

# 2023-2024 **SPONSORSHIP** PROSPECTUS



**MARYLAND  
TECH COUNCIL**

ADVANCING LIFE SCIENCES AND TECHNOLOGY



EVENTS ARE ABOUT CONNECTION,  
COMMUNITY, AND CONTENT.

The Maryland Tech Council (MTC) stands as the largest trade association in Maryland, dedicated to technology and life sciences. Our primary focus is on providing immense value to our members by creating a platform where they can learn, share, and establish meaningful connections. Through advocacy, education, workforce development, and cost-saving initiatives, we support our member companies in driving innovation and fostering entrepreneurial minds.

Throughout the year, MTC hosts a wide array of events that draw speakers and attendees from both the state and the entire country. These events are thoughtfully categorized into special interest areas, allowing participants to direct their support towards specific groups of technology and life science leaders. From grand-scale celebrations that engage diverse audiences to smaller, more focused gatherings that encourage insightful discussions, we organize events of all sizes, such as annual awards programs, roundtables, networking sessions, educational events, conferences, and golf outings.

For sponsors seeking consistent visibility throughout the year at a variety of events and programs, MTC offers Signature Partnerships. These partnerships provide a perfect opportunity to connect with industry thought leaders and gain high visibility and extensive reach within the technology and life sciences communities. The program features a controlled fee structure, making it a practical choice for sponsors looking to contribute over \$15,000, automatically becoming a part of our prestigious Signature Partner program.

77  
EVENTS

12,500  
ATTENDEES AND  
VIEWERS

653  
COMPANIES  
REPRESENTED

152  
INDUSTRY  
SPEAKERS

MARYLAND TECH COUNCIL  
SIGNATURE PARTNERS

	STRATEGIC PARTNER	ELITE PARTNER A LA CARTE - PICK 2	PREFERRED PARTNER A LA CARTE - PICK 1
EVENT RECOGNITION			
Bio Innovation Conference	X		
Industry Awards Celebration	X		
Advocacy Day/ Leadership Dinner	X		
Technology Transformation Conference	X		
MTC Annual Golf Tournament	X		
DIRECT MARKETING			
Corporate Membership	X	X	X
Board of Directors Guest Attendance	X		
Opportunity of Direct Market Email Blast	X	X	
Opportunity to Feature Article in MTC News	X	X	X
Recognition on MTC Website, Marketing Materials, and Digital Presence	X	X	X
Recognition on the Industry Division Website of Choice (Life Sciences or Technology)	X	X	X
Recognition on Weekly Email Updates	X	X	X
Footer on all MTC Email Communications	X		
Complimentary Registration to Events: Allocated by Sponsorship Level	X	X	X
	\$50,000.00	\$25,000.00	\$15,000.00

SECURE YOUR  
SPONSORSHIP

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MARYLAND LIFE SCIENCES  
BIO INNOVATION CONFERENCE  
OCTOBER 30, 2023 • BETHESDA NORTH MARRIOTT HOTEL AND CONFERENCE CENTER

Top life sciences professionals in the region connect with leading global brands, venture capitalists, and promising startups. Created by life sciences professionals for life science professionals, this forum offers an exciting and unique opportunity to reach industry leaders and decision makers across the industry and demonstrate to colleagues and clients how your products or services can lead the way to a healthier tomorrow. Attendees are given the opportunity to network, explore an exhibit hall, participate in BIO Partnering meetings, and connect with top life sciences professionals, learn from industry leaders, and enjoy a tremendous cocktail reception. New this year - the BioHub Maryland Recruitment Expo!

*\*Non-members are priced 20% higher than the member sponsors.*

	Platinum Sponsor \$35,000.00	Industry Sector Sponsor \$20,000.00	Presenting Sponsor \$20,000.00	<i>SOLD!</i> Keynote Sponsor \$15,000.00	Supporting Sponsor \$15,000.00	<i>SOLD!</i> Giveaway Sponsor \$10,000.00	<i>SOLD!</i> Registration Sponsor \$7,500.00	<i>SOLD!</i> Cocktail Sponsor \$7,500.00	Luncheon Sponsor \$7,500.00	<i>SOLD!</i> BIO Partnering Sponsor \$7,500.00	WIFI Sponsor \$6,000.00	Gold Sponsor \$5,000.00	Coffee Break Sponsor \$3,000.00
Sponsor Billboard - 15-20 second voiceover highlighting your company; voiceover spoken over visual of your company logo OR Opportunity to air an approved 30-second commercial or company video that you submit	X	X	X	X	X								
Mention during opening and closing remarks	Verbal	Verbal	Verbal	Verbal	Verbal	Multimedia	Multimedia	Multimedia	Multimedia	Multimedia	Multimedia	Multimedia	Multimedia
Opportunity to participate on program committee	X	X											
Opportunity to moderate or participate in a session	X	X	X										
Opportunity to introduce the speaker				X									
Complimentary event registrations	20	15	15	10	10	5	5	5	5	2	2	2	1
Access to the BIO One-On-One Partnering system for all registrants	X	X	X	X	X	X	X	X	X	X	X	X	X
Welcome Attendees								Cocktail Reception					
PROMOTING BRANDING AND VISIBILITY													
Prominent positioning of company logo on stage set design	Prime Location	X	X	X	X								
Presence On-site signage recognition	Prime Location/ Logo	Prime Location/ Logo	Prime Location/ Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Company Name	Company Name
Other Logo presence	All Lower Thirds	Industry Sessions		During Keynote		Branded Swag	Name Badges	Cocktail Napkins	Lunch Boxes	Partnering System	WiFi Cards		Coffee Breaks
Logo presence on conference lanyards	X	X	X	X									
Logo presence on promotional giveaway	X	X	X	X									
Logo visibility in all pre- and post-show promotion	X	X	X	X	X	X	X	X	X	X	X	X	X
Opportunity to handout company brochure/handout						With Swag	At Registration						
Advertisement in the conference program	Logo and Full Page Ad	Logo and Full Page Ad	Logo and Full Page Ad	Logo and Full Page Ad	Logo and Full Page Ad	Logo and Half Page Ad	Logo and Half Page Ad	Logo and Half Page Ad	Logo and Half Page Ad	Logo and Half Page Ad			
MARKETING													
Logo presence in all marketing promotions	X	X	X	X	X	X	X	X	X	X	X	Company Name	Company Name
Company listing in pre-event press release	X	X	X	X	X	X	X	X	X	X	X	X	X
Preview of conference attendee list (company and title)	X	X	X	X	X	X	X	X	X	X	X	X	X
Logo and company description in Resource Guide	X	X	X	X	X	X	X	X	X	X	X	X	X
Promotion on Facebook, Twitter and LinkedIn social media platforms	X	X	X	X	X	X	X	X	X	X	X	X	X
Conference analytics and digital engagement statistics provided post conference (i.e., attendees who opt-in, social media reach, audience engagement, survey results, etc.)	X	X	X	X	X	X	X	X	X	X	X	X	X
Table in Exhibit Hall or table in BioHub Maryland Recruitment Expo (1 complimentary registration associated with each). <i>*BioHub Maryland Recruitment Expo tables only available to life sciences companies looking for talent.</i>	*Both	*Both	*Both	Choice of either Exhibit or Recruitment * <i>(50% discount offered on one not chosen as part of sponsorship)</i>	Choice of either Exhibit or Recruitment * <i>(50% discount offered on one not chosen as part of sponsorship)</i>	Exhibit only <i>(20% discount offered on Recruitment *)</i>	Exhibit only <i>(20% discount offered on Recruitment *)</i>	Exhibit only <i>(20% discount offered on Recruitment *)</i>	Exhibit only <i>(20% discount offered on Recruitment *)</i>	Exhibit only <i>(20% discount offered on Recruitment *)</i>	Discount offered on Exhibit only	Discount offered on Exhibit only	



# ADVOCACY DAY AND LEADERSHIP DINNER

JANUARY 18, 2024 • THE GRADUATE

Business leaders and state policymakers convene in Maryland’s state capital, Annapolis, for a full day of events featuring MTC’s annual Advocacy Summit and annual Leadership Dinner. During the Advocacy Summit, industry leaders connect with elected officials, share insights on public policy, and learn how advocacy can make a difference in Annapolis. The program includes panel discussions, presentations, and a networking reception before the Leadership Dinner where MTC shares its legislative priorities and provides a tremendous atmosphere of networking between colleagues and policymakers. ***\*Non-members are priced 20% higher than the member sponsors.***

	Champion Sponsor \$12,000.00	Advocate Sponsor \$7,000.00	Ally Sponsor \$5,000.00
Opportunity to moderate or participate on a panel	X		
Verbal recognition during opening and closing remarks	X	X	X
Complimentary registrations to Annapolis Day and Leadership Dinner	10	5	2
PROMOTING BRANDING AND VISIBILITY			
Logo and recognition on all marketing promotions and event signage	X	X	X
Logo in press release if applicable	X	X	X
Logo presence on lanyards	X		
Color advertisement in the conference program	Full Page	Half Page	
MARKETING			
Promotion on Facebook, Twitter and LinkedIn social media platforms	X	X	X
Company listing in pre-event press release	X	X	X
MTC Facebook posts	3 promotions	1 promotion	
List of program attendees (who opt-in), excluding emails	X	X	

# TECHNOLOGY TRANSFORMATION CONFERENCE (FORMERLY DIGITAL TRANSFORMATION SUMMIT)

FEBRUARY 29, 2024 • MARYLAND LIVE!

Maryland based technology organizations and professionals convene with the goal of educating one another regarding the newest and most innovative technologies transforming today’s businesses, and to find ways to collaborate and apply this knowledge and emerging technologies to their own business. An experienced lineup of speakers and panels provides a wealth of knowledge to attendees and an exhibit hall and cocktail reception provide copious amounts of networking opportunities throughout the entire conference. ***\*Non-members are priced 20% higher than the member sponsors.***

	Title Sponsor \$8,500.00	Tech Giveaway Sponsor \$6,000.00	Registration Sponsor \$6,000.00	Cocktail Sponsor \$6,000.00	Gold Sponsor \$5,000.00	Silver Sponsor \$3,000.00	Exhibitor \$750.00
Opportunity to air an approved commercial or company video that you submit up to 1 minute in length	X						
Opportunity to produce a session (content, speakers, moderators)	X						
Opportunity to participate on the program committee (members only)	X				X	X	
Opportunity to introduce a keynote speaker	X						
Verbal recognition during opening and closing remarks	X	X	X	X	X	X	
Complimentary event registrations	10	10	10	10	5	3	2
PROMOTING BRANDING AND VISIBILITY							
Logo on website, all marketing collateral and event signage	X	X	X	X	X	X	
Logo or Name presence and description in program book	X	X	X	X	X	X	X
Logo presence on conference lanyards	X						
Other Logo presence		Swag Item		Cocktail Signs and Napkins			
MARKETING							
Promotion on Facebook, Twitter and LinkedIn social media platforms	X	X	X	X	X	X	
List of attendee’s post event, excluding emails (those who opt-in)	X	X	X	X	X		
Exhibit Booth <i>(Unless noted, includes one registration to staff exhibit booth - 15% discount on 2nd person)</i>	Prominent	Prominent	Prominent	Prominent	X	X	X (2 Registrations)



# INDUSTRY AWARDS CELEBRATION

MAY 23, 2024 • BETHESDA NORTH MARRIOTT HOTEL AND CONFERENCE CENTER

Honoring the best in Maryland’s technology and life sciences communities, individuals and companies are recognized for their work in developing the treatments, designing the systems, and teaching the youth, that have ultimately touched the lives of millions of people. Colleagues and peers will take advantage of a great networking opportunity at the cocktail reception, then enjoy a fantastic, seated dinner, and watch the presentation of the 2024 ICON Award winners to end the evening. ***\*Non-members are priced 20% higher than the member sponsors.***

	Award Sponsor \$12,000.00	Registration Sponsor \$7,500.00	Cocktail Reception Sponsor \$8,000.00	VIP Reception Sponsor \$8,000.00	Dessert Sponsor \$8,000.00	Centerpiece Sponsor \$8,000.00	Program Sponsor \$8,000.00	Gold Sponsor \$7,000.00	Silver Sponsor \$5,000.00
Verbal recognition during opening and closing remarks	X	X	X	X	X	X	X	X	X
Complimentary reserved table of 10 at the ceremony	Prominent Location	X	X	X	X	X	X	X	X
Admission to the VIP reception	5	2	2	5	2	2	2	2	
PROMOTING BRANDING AND VISIBILITY									
Sponsor Billboard - 15-20 second voiceover highlighting your company to be played during the ceremony; voiceover spoken over visual of your company logo OR Opportunity to air an approved 30-second commercial or company video that you submit	X								
Logo presence on the award your company presents	X								
Logo presence in program book	X	X	X	X	X	X	X	X	X
Full page advertisement in program book	X	X					X		
Other logo presence	Lanyards	Lanyards	Cocktail Napkins	VIP Cocktail Napkins	Floral Picks	Dessert Plate Card	Prominent on Program		
Company listing in pre-event press releases	X	X	X	X	X	X	X	X	X
Multimedia recognition during the ceremony		X	X	X	X	X	X	X	
Special Signage		Registration Area	Cocktail Reception	VIP Cocktail Reception					
MARKETING									
Logo presence and recognition in all marketing promotions, website, event signage and event promotion	X	X	X	X	X	X	X	X	X
Promotion on Facebook, Twitter and LinkedIn social medial platforms	X	X	X	X	X	X	X	X	
List of program attendees (who opt in, excluding emails)	X	X	X	X	X	X	X	X	





# MTC ANNUAL GOLF TOURNAMENT

JUNE 10, 2024 • WHISKEY CREEK

At one of the many beautiful Maryland golf courses, MTC members and friends come together for a memorable day of fun and networking on the links. The day begins with registration, networking, and practice on the range before a shotgun start shortly after. Attendees get a chance to win big with the numerous raffles, contests, and friendly competition which commences in a cocktail reception where the awards are given out.

*\*Non-members are priced 20% higher than the member sponsors.*

	Tournament Sponsor \$12,000.00	Cocktail Reception Sponsor \$8,000.00	Gold Sponsor \$7,000.00	Contest Sponsor \$5,000.00	Foursome and Tee Sponsor \$3,000.00	Raffle Item \$500 or provide item of equal value
Complimentary foursome	2	1	1	1	1	
Complimentary hole sponsorship including opportunity to provide handouts and meet and greet all golfers	X	X	X	X		
Logo on banner and player giveaway	X					
Recognition during announcements and cocktail reception	X	X	X			Draw and Present Raffle Item
Other opportunities				Present Award at Cocktail Reception		
PROMOTING BRANDING AND VISIBILITY						
Corporate promotion on tee signage	X	X	X	X	X	
Exclusive signage		Cocktail Reception				With Raffle Item
MARKETING						
Recognition in all marketing promotions, website and event signage	Logo	Logo	Logo	Logo	Logo	
Promotion on Facebook, Twitter, and LinkedIn social media platforms	X	X	X	X	X	



## MTC HAPPY HOURS

At MTC Happy Hours, Maryland professionals gather in various regions across Maryland to network and connect while celebrating a themed event, and enjoying food, drinks, and more. With MTC representing all of Maryland, you will be sure to find a Happy Hour in your region where you can grow your network and see what great things are being done by other industry colleagues in your geographical area. *\*Non-members are priced 20% higher than the member sponsors.*

	Title Sponsor \$3,000.00	Supporting Sponsor \$1,000.00	Friend Sponsor \$500.00	Raffle Item \$200 or provide item of equal value
Verbal recognition during opening and closing remarks	X			
Opportunity provide opening remarks (1-2 minutes)	X			
Complimentary Registrations	5	2	1	1
PROMOTING BRANDING AND VISIBILITY				
Opportunity to have table to showcase company	X			
MARKETING				
Recognition in all marketing promotions, website and event signage	Prominent Logo	Logo	Logo	Logo on Raffle Signage
List of program attendees, excluding emails (who opt-in)	X	X		
Promotion on Facebook, Twitter, and LinkedIn social media platforms	X	X		





# MARYLAND BUSINESS SHOWCASE

MARCH 28, 2024 • MARYLAND JOCKEY CLUB

A new event this year, the Maryland Business Showcase will be a stand alone exhibitor hall/industry show representing life sciences, technology, and service industry. A cocktail reception will provide even more networking opportunities for attendees. ***\*Non-members are priced 20% higher than the member sponsors.***

	Title Sponsor \$5,000.00	Cocktail Reception Sponsor \$3,000.00	Supporting Sponsor \$1,000.00
Verbal recognition during opening and closing remarks	X	X	X
Opportunity provide opening remarks (1-2 minutes)	X		
Complimentary registrations	5	3	2
PROMOTING BRANDING AND VISIBILITY			
Opportunity to have table to showcase company	X	X	X
Opportunity to have logo on cocktail napkins		Cocktail Napkins	
Prominent signage	X	Cocktail Reception	
Exhibit Table	X	X	X
MARKETING			
Recognition in all marketing promotions, website and event signage	Prominent Logo	Logo	Logo
List of program attendees, excluding emails (who opt-in)	X	X	
Promotion on Facebook, Twitter, and LinkedIn social media platforms	X	X	X

# MTC SUMMER FEST

AUGUST 31, 2023 • LONE OAK BREWERY

MTC will wind down the summer with a fun networking event at a local brewery. Live entertainment, food and an assortment of drinks, along with giveaways and a chance at raffle will be included in the attendee registration. A wide-variety of sponsorship opportunities are available. ***\*Non-members are priced 20% higher than the member sponsors.***

	Title Sponsor \$5,000.00	Entertainment Sponsor \$3,000.00	Supporting Sponsor \$1,000.00	Raffle Item \$200 or provide item of equal value
Verbal recognition during opening and closing remarks	X	X	X	X
Opportunity provide opening remarks (1-2 minutes)	X			
Opportunity to introduce entertainment		X		
Complimentary registrations	5	3	2	1
PROMOTING BRANDING AND VISIBILITY				
Opportunity to have table to showcase company	X	X	X	
Opportunity to have logo on give away	X			
Special signage	X	X		
MARKETING				
Recognition in all marketing promotions, website and event signage	Prominent Logo	X	X	X
List of program attendees, excluding emails (who opt-in)	X	X	X	
Promotion on Facebook, Twitter, and LinkedIn social media platforms	X	X	X	

# MTC REGIONAL CHAPTERS

PRINCE GEORGE’S COUNTY, GREATER BALTIMORE,  
AND CHESAPEAKE REGION

To meet our members where they are, MTC has formed three chapters that offer regionalized programming and support to the technology and life sciences communities. These chapters are Prince George’s County, Greater Baltimore, and Chesapeake Region. These three regions alone boast a combined gross domestic product of \$169.8 billion. Each chapter will conduct MTC’s mission: to support member companies at the local level who are saving lives, securing our nation, and improving quality of life through innovation.

MTC chapters are designed to bring the power of community to the technology and life sciences sectors in your area, leveraging our statewide impact to provide you with a local presence directly in your region. Chapter sponsorships will provide access to a wide variety of networking and educational events, as well as the chance to connect with other industry professionals in your area.

**MTC REGIONAL CHAPTER PARTNER**  
**\$15,000 (annual renewal)**

- Annual corporate membership in Maryland Tech Council
- Logo presence and recognition in all active chapter marketing promotions, including website, event signage and event promotion
- Potential speaking opportunity at one chapter event
- Verbal recognition at all chapter events
- Two complimentary registrations for any chapter program for which there is a fee
- Opportunity to serve on a Chapter Steering Committee

**CHAPTER SPONSOR**  
**\$5,000 (annual renewal)**

- Annual corporate membership in Maryland Tech Council and specified chapter
- Logo presence and recognition in all specified chapter marketing promotions, including website, event signage and event promotion
- Verbal recognition during specified chapter events
- Two complimentary registrations for all specified chapter programs
- Priority position for hosted Conversation and Coffee w/Kelly event
- Priority position for hosted MTC CEO Listening Tour

**CHAPTER-SPECIFIC EVENTS SAMPLE**

Individual sponsorships are available for any of the listed events. Please reach out for more detailed information.

BALTIMORE REGIONAL TECH COUNCIL	CHESAPEAKE REGION CHAPTER	PRINCE GEORGE’S COUNTY TECH COUNCIL
<ul style="list-style-type: none"><li>• BRTC Annual Celebration</li><li>• BRTC Holiday Party</li><li>• CXO Dinner Series</li><li>• Industry Meet Ups</li><li>• Pitch and Pour</li></ul>	<ul style="list-style-type: none"><li>• BBQ on the Bay</li><li>• Black Eyed Susan event</li><li>• CRC Anniversary event</li><li>• Tech Tasting</li><li>• Emerging Industries Forum</li><li>• Fort Meade Alliance Forum</li><li>• GovCon Forum</li></ul>	<ul style="list-style-type: none"><li>• Educational panels</li><li>• Networking events</li><li>• PGCTC Holiday Party</li></ul>

To learn more about any of these opportunities, please contact Wendy Worm, VP of Marketing and Programs, at [Wendy@mdtechcouncil.com](mailto:Wendy@mdtechcouncil.com) or 240.243.4050.







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