

A VIRTUAL CONFERENCE  
AUGUST 4 & 5, 2021



**PA** TECH CON

2021 Sponsorship Opportunities

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# WHY SPONSOR?

## ABOUT

This annual conference is organized by the Technology Council of Central Pennsylvania, Harrisburg University of Science & Technology and the Commonwealth of Pennsylvania as a way to bring together public and private sector technology thought leaders for a day of collaboration and sharing of ideas.

Due to current COVID-19 restrictions, the 2021 conference will again be virtual.

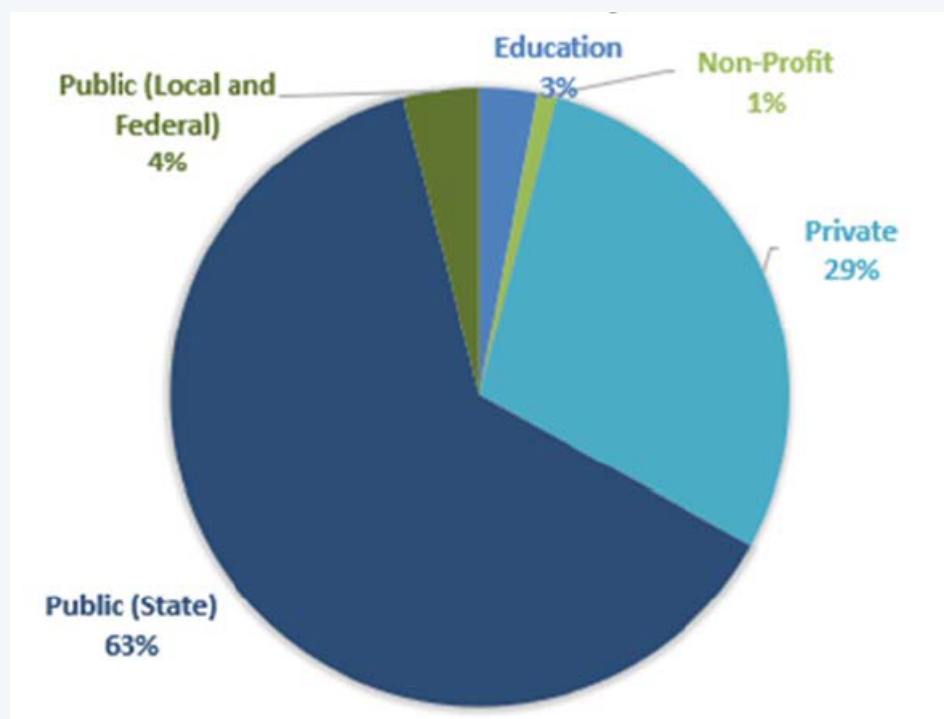
## WHO ATTENDS

Last year more than 650 representatives from state, local and federal government, various educational institution/school districts and private sector representatives attended this event.

## TIMELINE

June 15, 2021 - Deadline to return sponsor form & payment.

## 2020 PA TECHCON ATTENDANCE BY SECTOR



# SPONSORSHIP OPPORTUNITIES

## TITANIUM (\$7500) - ONLY 5 AVAILABLE

### Pre-Event Marketing:

- Company description included in pre-event email sent to all registrants
- Logo included in event promotional emails
- Logo & website link on conference website
- Logo in carousel on conference website homepage
- Promotion on social media outlets

### Expo Presence:

- 1-minute video shown before keynote (video provided by sponsor)
- 5-minute video posted on conference website (video provided by sponsor)
- Ability to promote follow-up events/meetings on conference website (i.e. Calendly link to schedule)
- 3 Dedicated Sponsor Tables during interactive VIP Reception

### Conference Access:

- 10 tickets to online conference event (value = \$200/ticket)
- 5 tickets to interactive VIP session with Commonwealth of PA leadership

### Conference Access (continued):

- Opportunity to pose questions in advance of VIP session to help frame the Commonwealth leadership's presentation during VIP event.

### On-Site Marketing:

- Full slide Advertisement on pre-session video shown before all sessions
- Links to up to 6 collateral PDF downloads grouped by conference track to highlight relevance
- Listing in online conference schedule
- Recognition during keynote
- Logo on conference slide deck for all sessions
- Ability to introduce a seminar speaker
- Recognition at VIP event with Commonwealth of PA leadership

### Post-Conference Marketing:

- Promotion on social media outlets
- Mention in post-event thank you emails to all attendees
- Access to event attendee list

## **PLATINUM (\$5000)- ONLY 8 AVAILABLE**

### Pre-Event Marketing:

- Company description included in pre-event email sent to all registrants
- Logo included in event promotional emails
- Logo & website link on conference website
- Logo in carousel on conference website homepage
- Promotion on social media outlets

### Expo Presence:

- 1-minute video shown before 1 breakout session (video provided by sponsor)
- 2-minute video posted on conference website (video provided by sponsor)
- Ability to promote follow-up events/meetings on conference website (i.e. Calendly link to schedule)
- 2 Dedicated Sponsor Tables during interactive VIP Reception

### Conference Access:

- 8 tickets to online conference event (value = \$200/ticket)
- 4 tickets to interactive VIP session with Commonwealth of PA leadership
- Opportunity to pose questions in advance of VIP session to help frame the Commonwealth leadership's presentation during VIP event

### On-Site Marketing:

- 1/2 slide Advertisement on pre-session video shown before all sessions
- Links to up to 4 collateral PDF downloads grouped by conference track to highlight relevance
- Listing in online conference schedule
- Logo on conference slide deck for all sessions

### Post-Conference Marketing:

- Mention in post-event thank you emails to all attendees
- Access to event attendee list

## **GOLD (\$4000)- ONLY 10 AVAILABLE**

### Pre-Event Marketing:

- Logo included in event promotional emails
- Logo & website link on conference website
- Logo in carousel on conference website homepage

### Expo Presence:

- 1-minute video posted on conference website
- Ability to promote follow-up events/meetings on conference websites (i.e. Calendly link to schedule)
- 1 Dedicated Sponsor Table during interactive VIP Reception

### Conference Access:

- 6 tickets to online conference event (value =\$200/ticket)
- 3 tickets to interactive VIP session with Commonwealth of PA leadership
- Opportunity to pose questions in advance of VIP session to help frame the Commonwealth leadership's presentation during VIP event

### On-Site Marketing:

- 1/2 slide advertisement on pre-session video shown before plenary sessions
- Links to up to 4 collateral PDF downloads grouped by conference track to highlight relevance
- Listing in online conference schedule

### Post-Conference Marketing:

- Access to event attendee list

## **SILVER (\$3000)- ONLY 15 AVAILABLE**

### Pre-Event Marketing:

- Logo & website link on conference website
- Logo in carousel on conference website homepage

### Expo Presence:

- 1-minute video posted on conference website
- Ability to promote follow-up events/meetings on conference websites (i.e. Calendly link to schedule)
- 1 Dedicated Sponsor Table during interactive VIP Reception

### Conference Access:

- 4 tickets to online conference event (value = \$200/ticket)
- 2 tickets to interactive VIP session with Commonwealth of PA leadership

### On-Site Marketing:

- 1/2 slide advertisement on pre-session video shown before plenary sessions
- Links to up to 4 collateral PDF downloads grouped by conference track to highlight relevance
- Listing in online conference schedule

### Post-Conference Marketing:

- Access to event attendee list

## **EXHIBITOR (\$1000)**

### Expo Presence:

- 1-minute video posted on conference website
- Ability to promote follow-up events/meetings on conference websites (i.e. Calendly link to schedule)
- 1 Dedicated Sponsor Table during interactive VIP Reception

### Conference Access:

- 2 tickets to online conference event (value = \$200/ticket)
- 1 ticket to interactive VIP session with Commonwealth of PA leadership

### On-Site Marketing:

- 1/2 slide advertisement on pre-session video shown before plenary sessions
- Links to up to 2 collateral PDF downloads grouped by conference track to highlight relevance
- Listing in online conference schedule

## **VIP RECEPTION SPONSOR (\$3000) - ONLY 2 AVAILABLE**

### Pre-Event Marketing:

- Logo & website link on conference website
- Logo in carousel on conference website homepage

### Expo Presence:

- 1-minute video posted on conference website
- Ability to promote follow-up events/meetings on conference websites (i.e. Calendly link to schedule)
- 1 Dedicated Sponsor Table during interactive VIP Reception

### Conference Access:

- 4 tickets to online conference event (value = \$200/ticket)
- 2 tickets to interactive VIP session with Commonwealth of PA leadership

### On-Site Marketing:

- 1/2 slide advertisement on pre-session video shown before plenary sessions
- Links to up to 4 PDF collateral downloads grouped by conference track to highlight relevance
- Listing in online conference schedule
- Recognition at VIP event with Commonwealth of PA leadership

### Post-Conference Marketing:

- Access to event attendee list



**TCCP - PA TechCon**  
**Event Date: August 4-5, 2021**  
**Virtual Event**

## Exhibitor / Sponsorship Contract

Prior to completing this Exhibitor / Sponsorship Contract, please review the Contract Sponsor Rules & Regulations on the following page. Check out our website @ [www.patechcon.com](http://www.patechcon.com) for information relating to sponsor benefits.

Please complete this form and return it with payment or we can invoice you under separate cover. Payment is due with a signed copy of the contract by June 15, 2021. **Please send any/all questions to [patechcon@tccp.org](mailto:patechcon@tccp.org).**

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### Sponsorships: Indicate Your Sponsorship Levels

Sponsorship Level	Cost	Select	Comments
TITANIUM	\$7,500	<input type="checkbox"/>	
PLATINUM	\$5,000	<input type="checkbox"/>	
GOLD	\$4,000	<input type="checkbox"/>	
SILVER	\$3,000	<input type="checkbox"/>	
EXHIBITOR	\$1,000	<input type="checkbox"/>	
VIP RECEPTION	\$3,000	<input type="checkbox"/>	

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*Total Cost:*

Total sponsorship payment in the amount of: \$ \_\_\_\_\_

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*Payment Information - You will be invoiced for the full amount. Payment is due by 6/15/2021.*

Company Name as it should appear on your invoice: \_\_\_\_\_

Address: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

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Sponsor agrees to abide by the payment terms and the Sponsor & Exhibitor Rules and Regulations which are made a part of this contract by reference and are fully incorporated herein. The undersigned is empowered to enter into the contract on behalf of their company. This is not a binding contract until the deposit or full contract amount is received by TCCP.

Name (Print): \_\_\_\_\_ Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_ Date: \_\_\_\_\_

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Please **Mail** this contract and check to  
**Technology Council of Central  
Pennsylvania**  
**2347 N. 7th Street #5161**  
**Harrisburg, PA 17110**

Or Email a scanned image to:  
[patechcon@tccp.org](mailto:patechcon@tccp.org)



# Sponsor & Exhibitor Rules

## Sponsor Rules and Regulations

This contract by and between TCCP and the sponsoring company ("Sponsor") hereby applies to the invoice for selected sponsorships in the PA TechCon Symposium & Expo ("Virtual Event") to be held on August 4<sup>th</sup> & 5<sup>th</sup>, 2021. The signing of this contract indicates agreement by the Sponsor to comply with the regulations, instructions and conditions of the contract published below with all the conditions under which facilities at The Harrisburg University of Science and Technology are provided to TCCP. This contract becomes binding when signed by the Sponsor and accepted by TCCP.

**1. EVENT SITE AND TIME:** The Event will be held on, August 4<sup>th</sup> & 5<sup>th</sup>, 2021, Virtually. TCCP Management reserves the right to make changes to the Event location, hours and dates; however, any such changes will be made known as far in advance of the Event as possible and Sponsors will be notified accordingly.

**2. PAYMENT:** Make all checks payable in U.S. currency to "The Technology Council of Central PA". Credit card payment is accepted. Sponsorship payments should be made according to the following schedule:

- Total balances are due on or before June 15, 2021

**3. ELIGIBILITY:** Participation at the Event is limited to those companies that have products and solutions that complement the PA TechCon conference theme. Inclusion in the Event is at the sole discretion of TCCP, which reserves the right to reject or cancel any Sponsor contract (with full refund) at any time, if TCCP Management feels the business nature of that company comes in conflict with the goals of the Event. Please contact TCCP management at: [pattechcon@tccp.org](mailto:pattechcon@tccp.org) for more detailed information regarding this policy.

**4. CONTRACT FOR SPONSORSHIP:** The Contract for Sponsorship shall be considered a binding contract between the two parties and subject to the rules and regulations as set forth by TCCP. By submitting an application for sponsorship, the Sponsor releases TCCP from any and all liabilities to Sponsor, its agents, licensees, or employees that may arise or be asserted as a result of submission of an application or of participation in this event other than liabilities that may arise from the breach of contract or negligence or willful misconduct of Sponsor, its agents, licensees or employees.

**5. CANCELLATION/NON-PAYMENT:** In the event a company needs to relinquish its sponsorship prior to June 15, 2021, and informs TCCP in writing by this date, said company will only be responsible for 50% of the sponsorship. Cancellation for any reason on or after June 15, 2021, sponsorship fees are nonrefundable.

**6. ARRANGEMENT OF LOGOS:** TCCP reserves the right in its sole discretion to make changes in the placement and size (but not content) of any sponsor logo.

**7. USE OF SPONSORSHIP:** Sponsors may not resell, assign or apportion any part of the sponsorship. Sponsors' promotional activities are confined to the actual sponsorship purchased. Distribution or display of promotional material in Hotels or to attendees' hotel sleeping rooms, public areas or technical sessions is strictly prohibited. TCCP also reserves the right to remove, at Sponsor cost, any merchandise or materials deemed by TCCP management as not suitable for the Event.

**8. RESTRICTIONS:** TCCP reserves the right to restrict or prohibit Sponsors which, because of noise, method of operation, or any other reason, are object on able or otherwise detract from or are out of keeping with the character of the Event as a whole.

**9. EXPOSITION BADGES:** Sponsor personnel must wear Event approved identification badges, or another TCCP management approved form of identification, while at the Event.

management may also ask any persons deemed, in TCCP management's opinion, to be acting in an obstructive manner, or inappropriately dressed for the Event to leave the Event. TCCP assumes no liability for any injury that may occur to visitors to the Event.

**11. INTERPRETATION AND ENFORCEMENT:** These regulations become a part of the contract between the Sponsor and TCCP. TCCP has full power of interpretation and enforcement of these rules and may amend them at any time. Also, the Sponsor agrees to abide by all additional reasonable rules and regulations published from time to time with advanced notice. Sponsors or their representatives who fail to observe these conditions of contract or who, in the opinion of TCCP, conduct themselves unethically, may be dismissed from participation in the Event without refund or other appeal.

**12. COMPLIANCE WITH APPLICABLE LAWS:** Sponsor, its agents, and representatives shall abide by, conform to, and comply with all applicable laws of the United States, the State of the Event location, and all ordinances of the City of the Event location, including but not limited to all rules and regulations for the government and management of the Event facilities and the requirements of the Police and Fire Departments, and further shall not do, nor allow to be done, anything on the premises during the term of this contract in violation of these rules, laws or ordinances.

**13. OTHER TERMS AND CONDITIONS:** TCCP and the Event facilities reserve the right to remove any of the Sponsor's personnel agents, representatives, independent contractors, invitees or guests who are deemed detrimental to TCCP, the facilities, other Sponsors, or the public. The license granted by this Contract is personal and may not be transferred or assigned without the expressed written consent of TCCP. TCCP shall in no event be liable to the Sponsor in excess of any consideration paid by the Sponsor to TCCP and received by TCCP, for breaches of Contract or conduct by TCCP, by its agents, representatives and independent contractors, whether acting within or out of the scope of their authority by agents, representatives or independent contractors or the conference facilities or by the general public. TCCP shall not be liable for failure to perform its obligations under this Contract due to strikes, riots, acts of God, or any other cause beyond its control. TCCP and the conference facilities shall not be liable for injury of any type from any cause to property of the Sponsor or to persons conducting or otherwise participating in the Event, or liable for the actions of its agents, employees or independent contractors, whether acting within or out of the scope of their authority, and responsibility or liability resulting directly or indirectly, or jointly, from other causes which arise because of the actions or omissions of its agents, employees or independent contractors, whether acting within or out of the scope of their authority, except when such liabilities, responsibilities or injuries arise from the breach of contract or negligence or willful misconduct of Sponsor, its agents, licensees or employees. There is no other agreement or warranty between the Sponsors and TCCP except as set forth in this contract for Sponsorship. The right of TCCP under this Contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of TCCP. The Sponsor agrees to abide by all rules and regulations published from time to time by, and governing, the Event.

EXCEPT IN MATTERS INVOLVING GROSS NEGLIGENCE OR WILLFUL MISCONDUCT, NEITHER PARTY WILL BE LIABLE TO THE OTHER PARTY FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL, PUNITIVE, RELIANCE OR SPECIAL DAMAGES, INCLUDING WITHOUT LIMITATION DAMAGES FOR LOST PROFITS, ADVANTAGE, SAVINGS OR REVENUES OR FOR INCREASED COST OF OPERATIONS.

**14. LISE OF THE TCCP AND THE EVENT NAME:** Participation by a Sponsor in the Event does not entitle the Sponsor to use the name TCCP or the name of the Event without permission of TCCP Management. Participation at the Event does not imply endorsement or approval by TCCP of any product, service or participant and none shall be claimed by a participant.

**15. CONTROLLING LAW AND VENUE:** This contract is made under and shall be governed by the laws of the State of Pennsylvania in all respects, including matters of construction, validity and performance. The parties agree that the forum and venue of any action regarding this Agreement shall lie exclusively in the State and Federal courts sitting in Dauphin County, Pennsylvania.