

PA TECHCON '17

SPONSORSHIP PROSPECTUS

MAY 4th, 2017 | HARRISBURG, PA





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WE look forward to seeing you at **PA TechCon 2017**. A one-day conference designed to connect technology vendors and thought leaders with the Commonwealth of Pennsylvania IT leadership.



INSPIRATION. IMAGINATION. INNOVATION. YOU CAN FIND IT ALL AT PA TECHCON

PATECHCON brings together thought leaders, industry pioneers and hundreds of your peers for a day of idea sharing.

PA TECHCON IS THE LARGEST CONFERENCE IN PENNSYLVANIA DEDICATED TO GOVERNMENT TECHNOLOGY:

- Meet Business Connections
- Announce New Products
- Build Sales Momentum
- Share Your Success Stories
- Accelerate Success



PA TECHCON 2017

WHEN: MAY 4th, 2017 from 8:00am until 4:30PM

WHERE: Harrisburg University of Science and Technology
326 Market Street
Harrisburg, PA 17101

WEBSITE: www.patechcon.com - You will be able to review PA TECHCON 2016 information on the website.

SPONSORED BY: Harrisburg University of Science and Technology and the Technology Council of Central PA in partnership with the Office of Administration for the Commonwealth of Pennsylvania.

SOCIAL MEDIA:

Follow us on Twitter @PATECHCON

Facebook:

Instagram: @PATECHCON

November 18, 2016

Fellow IT Leaders and Professionals:

I am pleased to announce the return of PA TechCon on May 4, 2017 in collaboration with the Technology Council of Central Pennsylvania (TCCP) and Harrisburg University of Science and Technology.

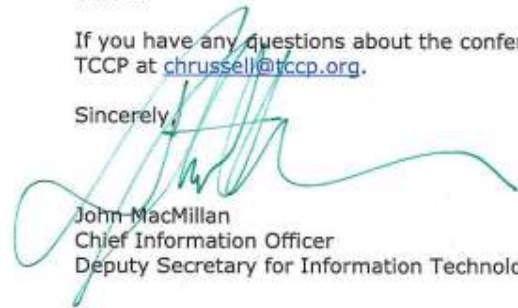
PA TechCon brings together state and local government agencies, the Pennsylvania IT vendor community, their employees and information technology thought leaders from across the United States for education and networking.

The 2017 conference will feature keynote speakers and seminars grouped into multiple learning tracks. An exhibition area will be open to all conference attendees and provides an opportunity for the IT Industry to showcase their products, services and expertise.

I want to thank you in advance for your continued support of this conference and look forward to our partnership. You will receive additional information in the near future.

If you have any questions about the conference, please contact Chuck Russell of TCCP at chrussell@tccp.org.

Sincerely,



John MacMillan
Chief Information Officer
Deputy Secretary for Information Technology

cc: Chuck Russell, Technology Council of Central Pennsylvania
Kelly Powell Logan, Harrisburg University of Science and Technology

PA TECHCON CONFERENCE TRACKS

PA TECHCON 2017 consists of **5 distinct conference tracks**. Four presentation will be delivered on each track two in the morning and two after lunch. The Tracks for PA TECHCON 2017 are:

SECURITY - The Security track is designed to provide IT practitioners with insight into the direction the industry is heading and how to deal with operational challenges in the security space.

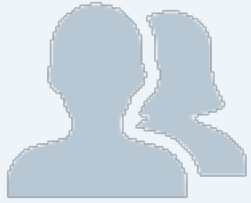
APPLICATION DEVELOPMENT- The Application Development track is designed to provide IT practitioners with a well-rounded perspective on challenges like legacy modernization and ensuring application security, and a view into responsive design. The last session “Go-Live – Are We Ready?” ties it all together.

PROJECT MANAGEMENT- This year’s Project Management track will consist of interactive, workshop based sessions. The sessions are designed to focus on challenges for technical practitioners that are often wearing the hat of Project Manager through experiential learning.

TELECOMM / INFRASTRUCTURE- The Telecomm/Infrastructure track will focus on how to leverage technology to improve personal productivity, enable our mobile workforce, development of an agency cloud strategy and preview the exciting changes coming with Software Defined Networking (SDN).

AGENCY SPOTLIGHT - The Agency Spotlight track will focus on how Commonwealth Agencies have successfully overcome IT challenges encountered and creatively implemented evolutionary solutions.

PA TECHCON 2016 HIGHLIGHTS



**650+
ATTENDEES**

**48 SPONSORS &
EXHIBITORS**



**97%
CONFERENCE
ATTENDEES
GAVE
PATECHCON
5 STARS**

1

**AMAZING
NETWORKING
EVENT**

2

KEYNOTES

22

**CONFERENCE
SESSIONS**

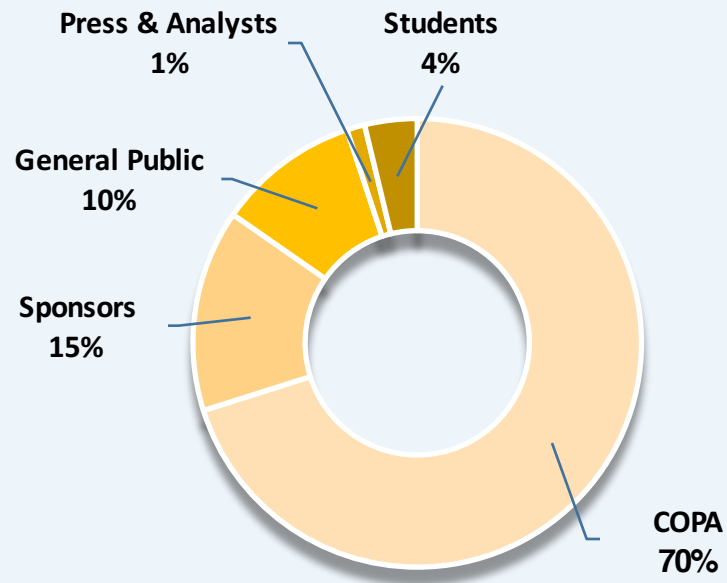


#PATECHCON

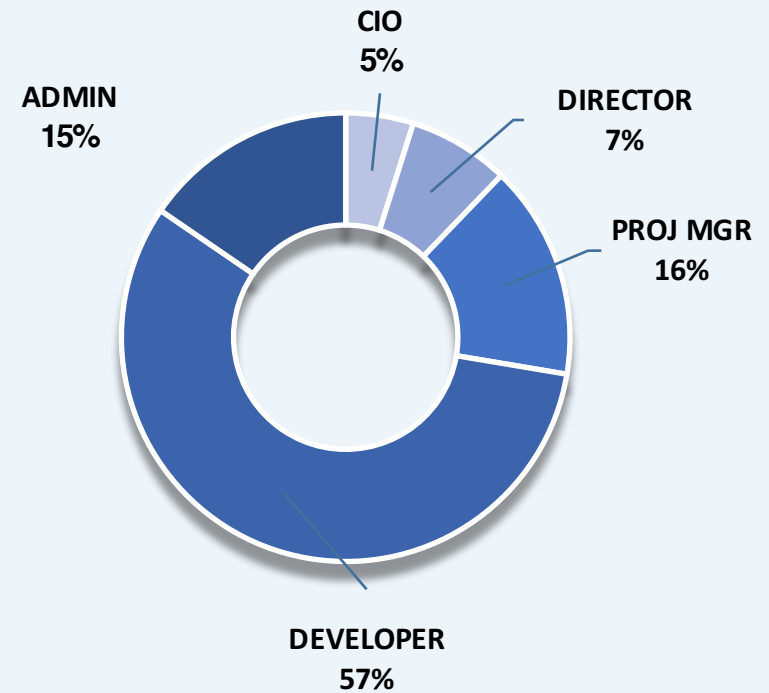
PA TECHCON 2016 STATS

WHO ATTENDED LAST YEAR

ATTENDEE TYPE



JOB LEVEL



WHO'S ATTENDING PA TECHCON '17

With hundreds of registered attendees descending upon Harrisburg University, it's inevitable that you'll connect with various PA TECHCON personas. As sponsors, your job is to turn those connections into leads. Here are some of the types of attendees walking the exhibition floor and some ideas on how to connect with each.



CIOs & DIRECTORS

WHAT THEY WANT

- Build Vendor Partner Relationships
- Meet C Level Partner Employees
- Understand what Vendors Provide Needed Products and Services

WHERE YOU CAN FIND THEM

- At the Opening and Closing Keynotes
- Walking the Exhibit Floor
- Networking at PA TECHCON After Hours

HOW TO CONNECT

- Host a breakout Session
- Schedule a Meeting in Advance and Host them in PA TECHCON Meeting Rooms
- Deliver a World Class Conference Speaker



CISO & INFOSEC PROS

WHAT THEY WANT

- Build Vendor Partner Relationships
- Meet C Level Partner Employees
- Understand Tools and Technologies to Add to their CYBERSEC Arsenals

WHERE YOU CAN FIND THEM

- At the Opening and Closing Keynotes
- Attending the CYBERSEC Conf. Track
- Networking at PA TECHCON After Hours

HOW TO CONNECT

- Booth Demos of CyberSec Tools
- Host a CyberSec Breakout Session
- Deliver a Hands On Session on a Conf. Track



PROJECT MANAGERS

WHAT THEY WANT

- Learn PM Best Practices From other PMs
- Understand ITIL and other PM Toolkits
- Build Relationships with Vendor Partners and Staffing Companies.

WHERE YOU CAN FIND THEM

- At the Opening and Closing Keynotes
- Huddled During the Breaks
- Attending the PM Track Workshops

HOW TO CONNECT

- Host a PM Oriented Breakout Session
- Network Inside the Exhibit Hall
- Deliver a World Class Speaker within the PM Conference Track



DEVELOPERS

WHAT THEY WANT

- Learn About Migrating Legacy Apps
- Understand How to Apply Agile Dev Techniques
- See Software Dev. Best Practices

WHERE YOU CAN FIND THEM

- At the Opening and Closing Keynotes
- Walking the Exhibit Floor
- Attending the Dev Track Conf. Tracks

HOW TO CONNECT

- Host a Hands on Breakout Session
- Booth Show and Tell
- Speak within the Dev Conference Track



INFRASTRUCTURE

WHAT THEY WANT

- Insight into Agency Level Cloud Strategy
- Mobile Workforce Enablement
- The Power of Software Defined Networking

WHERE YOU CAN FIND THEM

- At the Opening and Closing Keynotes
- Kicking the Tires on the Exhibit Floor
- Attending the Telco/Infrastructure Sessions

HOW TO CONNECT

- Demo Cloud Products in your Booth
- Host a Hands On Breakout Session
- Deliver a world class conference speaker



SPONSORING PA TECHCON 2017

TITANIUM

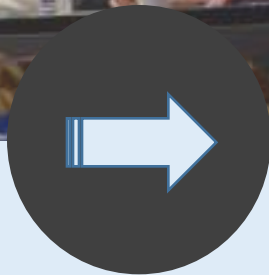
PLATINUM

GOLD

SILVER

AFTER HOURS

EXHIBITOR



TITANIUM SPONSORSHIP

\$7,500

6 Available

“PA TechCon brings together state and local government agencies, the Pennsylvania IT vendor community, their employees and thought leaders from across the United States for education and networking.”

John MacMillan
Chief Information Officer
Deputy Secretary for Information Technology
Commonwealth of Pennsylvania

TITANIUM SPONSORSHIP BENEFITS

PRE-EVENT MARKETING

- Company Description Included in Pre-Event Newsletter (200 Characters)
- Logo Included in Attendee Acquisition Emails - Direct Mail
- Sponsor Feature on TCCP BLOG – Blog Post / Background
- Logo and Link on Conference Website: www.patechcon.com
- Landing Page on Conference Website
- Promotion on Social Media Outlets
- Access to PA TechCon Promotional Kit
- Ability to Issue a PA TechCon Press Release

EXPO PRESENCE

- Booth Size – 2 8' Tables
- Ability to Rig Signage Behind Booth
- Secure WIFI Access
- Electrical Connection

CONFERENCE ACCESS

- 10 Full Conference Passes
- 4 Booth Staff Passes
- 10 PA TECHCON After Hours Pass

ONSITE MARKETING

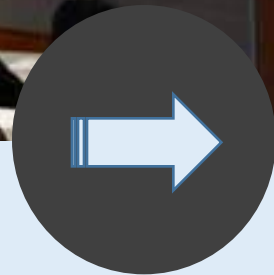
- Logo Inclusion on Conference Bag
- 2 Page Advertisement in Conference Program
- 4 Piece Collateral Inserts in Conference Bag
- Inclusion in Conference Map
- Promotion on Social Media Outlets During the Event
- Recognition at Opening & Closing Keynote
- Recognition on Conference Slide Decks
- Ability to Introduce a Seminar Speaker
- Recognition at After Hours Event
- Onsite Meeting Room

TITANIUM SPONSORSHIP (continued)

POST CONFERENCE MARKETING

- Promotion on Social Media Outlets Post Events
- Mention in Post Event Thank You Emails
- Access to Event Attendee Lists
- Booth Photos and Conference Recap on PATECHON Website

All 2017 Titanium Sponsors will be give the right of first refusal for a 2018 PA TechCon Titanium Sponsorship.



PLATINUM SPONSORSHIP

\$5,000

8 Available

“PA TechCon is the largest, one-day government IT conference in Pennsylvania. We’re thrilled to work with Harrisburg University and the Commonwealth’s Office of Administration to deliver this event to PA’s tech community”

Paul Roos
Board Chair
The Technology Council of Central PA

PLATINUM SPONSORSHIP BENEFITS

PRE-EVENT MARKETING

- Company Description Included in Pre-Event Newsletter (200 Characters)
- Logo Included in Attendee Acquisition Emails - Direct Mail
- Sponsor Feature on TCCP BLOG – Blog Post / Background
- Logo and Link on Conference Website: www.patechcon.com
- Promotion on Social Media Outlets
- Access to PA TechCon Promotional Kit
- Ability to Issue a PA TechCon Press Release

EXPO PRESENCE

- Booth Size – 1 8' Table
- Ability to Rig Signage Behind Booth
- Secure WIFI Access
- Electrical Connection

CONFERENCE ACCESS

- 8 Full Conference Passes
- 3 Booth Staff Passes
- 8 PA TECHCON After Hours Pass

ONSITE MARKETING

- 1 Page Advertisement in Conference Program
- 2 Piece Collateral Inserts in Conference Bag
- Inclusion in Conference Map
- Promotion on Social Media Outlets During the Event
- Recognition on Conference Slide Decks

POST CONFERENCE MARKETING

- Promotion on Social Media Outlets Post Events
- Mention in Post Event Thank You Emails
- Access to Event Attendee Lists
- Booth Photos and Conference Recap on PATECHON Website



GOLD SPONSORSHIP

\$4,000

10 Available

“Brand awareness is an extremely important factor for us at Cloudera. As a Gold Sponsor at PA TechCon 2016 we were able to deliver our value proposition in the state and local IT vertical markets in an affordable and efficient way.”

Glenn Wilachy
Account Executive, SLED
Cloudera Inc., (2016 Gold Sponsor and Data Track Presenters)

GOLD SPONSORSHIP BENEFITS

PRE-EVENT MARKETING

- Logo Included in Attendee Acquisition Emails - Direct Mail
- Logo and Link on Conference Website: www.patechcon.com
- Promotion on Social Media Outlets
- Ability to Issue a PA TechCon Press Release

EXPO PRESENCE

- Booth Size – 1 8' Table
- Secure WIFI Access
- Electrical Connection

CONFERENCE ACCESS

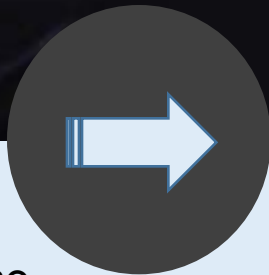
- 6 Full Conference Passes
- 2 Booth Staff Passes
- 6 PA TECHCON After Hours Pass

ONSITE MARKETING

- 1/2 Page Advertisement in Conference Program
- 2 Piece Collateral Inserts in Conference Bag
- Inclusion in Conference Map
- Promotion on Social Media Outlets During the Event

POST CONFERENCE MARKETING

- Access to Event Attendee Lists
- Booth Photos and Conference Recap on PATECHON Website



SILVER SPONSORSHIP

\$3,000

15 Available

“We were thrilled with last years feedback from our 2016 event sponsors. PA TechCon provides a compact and focused method for the region’s IT Vendor community to assist in educating the Commonwealth of PA’s leadership team on the latest technologies and innovations and gain insight into the state’s strategic IT initiatives.”

Kelly Powell Logan
Vice President Strategic Workforce Development & University Centers
Harrisburg University of Science and Technology

SILVER SPONSORSHIP BENEFITS

PRE-EVENT MARKETING

- Logo and Link on Conference Website: www.patechcon.com
- Ability to Issue a PA TechCon Press Release

EXPO PRESENCE

- Booth Size – 1 8' Table
- Secure WIFI Access
- Electrical Connection

CONFERENCE ACCESS

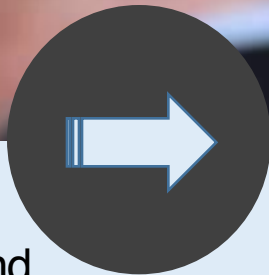
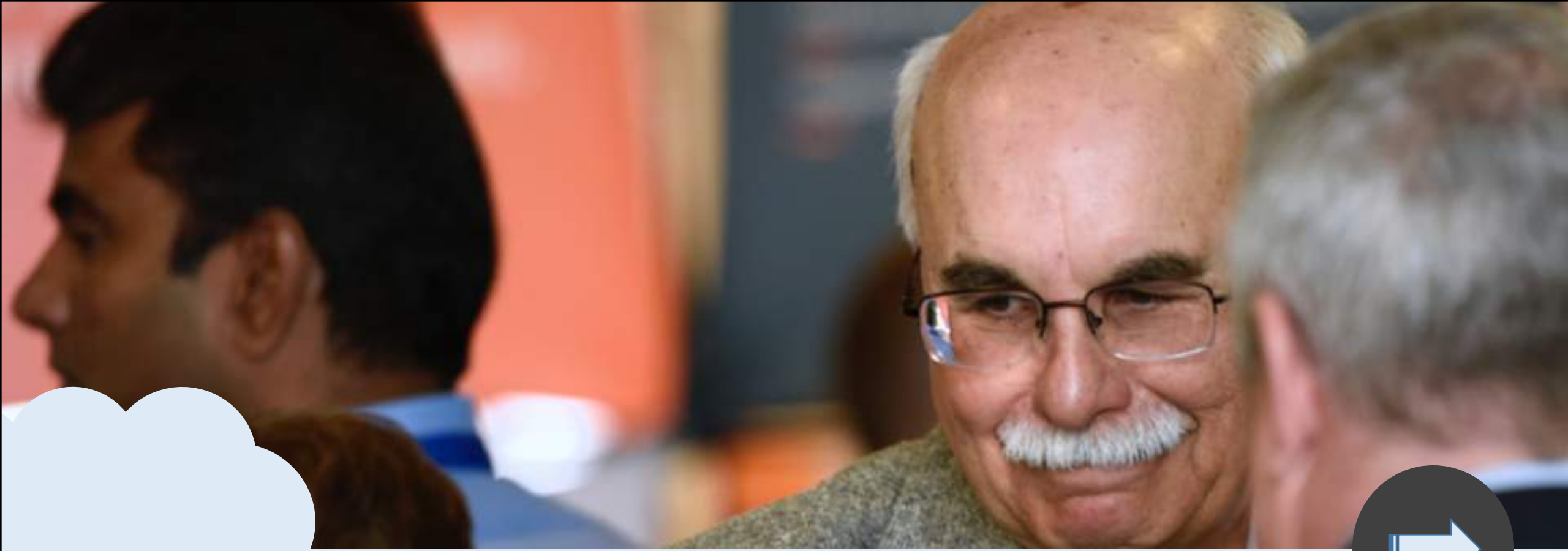
- 4 Full Conference Passes
- 2 Booth Staff Passes
- 4 PA TECHCON After Hours Pass

ONSITE MARKETING

- 1/2 Page Advertisement in Conference Program
- 1 Piece Collateral Inserts in Conference Bag
- Inclusion in Conference Map

POST CONFERENCE MARKETING

- Access to Event Attendee Lists
- Booth Photos and Conference Recap on PATECHON Website



AFTER HOURS

SPONSORSHIP

\$3,000

2 Available

“PA TechCon After Hours is the perfect venue to unwind after a long day at the conference. It’s a wonderful opportunity to meet the vendor community, strike up a conversation with a potential partner and get to know the Commonwealth of PA IT leadership team.”

Charlie Gerhards
Gerhards Consulting

AFTER HOURS SPONSORSHIP BENEFITS

PRE-EVENT MARKETING

- Logo and Link on Conference Website: www.patechcon.com
- Ability to Issue a PA TechCon Press Release

EXPO PRESENCE

- Booth Size – 1 8' Table
- Secure WIFI Access
- Electrical Connection

CONFERENCE ACCESS

- 4 Full Conference Passes
- 2 Booth Staff Passes
- 4 PA TECHCON After Hours Pass

ONSITE MARKETING

- 1/2 Page Advertisement in Conference Program
- 1 Piece Collateral Inserts in Conference Bag
- Inclusion in Conference Map
- Recognition in After Hours Event

POST CONFERENCE MARKETING

- Access to Event Attendee Lists
- Booth Photos and Conference Recap on PATECHON Website



EXHIBITORS

\$1,000

“There was a lot of positive energy at PA TechCon 2016. Traffic flow inside the exhibition space was strong all day. The event theme was laser focused and that gave us the ability to deliver a very targeted, matching message to the conference attendees and IT leadership.

Mark Kirsch
Vice President
Adept Consulting Services

EXHIBITOR SPONSORSHIP BENEFITS

PRE-EVENT MARKETING

- Ability to Issue a PA TechCon Press Release

EXPO PRESENCE

- Booth Size – 1 8' Table
- Secure WIFI Access
- Electrical Connection

CONFERENCE ACCESS

- 2 Full Conference Passes
- 2 Booth Staff Passes
- 1 PA TECHCON After Hours Pass

ONSITE MARKETING

- Inclusion in Conference Map

PA TECHCON '17 SPONSORSHIP PACKAGES (1 of 4)

	Titanium	Platinum	Gold	Silver	After Hours	Exhibitor
Price	\$7,500	\$5,000	\$4,000	\$3,000	\$3,000	\$1,000
Availability	6	8	10	20	2	
PRE-EVENT MARKETING						
Company Description Included in Pre-Event Newsletter	X	X				
Logo Included in Attendee Acquisition Emails	X	X	X			
Sponsor Feature on TCCP BLOG	X	X				
Logo and Link on Conference Website	X	X	X	X	X	
Landing Page on Conference Website	X					
Promotion on Social Media Outlets <small>(Facebook, Twitter & LinkedIN - one post regarding Sponsor and sponsor location)</small>	X	X	X			
Access to PA TechCon Promotional Kit	X					
Ability to Issue a PA TechCon Press Release	X	X	X	X	X	X

PA TECHCON '17 SPONSORSHIP PACKAGES (2 of 4)

	Titanium	Platinum	Gold	Silver	After Hours	Exhibitor
Price	\$7,500	\$5,000	\$4,000	\$3,000	\$3,000	\$1,000
Availability	6	8	10	20	2	
PA TECHCON EXPO PRESENCE						
Booth Size	2 x 8' Tables	8' Table	8' Table	8' Table	8' Table	8' Table
Ability to Rig Signage	X	X				
Secure WIFI Access	2 Devices	2 Devices	1 Device	1 Device	1 Device	1 Device
Internet	n/a	n/a	n/a	n/a	n/a	n/a
Electrical	X	X	X	X	X	X
CONFERENCE ACCESS						
Full Conference Pass	10	8	6	4	4	2
Booth Staff Pass	4	3	2	2	2	2
TECHCON After Hours Pass	10	8	6	4	4	1

PA TECHCON '17 SPONSORSHIP PACKAGES (3 of 4)

	Titanium	Platinum	Gold	Silver	After Hours	Exhibitor
Price	\$7,500	\$5,000	\$4,000	\$3,000	\$3,000	\$1,000
Availability	6	8	10	20	2	
ONSITE MARKETING						
Logo Inclusion on Conference Bag	X					
Advertisement in Conference Program	DBL Page	Single Full PG	1/2 Page	1/2 Page	1/2 Page	
Collateral Inserts in Conference Bag	4 Pieces	2 Pieces	2 Pieces	1 Piece	1 Piece	
Inclusion in Conference Map	X	X	X	X	X	X
Promotion on Social Media Outlets During the Event	X	X	X			
Recognition at Opening & Closing Keynotes	X					
Recognition on Conference Slide Decks	X	X				
Ability to Introduce a Seminar Speaker	X					
Recognition at After Hours Event	X				X	

PA TECHCON '17 SPONSORSHIP PACKAGES (4 of 4)

	Titanium	Platinum	Gold	Silver	After Hours	Exhibitor
Price	\$7,500	\$5,000	\$4,000	\$3,000	\$3,000	\$1,000
Availability	6	8	10	20	2	
POST CONFERENCE MARKETING						
Promotion on Social Media Outlets Post Events	X	X				
Mention in Post Event Thank You Emails	X	X				
Access to Event Attendee Lists	X	X	X	X	X	
Booth Photos and Conference Recap on PATECHON Website	X	X	X	X	X	

A LA CARTE SPONSORSHIP OPTIONS

- **BREAKFAST SPONSOR** – One Sponsor @ \$2,500
 - Company Logo / Signage Displayed at Breakfast
 - ½ Page Ad in Conference Program
 - Two Conference Passes and Two Passes to PA TechCon After Hours
- **LUNCH SPONSOR** – One Sponsor @ \$2,500
 - Company Logo / Signage Displayed at Breakfast
 - ½ Page Ad in Conference Program
 - Two Conference Passes and Two Passes to PA TechCon After Hours
- **BREAK SPONSOR** – Two Sponsors (morning/afternoon) @ \$1,000 Each
 - Company Logo / Signage Displayed at Break
 - Two Conference Passes and Two Passes to PA TechCon After Hours
- **LANYARD SPONSOR** – Two Sponsors contribute 500 company logo lanyards. Lanyards will be attached to conference badges.
- **BAG SPONSOR** – One Sponsor @ \$1,500. Your company logo will be added to one side of conference bag

THE COUNTDOWN TO PA TECHCON '17

Key Dates:

December 5th, 2016 - Sponsor Registration Opens See Attached Contract and Terms/Conditions.

April 15th, 2017 - Sponsor Registration Closed

April 15th, 2017 - Sponsorship Web Materials Closed. We Will Make Not Make Any Additional Changes to Website or Printed Media After this Date.

April 15th, 2017 - Sponsor & Exhibitor Payment Deadline –All Payments Must Be Received by 4/15.

April 15th, 2017 - Sponsorship Collateral Deadline – We must receive all conference collateral by this date. This Includes Program Advertisements, Collateral for Conference Bags, Signage/Logos

May 3rd, 2017 - Exhibitor Setup will Commence at 2PM. We will provide a shipping address for any/all conference materials our sponsors would like to ship to the venue. Exhibitor setup will begin at 2pm sharp.

May 4th, 2017 - Conference Registration – Doors open for vendors @ 7AM. Attendee Registration Begins at 8:00am

TRAVELING to PA TECHCON

Hotels Supporting PA TechCon

We will be securing conference discounts at the following hotels. We will confirm acquisition in subsequent communications with the sponsor community.

Hilton Harrisburg

1 N 2nd Street
Harrisburg, PA 17101
(717) 233-6000

Crown Plaza

23 S 2nd Street
Harrisburg, PA 17101
(717) 2334-5021

Comfort Inn Riverfront

525 S Front St
Harrisburg, PA 17104
(717) 233-1611

PA TECHCON SPONSOR CONTACT INFO

GET INVOLVED

MONTHLY OFFICE HOURS

We'll be scheduling monthly office hours beginning January 15th. Office Hours are an open forum so that we can answer your questions related to sponsoring or speaking at PA TechCon.

SUMBIT YOUR CONTRACT

Email your sponsorship agreement to patechcon@tccp.org

STAY IN TOUCH

Email your questions to patechcon@tccp.org or to Tina Barstow c/o tina@tccp.org.