



MICHIGAN TECHNOLOGY CONFERENCE

Thursday October 29th &
Friday October 30th 2026
sponsors@mittechcon.org

OAKLAND
UNIVERSITY™

MITechCon Sponsorship Prospectus

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#MITechCon

www.mitechcon.org/sponsors

in partnership with





First 2 years:
128 Speakers
206 Sessions

35% Michigan
46% U.S. (not MI)
19% International



What is MITechCon?

MITechCon brings developers, engineers, architects, data/AI practitioners, product leaders, students, and founders together for two days of practical learning and high-signal connection. In 2026 we're running a tighter format so conversations go deeper, and our volunteer team can keep raising the bar.

DATE:

Thursday October 29th &
Friday October 30th 2026

VENUE:

Oakland University,
Rochester Hills, MI

WEBSITE:

MITechCon.org

ATTENDEE TICKET:

Sponsor/Super Early	\$99
Bird:	\$199
Early Bird:	\$299
General Admission:	

EXPECTED ATTENDEES:

300

EMAIL:

sponsors@mitechcon.org

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. MITechCon is put on annually since 2024 by The Michigan Technology Conference Association, a Michigan non-profit organization.

FEATURED TALK CONTENT

- 2 carefully curated keynotes: one each day.
- Up to 12 tracks per hour spanning Technology, Engineering, AI and Robotics in smaller rooms for real dialogue.
- Industry Experts from across the globe.
- Track-integrated sponsored talks



Sponsorship Overview

Sponsorship Package	Qty	Discount	Page
Platinum	2	\$14,500	4
Gold	4	\$9,500	4
Silver	6	\$5,200	4
Bronze	10	\$1,200	4

PRIME ADD-ONS	QTY	AMOUNT	PAGE
Official T-Shirt	1	\$8,000	5
Official Conference Lanyard	1	\$8,000	5
Registration Badge Sponsor	1	\$8,000	5

CORE ADD-ONS	QTY	AMOUNT	PAGE
Branded Swag Bags	1	\$5,000	5
Water Bottle Sponsor	1	\$5,000	6
Coffee Sponsor	1	\$5,000	6
Notebook Sponsor	1	\$5,000	6
Attendee After-Party Sponsor	1	\$5,000	6

BASE ADD-ONS	QTY	AMOUNT	PAGE
Charging Station	1	\$3,000	6
Green Room Sponsor	1	\$3,000	6
Photo Booth Sponsor	3	\$3,000	7
Sponsored Dining Area	4	\$3,000	7



Sponsorship Levels & 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.

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 Level	Fee	Discount	SALE Price	Available	LOGO		Booth	Event Tickets	Included Add-On	Room Naming	Sponsored Talk	Hotel Rooms
					Website	Venue TVs						
Platinum	\$24,000.00	40%	\$ 14,500.00	2	✓	✓	2	10	PRIME	✓	4	3
Gold	\$13,500.00	30%	\$ 9,500.00	4	✓	✓	1	10	CORE	✓	2	2
Silver	\$ 6,500.00	20%	\$ 5,200.00	6	✓	✓	1	6	BASE	✓	1	-
Bronze	\$ 1,500.00	20%	\$ 1,200.00	10	✓	✓	1	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 TBD.**

PRIME, CORE & BASE 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.

PRIME ADD-ONS

These are our most popular add-ons for increasing your brand exposure and support for MITechCon. Your choice of these comes with the [Platinum Sponsorship Tier](#).

OFFICIAL T-SHIRT

1 AVAILABLE

\$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

\$8,000

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

CORE ADD-ONS

These Add-Ons are phenomenal ways to increase your brand exposure and support MITechCon. Your choice of these comes with the [Gold Sponsorship Tier](#)

BRANDED SWAG BAG

1 AVAILABLE

\$5,000

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



CORE ADD-ONS

Continued from page 5.

WATER BOTTLE SPONSOR

1 AVAILABLE

\$5,000

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

COFFEE SPONSOR

1 AVAILABLE

\$5,000

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

NOTEBOOK SPONSOR

1 AVAILABLE

\$5,000

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

ATTENDEE AFTER-PARTY SPONSOR

1 AVAILABLE

\$5,000

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.

BASE ADD-ONS

These Add-ONS are trusted ways to increase your brand exposure and support MITechCon. Your choice of these comes with the [Silver Sponsorship Tier](#).

GREEN ROOM

1 AVAILABLE

\$3,000

As the exclusive sponsor of this room, you get major exposure to the industry experts that are educating our audience.

CHARGING STATION SPONSOR

1 AVAILABLE

\$3,000

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.

BASE ADD-ONS

Continued from page 6.

SPONSORED DINING SECTION

2 AVAILABLE

\$3,000

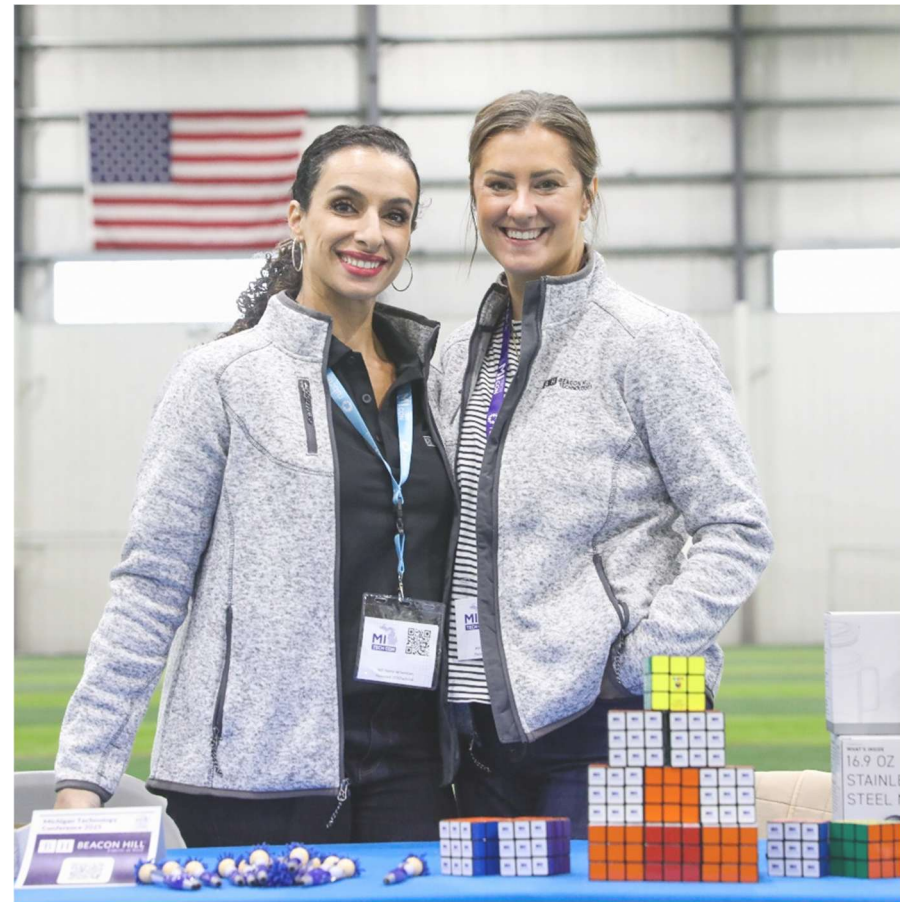
Sponsor a dining area and create a branded space where attendees gather, providing a unique opportunity to engage directly and showcase your company in a high-traffic area.

PHOTO BOOTH SPONSOR

2 AVAILABLE

\$3,000

Attendees will have a chance to take a picture in one of our photo-booths. This is a great chance to be featured where attendees capture the excitement of the day.



SPONSOR PRICING | #YOURCOD3!

~~\$399/TICKET~~ \$99/TICKET

Invite your team, partners and colleagues to the event with **your own discount code** to experience all it has to offer at an insider-only price! This is available to all sponsorship levels.

Booth & Sponsored Talks

All sponsorship levels include a booth. For just **\$1,200** 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:

- **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.

Sponsored Talks – *Included with Platinum, Gold & Silver Levels*

Sponsored Talk Format:

- **50-Minute Sessions:** Dedicated, scheduled time slots on a main stage during the event where **Platinum, Gold & Silver** sponsors can dive deep into topics, conduct live demos, or lead interactive workshops.

Platinum, Gold & Silver 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.



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!

