

TECNA 2021

STRATEGIC PARTNERSHIP OPPORTUNITIES



About TECNA

The Technology Councils of North America (TECNA) represents over 60 IT and Technology trade organizations that, in turn, represent 22,000 technology-related companies in North America. Please visit our website, tecna.org, for more information about our members.

We are the leading advocates for building innovation ecosystems throughout North America.

TECNA serves our members and the industry through our strong peer-to-peer network and regional initiatives to raise the visibility and viability of the technology industry.

Our core purpose is to empower regional technology organizations and be their collective voice in growing the North American technology economy. We deliver valuable services to member organizations and foster collaboration, innovation, and the exchange of ideas. We accomplish this by supporting and investing in these strategic goals:

- Best practice sharing
- Research
- Advocacy

Leadership Team

TECNA's Leadership Team is comprised of five Executive Committee members and eight Directors.



Please [visit our website](https://tecna.org) for more information about our Leadership Team and TECNA.

General Recognition/Brand Visibility

Sponsors will be promoted as TECNA's Strategic Partner via the following channels:

- TECNA Website (includes hyperlinked logo)
- TECNA Digest –TECNA's monthly newsletter to nearly 500 contacts (includes hyperlinked logo each issue)
- Recognition on Facebook, Twitter & LinkedIn

Networking Support

To help facilitate year-round connections with members, TECNA staff will be available to connect sponsors with TECNA members in areas consistent with their services.

CEO Retreat Strategic Sponsor Recognition

Through this targeted and high-profile event, sponsors will be recognized as strategic sponsors with opportunities to connect with the powerful group of CEOs and Executive Directors.

Introductory Webinar

Strategic Sponsors will have the option to host an introductory webinar promoted by TECNA.

*Custom Partnership opportunities available upon request

TECNA Summer Conference Recognition

This event is TECNA's largest, with attendance usually representing more than two-thirds of all TECNA member organizations. We will promote Strategic Partnerships at multiple times during the conference where partners/sponsors are recognized.

Additional Sponsorship Opportunities Include:

Public Policy Webinars

TECNA members from across the U.S. gather to discuss issues and strategies to respond to critical local and state public policy issues.

Washington, DC Fly-in

Opportunity to sponsor sessions or networking event