00 AM – 6:00 PM

VENUE:

UWM Sports Complex
Pontiac, MI

WEBSITE:

MITechCon.org

ATTENDEE TICKET:

Early Bird (thru 12/15):	\$229
Student w/ID:	\$149
Pre-Sale Ticket:	\$299

EXPECTED ATTENDEES:

500-1000 Attendees

EMAIL:

sponsors@mitechcon.org

Purpose of MITechCon

MITechCon aims to elevate Southeast Michigan's technology community by creating a dynamic forum for knowledge exchange and industry growth. By attending, participants gain insight into emerging technologies, explore professional development opportunities, and connect with companies eager to showcase their innovations.

FEATURED TALK CONTENT

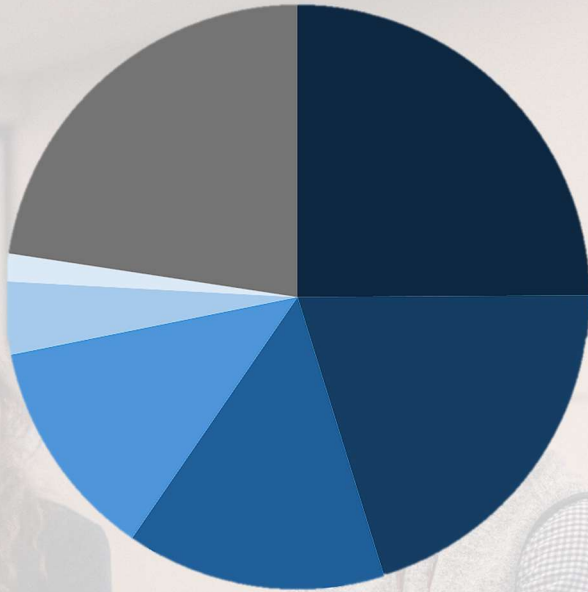
The conference will cover a wide range of topics, including but not limited to:

- Artificial Intelligence & Machine Learning
- Leadership & Digital Transformation
- Mobility, Connected & Emerging Technology
- Cybersecurity & Observability
- DevOps and Developer Productivity
- Coding

2024 Attendee Statistics

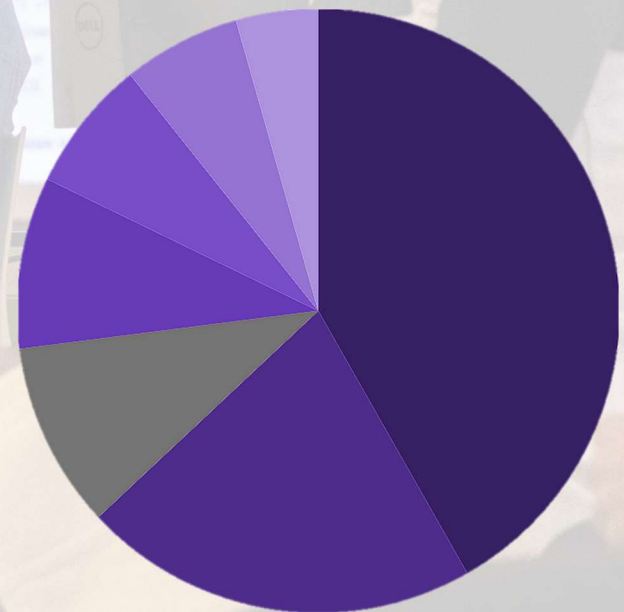
Inaugural Conference: March 21st & 22nd 2024
 UWM Sports Complex, Pontiac, MI

2024 Highlights: 42 Sponsors | 65 Speakers | 500+ attendees



Attendees By Title Category	Total	%
Engineering & Development	130	24.9%
Executive Leadership	106	20.3%
Marketing & Sales	75	14.4%
Project & Program Management	64	12.3%
Academic & Research Roles	21	4.0%
Human Resource & Recruitment	8	1.5%
Not Specified	118	22.6%

Attendees By Company Category	Total	%
Technology & Software Services	218	41.8%
Financial Services	111	21.3%
Healthcare & Public Services	48	9.2%
Education & Training	37	7.1%
Consulting & Professional Services	33	6.3%
Media & Communications	23	4.4%
Not Specified	52	10.0%





Sponsorship Overview

Sponsorship Package	Qty	Amount	Page
<i>Titanium Sold-Out</i>	1	\$60,000	5
Platinum	2	\$15,000	5
Gold	6	\$9,500	5
Silver	10	\$6,500	5
Bronze	31	\$1,900	5

<u>PREMIUM ADD-ONS</u>	<u>QTY</u>	<u>AMOUNT</u>	<u>PAGE</u>
Official T-Shirt	1	\$8,000	6
Official Conference Lanyard	1	\$8,000	6
Registration Badge Sponsor	1	\$7,500	6
Branded Drawstring Bags	1	\$7,000	6
Sponsored Dining Area	4	\$6,500	6

<u>DELUXE ADD-ONS</u>	<u>QTY</u>	<u>AMOUNT</u>	<u>PAGE</u>
Attendee After-Party Sponsor	1	\$4,500	7
Notebook Sponsor	1	\$4,500	7
Coffee Sponsor	1	\$4,000	7
Water Bottle Sponsor	1	\$4,000	7
Game Area Sponsor	1	\$4,000	7
O2 Bar Sponsor	1	\$4,000	8
Charging Station	1	\$3,500	8
Green Room Sponsor	1	\$3,500	8
Ice Cream Booth Sponsor	1	\$3,500	8
Photo Booth Sponsor	3	\$3,500	8

Sponsorship Packages & Benefits

The Michigan Technology Conference also offers exclusive benefits to sponsors at certain levels, such as premium logo placement, speaking opportunities, booths, tickets to the event and more. By sponsoring at these levels, you'll have the chance to showcase your brand and expertise to a targeted audience of technology professionals.

Levels of Sponsorship Available and Associated Benefits

All Sponsorship Levels will be featured on our website and include a booth and at least 2 event passes.

Silver and above are package deals that come with an available add-on of your choice for no additional charge.



Sponsorship Package	Sponsor Fee	Available	Mega-Booth	Sponsored Talk	Booth	Room Naming	LOGO			Included Add-On Type	Event Passes
							Website	Venue TVs	Keynote Room		
Titanium	\$60,000	1 Sold-Out	n/a	n/a	✓	✓	✓	✓	✓	Deluxe	12
Platinum	\$15,000	2	✓	<--	✓	✓	✓	✓	✓	Deluxe	6
Gold	\$9,500	6	-	✓	✓	✓	✓	✓	✓	Premium	4
Silver	\$6,500	10	-	-	✓	-	✓	✓	-	Deluxe	2
Bronze	\$1,900	31	-	-	✓	-	✓	-	-	-	2

Sponsorship Levels, Add-Ons and Room Naming will be awarded on a first come, first served basis.

For us to properly plan and print all materials, the **deadline for sponsorship is Jan 31st, 2025.**

À la carte Add-Ons

Add-Ons are designed for companies who want to increase their presence and brand exposure. They can be purchased individually or as part of a sponsorship tier. Sponsorship levels are not required to sponsor MITechCon, and Add-Ons are a great way to sponsor without a booth as well.

PREMIUM ADD-ONS

These are our most popular add-ons for increasing your brand exposure and support for MITechCon.

OFFICIAL T-SHIRT

UNAVAILABLE

\$8,000

Become a visible part of the conference experience by sponsoring the official event t-shirt, ensuring your brand is seen by every attendee during and long after the event.

OFFICIAL CONFERENCE LANYARD

1 AVAILABLE

\$8,000

Place your brand front and center with the official conference lanyard sponsorship, giving you high visibility as attendees wear your logo throughout the event.

REGISTRATION BADGE SPONSOR

1 AVAILABLE

\$7,500

Gain maximum exposure by featuring your logo on all attendee badges, ensuring your brand is noticed during every interaction and networking opportunity.

BRANDED SWAG BAG

UNAVAILABLE

\$7,000

Have your brand carried everywhere with the official conference drawstring bags, offering attendees a practical, reusable item while promoting your business.

SPONSORED DINING SECTION

4 AVAILABLE

\$6,500

Sponsor a dining area and create a branded space where attendees gather, providing a unique opportunity to engage directly and showcase your company in a high-traffic area.

Additional À la carte Add-Ons

DELUXE ADD-ONS

These Add-Ons are phenomenal ways to increase your brand exposure and support for MITechCon.



ATTENDEE AFTER-PARTY SPONSOR

1 AVAILABLE

\$4,500

Be the highlight of the event by sponsoring the attendee after-party, a prime opportunity for networking and building connections in a relaxed and engaging atmosphere.

NOTEBOOK SPONSOR

1 AVAILABLE

\$4,500

Feature your brand on event notebooks, keeping your company top of mind as attendees capture insights and ideas throughout the conference.

COFFEE SPONSOR

1 AVAILABLE

\$4,000

Keep your brand in the hands of attendees by sponsoring the coffee, ensuring every coffee break becomes an opportunity for visibility and brand recall.

WATER BOTTLE SPONSOR

1 AVAILABLE

\$4,000

Align your brand with refreshment and sustainability by sponsoring the event's water bottles, helping attendees stay hydrated while promoting your company.

GAME AREA SPONSOR

1 AVAILABLE

\$4,000

Sponsor the game area and create a fun and engaging space where attendees can relax and unwind, associating your brand with memorable experiences.

Additional À la carte Add-Ons

DELUXE ADD-ONS

These Add-Ons are even more terrific ways to increase your brand exposure and support for MITechCon.

O2 BAR SPONSOR

1 AVAILABLE

\$4,000

Sponsor the oxygen bar for a rejuvenating experience, offering attendees a refreshing break while aligning your brand with wellness and innovation.

CHARGING STATION SPONSOR

1 AVAILABLE

\$3,500

Be the hero of the event by sponsoring the charging station, ensuring attendees keep their devices powered up while seeing your brand at a crucial touchpoint.

GREEN ROOM

1 AVAILABLE

\$3,500

As the exclusive sponsor of this room, you get major exposure to the industry experts that are educating our audience in signage and subtle branding throughout the room.

SWEET BOOTH SPONSOR

1 AVAILABLE

\$3,500

As attendees move through the booth room, your company has the chance to be featured as the “Sweetest” company in the room by sponsoring the Dessert Booth and catering to attendees’ sweet tooth.

PHOTO BOOTH SPONSOR

3 AVAILABLE

\$3,500

Attendees will have a chance to take a picture in any one of three photo booths scattered throughout the conference. The prints will be immediately available, and your company’s logo can be featured on each picture for years to come.

“PLUS” 25 EVENT TICKETS

\$2,500

Invite your partners and colleagues to the event at 66% off ticket price for 25+ tickets to the event. *

This is a total savings of \$5,000+!

*Only available to Titanium, Platinum, Gold, Silver or Bronze Sponsors

Booth & Sponsored Talks

This year, due to an increase in event space, our booths are bigger than ever, increasing from 10 x 10 to 12 x 12! All sponsorship levels include a booth. For just **\$1,900** you can join as a **Bronze** sponsor and engage directly with attendees, showcase your offerings, and network with peers.

Standard Booth – *Included with Bronze*

Each Standard Booth includes:

- **2 event passes,**
- **1 table,**
- **2 chairs,**
- **Free Wi-Fi,**
- **Electrical outlets upon request**

These booths are designed to give you a solid presence on the exhibit floor. Whether you're a startup looking to make your mark or an established company wanting to engage directly with a tech-savvy audience, our standard booths provide ample space to create an inviting and interactive environment.

*Limit of 2 booths per company to allow for a diverse range of companies

Mega Booth – *Included with Platinum*

Each Mega Booth includes:

- **Seating Area:** Comfortable seating arrangements for engaging conversations or small presentations.
- **Large Monitor:** A large screen perfect for demos, videos, or branded content. The monitor will broadcast keynotes during scheduled times, but it's fully available for your brand's use and layout otherwise for your own exclusive sponsored talks.

Our Mega Booths are exclusive to our **Platinum** sponsors. Measuring a massive 60x60 feet, these booths offer unparalleled space and flexibility for companies that want to make a significant impact.

Sponsored Talks – *Included with Gold*

Sponsored Talks include:

- **Two 50-Minute Sessions:** Dedicated, scheduled time slots on a main stage during the event where **Gold** sponsors can dive deep into topics, conduct live demos, or lead interactive workshops.
- **One 15-Minute Lunchtime Session:** A prime spot during the busy lunchtime, perfect for quick, engaging overviews or product highlights while attendees are recharging.

Gold Sponsors and above gain exclusive access to Sponsored Talks—an opportunity to present directly to an engaged audience at a third, shared Mega Booth Stage. These sessions provide sponsors with a platform to showcase their expertise, present case studies, or introduce new products.

Become part of the generous sponsors who help make this happen:

Titanium Sponsor	Platinum Sponsor
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Available

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Gold Sponsor							
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Silver Sponsor							
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Bronze Sponsors							
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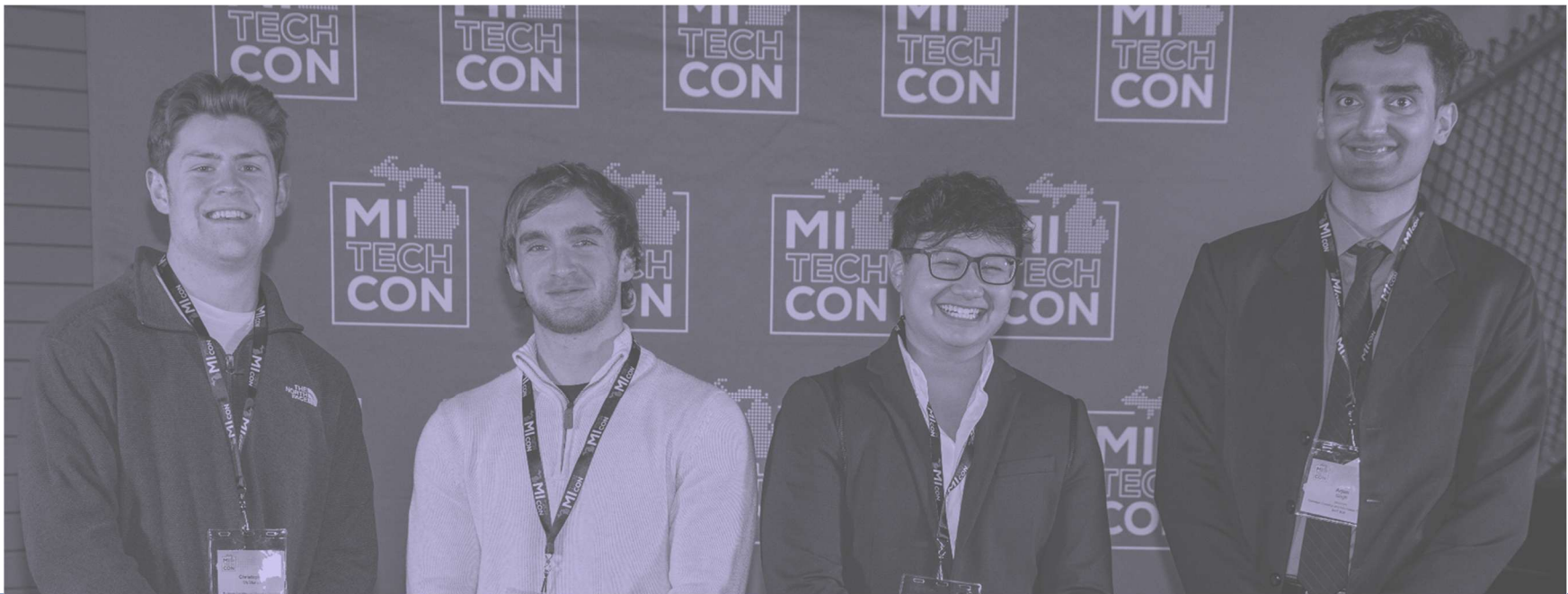
Available

Available

Available

Ready to Make an Impact?

Email us at sponsors@mitechcon.org or head to MITechCon.org to take the first steps. Let's make some tech magic together at MITechCon next Spring!



Looking to bring your whole crew?

Bulk Ticket Pricing is for you:

Byte	Megabyte	Gigabyte	Terabyte
10% Discount	20% Discount	30% Discount	40% Discount
4-6 Tickets	7-9 Tickets	10-14 Tickets	15+ Tickets
\$299 \$269/ticket	\$299 \$239/ticket	\$299 \$209/ticket	\$299 \$179/ticket
Save \$30 per Ticket	Save \$60 per Ticket	Save \$90 per Ticket	Save \$120 per Ticket
Total Savings <u>\$120-\$180</u>	Total Savings <u>\$420-\$540</u>	Total Savings <u>\$900-\$1,400!</u>	Total Savings <u>\$1,800+!</u>