

Maryland Tech Council

# Event Sponsorship

# Prospectus

2024-2025

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# Unlock Maryland Tech Council Sponsorship Opportunities

**75**  
EVENTS

**5,000**  
ATTENDEES

**700**  
COMPANIES  
REPRESENTED

**175**  
INDUSTRY  
SPEAKERS

The Maryland Tech Council (MTC) is the largest trade association in Maryland, dedicated to technology and life sciences. Our mission is to provide immense value to our members by creating a platform for learning, sharing, and establishing meaningful connections. Through advocacy, education, workforce development, and cost-saving initiatives, we support our member companies in driving innovation and fostering entrepreneurial minds.

MTC hosts a variety of events throughout the year, attracting speakers and attendees from across the state and country. These events are categorized into special interest areas, allowing participants to support specific groups of technology and life science leaders. We organize events of all sizes, from grand-scale celebrations that engage diverse audiences to smaller, focused gatherings that encourage insightful discussions. Our events include annual awards programs, roundtables, networking sessions, educational events, conferences, and golf outings.

For sponsors seeking consistent visibility throughout the year at various events and programs, MTC offers Signature Partnerships. These partnerships provide an excellent 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 contributing over \$15,000, who automatically become part of our prestigious Signature Partner program.

## Secure Your Sponsorship

**WENDY WORM**  
Vice President, Marketing and Programs

Wendy@mdtechcouncil.com

(240) 243-4050

## MTC Signature Partners

|  | <b>STRATEGIC PARTNER</b> | <b>ELITE PARTNER</b><br><i>A LA CARTE - PICK 2</i> | <b>PREFERRED PARTNER</b><br><i>A LA CARTE - PICK 1</i> |
|--|--------------------------|--|--|
| <b>EVENT RECOGNITION</b>   |                          |  |  |
| Bio Innovation Conference  | X                        |  |  |
| Industry Awards Celebration  | X                        |  |  |
| Advocacy Day/ Leadership Dinner  | X                        |  |  |
| Technology Transformation Conference   | X                        |  |  |
| MTC Annual Golf Tournament   | X                        |  |  |
| <b>DIRECT MARKETING</b>  |                          |  |  |
| Corporate Membership   | 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  |
| Complimentary Registration to Events:<br>Allocated by Sponsorship Level              | X                        | X  | X  |
|  | <b>\$50,000.00</b>       | <b>\$25,000.00</b>                                 | <b>\$15,000.00</b>                                     |

# MTC's 40<sup>th</sup> Birthday Celebration

September 26, 2024

MTC is turning 40! Since 1984, we've been the heart and soul of Maryland's life sciences and technology scene. Join us on Thursday, September 26, 2024, at Pinstripes Pike and Rose for a fantastic celebration of our 40 years of achievements and milestones!

You will enjoy an upbeat evening filled with networking, an open bar, delicious food and of course, plenty of birthday cake. Celebrate our longevity, integrity, and strength with the staff, members, and Board of Directors at our premier birthday bash.

| SPONSORSHIP BENEFITS   | 40 <sup>TH</sup> BIRTHDAY TITLE SPONSOR<br><b>\$8,000.00</b><br><i>1 Available</i> | <b>SOLD!</b><br>REGISTRATION SPONSOR<br><b>\$4,000.00</b> | 40 <sup>TH</sup> BIRTHDAY CAKE SPONSOR<br><b>\$4,000.00</b><br><i>1 Available</i> | COCKTAIL SPONSOR<br><b>\$4,000.00</b><br><i>1 Available</i> | THE FAN CLUB<br><b>\$1,984.00</b> | FRIEND SPONSOR<br><b>\$400.00</b> |
|--|--|---|---|---|-----------------------------------|-----------------------------------|
| Complimentary registrations  | 10   | 6   | 5   | 5   | 4                                 | 2                                 |
| <b>PROMOTING BRANDING AND VISIBILITY</b>                           |  |   |   |   |                                   |                                   |
| Logo and recognition on all marketing promotions and event signage | X  | X   | X   | X   | X                                 | X                                 |
| Logo displayed on signage throughout the room                      | X  |   |   |   |                                   |                                   |
| Opportunity to have logo on special location                       | <b>Commemorative Anniversary T-Shirt</b>   | <b>Name Badge</b>   | <b>Dessert Plates</b>   | <b>Napkins and At Bar</b>                                   | <b>Selfie Photo Frames</b>        |                                   |
| Logo on lanyards   | X  |   |   |   |                                   |                                   |
| <b>MARKETING</b>   |  |   |   |   |                                   |                                   |
| List of program attendees (who opt-in), excluding emails           | X  | X   | X   | X   | X                                 | X                                 |
| Promotion on MTC's social media platforms                          | X  |   |   |   |                                   |                                   |

**RAFFLE ITEM SPONSOR: \$250.00**  
(Standalone or Add-on)

- One (1) complimentary registrations
- Opportunity to draw the winning raffle ticket
- Logo on raffle item signage

# Bio Innovation Conference

October 10, 2024

The Bio Innovation Conference connects top life sciences professionals in the region with leading global brands, venture capitalists, and promising startups. Created by life sciences professionals for life sciences professionals, the Bio Innovation Conference 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. Held at the Bethesda North Marriott Hotel & Conference Center, the conference provides a state-of-the-art venue that fosters collaboration and innovation. Attendees will benefit from a robust agenda filled with keynote presentations, interactive panel discussions, and ample networking opportunities, including a cocktail reception. The event also features an exhibition hall where companies can showcase their latest advancements and breakthrough technologies.

## EXHIBITING OPPORTUNITIES

### MEMBER COMPANIES: \$2,400.00

- One exhibit space
- Two (2) complimentary registrations
- Online Exhibitor listing
- Complimentary Wi-Fi in exhibit hall
- Complimentary Power

### NON-MEMBER COMPANIES: \$3,600.00

- One exhibit space
- Two (2) complimentary registrations
- Online Exhibitor listing
- Complimentary Wi-Fi in exhibit hall
- Complimentary Power

*\*BIO One-on-One Partnering is not included\**

### SOLD OUT SPONSORSHIPS

Keynote Sponsor, Giveaway Sponsor, Registration Sponsor, Cocktail Reception Sponsor, BIO Partnering Sponsor

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

| SPONSORSHIP BENEFITS  | PLATINUM SPONSOR \$35,000.00 | INDUSTRY SECTOR SPONSOR \$20,000.00 | PRESENTING SPONSOR \$20,000.00 | SUPPORTING SPONSOR \$15,000.00 | CHARGING STATION SPONSOR \$6,000.00 | WIFI SPONSOR \$6,000.00 | GOLD SPONSOR \$5,000.00 | COFFEE BREAK SPONSOR \$3,000.00 |
|---|------------------------------|-------------------------------------|--------------------------------|--------------------------------|-------------------------------------|-------------------------|-------------------------|---------------------------------|
| Opportunity to air an approved 45-second commercial or company video that you submit  | X                            | X                                   | X                              | X                              |                                     |                         |                         |                                 |
| Mention during opening and closing remarks  | Verbal                       | Verbal                              | Verbal                         | Verbal                         | Multimedia                          | Multimedia              | Multimedia              | Multimedia                      |
| Opportunity to participate on program committee   | X                            | X                                   |                                |                                |                                     |                         |                         |                                 |
| Opportunity to moderate or participate in a session   | X                            | X                                   | X                              |                                |                                     |                         |                         |                                 |
| Complimentary event registrations   | 20                           | 15                                  | 15                             | 10                             | 2                                   | 2                       | 2                       | 1                               |
| Access to the BIO One-On-One Partnering system  | X                            | X                                   | X                              | X                              | X                                   | X                       | X                       | X                               |
| Welcome Attendees During Opening Remarks  | X                            |                                     |                                |                                |                                     |                         |                         |                                 |
| <b>PROMOTING BRANDING AND VISIBILITY</b>  |                              |                                     |                                |                                |                                     |                         |                         |                                 |
| Prominent positioning of logo on stage set design   | Prime Location               | X                                   | X                              | X                              |                                     |                         |                         |                                 |
| Logo presence on-site signage recognition   | Prime Location               | Prime Location                      | Prime Location                 | Logo                           | Logo                                | Logo                    | Logo                    | Logo                            |
| Other logo presence   |                              |                                     |                                |                                | Charging Station                    | WiFi Cards              |                         | Coffee Breaks                   |
| Logo presence on conference lanyards  | X                            | X                                   | X                              |                                |                                     |                         |                         |                                 |
| Logo presence on promotional giveaway   | X                            |                                     |                                |                                |                                     |                         |                         |                                 |
| Logo visibility in pre- and post-show promotion   | X                            | X                                   | X                              | X                              | X                                   | X                       | X                       | X                               |
| Full page profile in conference app with dedicated push notifications   | X                            | X                                   | X                              | X                              |                                     |                         |                         |                                 |
| <b>MARKETING</b>  |                              |                                     |                                |                                |                                     |                         |                         |                                 |
| Logo presence in all marketing promotions   | X                            | X                                   | X                              | X                              | X                                   | X                       | X                       | X                               |
| Company listing in pre-event press release  | X                            | X                                   | X                              | X                              | X                                   | X                       | X                       | X                               |
| Preview of conference attendee list (company and title)   | X                            | X                                   | X                              | X                              | X                                   | X                       | X                       | X                               |
| Logo and company description in digital resource guide  | X                            | X                                   | X                              | X                              | X                                   | X                       | X                       | X                               |
| Promotion on MTC's social media platforms   | 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                               |
| Table in exhibit hall with 1 complimentary registration   | X                            | X                                   | X                              | X                              | 20% Discount                        | 20% Discount            | 20% Discount            | 20% Discount                    |





# 2025 Annapolis Day: Advocacy Summit and Leadership Dinner

January 15, 2025

Join MTC, top life sciences and technology leaders, and state policymakers for the 4th Annual Annapolis Day: Advocacy Summit and Leadership Dinner on Thursday, January 15, 2025 in Annapolis at the Graduate Hotel.

## ADVOCACY SUMMIT

The Advocacy Summit facilitates meaningful interactions between industry leaders and elected officials, allowing for the exchange of insights on public policy and the impact of advocacy efforts in Annapolis. The program features in-depth panel discussions, informative presentations, and a networking reception, fostering an environment of collaboration and learning.

## COCKTAIL RECEPTION & LEADERSHIP DINNER

In the evening, the Leadership Dinner provides an exceptional opportunity for further networking among colleagues and policymakers. During this event, MTC outlines its legislative priorities and strategic initiatives, creating a conducive atmosphere for dialogue and partnership. This esteemed gathering not only enhances mutual understanding but also strengthens the relationships necessary for driving innovation and economic growth within the state.

| SPONSORSHIP BENEFITS   | CHAMPION SPONSOR \$12,000.00 | ADVOCATE SPONSOR \$8,500.00 | ALLY SPONSOR \$5,000.00 |
|--|------------------------------|-----------------------------|-------------------------|
| Opportunity to moderate or participate on a panel                  | X                            |                             |                         |
| Complimentary registrations to Annapolis Day and Leadership Dinner | Table of 10                  | Table of 10                 | Table of 10             |
| PROMOTING BRANDING AND VISIBILITY                                  |                              |                             |                         |
| Logo and recognition on all marketing promotions and event signage | X                            | X                           | X                       |
| Logo presence on lanyards  | X                            |                             |                         |
| Advertisement in the conference program                            | Full Page                    | Half Page                   |                         |
| Table Signage  | X                            | X                           | X                       |
| MARKETING  |                              |                             |                         |
| Promotion on MTC's social media platforms                          | 3 promotions                 | 1 promotions                |                         |
| Company listing in pre-event press release                         | X                            | X                           | X                       |
| List of program attendees (who opt-in), excluding emails           | X                            | X                           | X                       |

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





# 6<sup>th</sup> Annual Technology Transformation Conference

February 13, 2025

MTC's Technology Transformation Conference brings Maryland-based technology companies, organizations, and professionals together to share knowledge about the latest and most innovative technologies transforming today's business landscape. The year's conference returns to Maryland Live! Casino and Hotel and covers a wide range of topics, including agriculture tech, digital transformation, cybersecurity, energy tech, medtech, artificial intelligence, and more. Attendees will benefit from a distinguished lineup of speakers and panel discussions, offering a wealth of expertise. Additionally, the exhibit hall and cocktail reception provide extensive networking opportunities throughout the event.

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

| SPONSORSHIP BENEFITS  | EXCLUSIVE TITLE SPONSOR \$10,000.00 | EXCLUSIVE KEYNOTE SPONSOR \$7,500.00 | SOLD! REGISTRATION SPONSOR \$7,500.00 | EXCLUSIVE COCKTAIL SPONSOR \$7,500.00 | GOLD SPONSOR \$5,000.00 | SILVER SPONSOR \$3,000.00 | CHARGING STATION SPONSOR \$2,000.00 |
|---|-------------------------------------|--------------------------------------|---------------------------------------|---------------------------------------|-------------------------|---------------------------|-------------------------------------|
| Opportunity to air an approved commercial or company video that you submit up to 45-seconds in length                 | X                                   |                                      |                                       |                                       |                         |                           |                                     |
| Opportunity to participate on the program committee (members only)  | X                                   |                                      |                                       |                                       |                         |                           |                                     |
| Opportunity to introduce a keynote speaker  |                                     | X                                    |                                       |                                       |                         |                           |                                     |
| Verbal recognition during opening remarks   | X                                   | X                                    | X                                     | X                                     |                         |                           |                                     |
| Complimentary event registrations   | 10                                  | 10                                   | 10                                    | 10                                    | 5                       | 3                         | 2                                   |
| <b>PROMOTING BRANDING AND VISIBILITY</b>  |                                     |                                      |                                       |                                       |                         |                           |                                     |
| Logo on website, all marketing collateral and event signage   | X                                   | X                                    | X                                     | X                                     | X                       | X                         | X                                   |
| Logo, company descriptions, links to social media in conference app   | X                                   | X                                    | X                                     | X                                     | X                       | X                         | X                                   |
| Logo presence on conference lanyards  | X                                   |                                      |                                       |                                       |                         |                           |                                     |
| Other Logo presence   | Swag Item + LED Wall                | LED Wall                             | LED Wall + Name Badges                | Cocktail Signs + Napkins              |                         |                           | Charging Station                    |
| <b>MARKETING</b>  |                                     |                                      |                                       |                                       |                         |                           |                                     |
| Promotion on MTC's social media platforms   | X                                   | X                                    | X                                     | X                                     | X                       | X                         | X                                   |
| List of program attendees (who opt-in), excluding emails  | X                                   | X                                    | X                                     | X                                     | X                       |                           |                                     |
| Exhibit Booth<br><i>(Unless noted, includes one registration to staff exhibit booth - 15% discount on 2nd person)</i> | Prominent                           | Prominent                            | Prominent                             | Prominent                             | X                       | 20% Discount              |                                     |





# Industry Awards Celebration

May 21, 2025

MTC's Industry Awards Celebration honors the best in Maryland's life sciences and technology 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 2025 ICON Award winners at the Bethesda North Marriott Hotel & Conference Center.

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

| SPONSORSHIP BENEFITS  | AWARD SPONSOR<br>\$12,000.00 | REGISTRATION SPONSOR<br>\$7,500.00 | COCKTAIL RECEPTION SPONSOR<br>\$8,000.00 | 40 <sup>TH</sup> BIRTHDAY DESSERT SPONSOR<br>\$8,000.00 | 40 <sup>TH</sup> BIRTHDAY CENTERPIECE SPONSOR<br>\$8,000.00 | 40 <sup>TH</sup> BIRTHDAY GIVEAWAY SPONSOR<br>\$8,000.00 | GOLD SPONSOR<br>\$6,000.00 | SILVER SPONSOR<br>\$3,500.00 |
|---|------------------------------|------------------------------------|--|---|---|--|----------------------------|------------------------------|
| Recognition during opening remarks  | Mention                      | Multimedia                         | Multimedia                               | Multimedia  | Multimedia  | Multimedia   | Multimedia                 | Multimedia                   |
| Complimentary reserved table of 10 at the ceremony  | Prominent Location           | X                                  | X  | X   | X   | X  | X                          | X                            |
| Finalist Reception Admission  | 2                            |                                    |  |   |   |  |                            |                              |
| <b>PROMOTING BRANDING AND VISIBILITY</b>  |                              |                                    |  |   |   |  |                            |                              |
| Opportunity to air an approved 45-second commercial or company video that you submit                  | X                            |                                    |  |   |   |  |                            |                              |
| Logo presence on the award your company presents  | X                            |                                    |  |   |   |  |                            |                              |
| Logo presence in program book and company description in digital resource guide                       | X                            | X                                  | X  | X   | X   | X  | X                          | X                            |
| Full page advertisement in program book   | X                            | X                                  |  |   |   |  |                            |                              |
| Other logo presence   | Lanyards                     | Lanyards                           | Napkins                                  | Dessert Cards   | Floral Picks  | Giveaway   |                            |                              |
| Company listing in pre-event press releases   | X                            | X                                  | X  | X   | X   | X  | X                          |                              |
| Special Signage   |                              | At Registration                    | At Reception                             |   |   |  |                            |                              |
| <b>MARKETING</b>  |                              |                                    |  |   |   |  |                            |                              |
| Logo presence and recognition in all marketing promotions, website, event signage and event promotion | X                            | X                                  | X  | X   | X   | X  | X                          | X                            |
| Promotion on MTC's social media platforms   | X                            | X                                  | X  | X   | X   | X  | X                          |                              |
| List of program attendees (who opt-in), excluding emails  | X                            | X                                  | X  | X   | X   | X  | X                          |                              |





# MTC's Annual Golf Tournament

June 9, 2025

At Whiskey Creek Golf Club, 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.

### ADD ON RAFFLE ITEM: \$500.00

- Opportunity to draw the winning raffle ticket
- Logo on raffle item signage

### CONTEST SPONSOR OPTIONS:

- Hole in One
- Longest Drive
- Closest to the Pin

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

| SPONSORSHIP BENEFITS  | TOURNAMENT SPONSOR \$12,000.00 | COCKTAIL RECEPTION SPONSOR \$8,000.00 | CONTEST SPONSOR \$5,000.00         | FOURSOME AND TEE SPONSOR \$3,000.00 |
|---|--------------------------------|---------------------------------------|------------------------------------|-------------------------------------|
| Complimentary foursome  | 2                              | 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 cocktail reception   | X                              | X                                     | X                                  |                                     |
| Other opportunities   |                                | Emcee Cocktail Reception              | Present Contest Award at Reception |                                     |
| PROMOTING BRANDING AND VISIBILITY   |                                |                                       |                                    |                                     |
| Corporate promotion on tee signage  | X                              | X                                     | X                                  | X                                   |
| Exclusive signage   |                                | At Reception                          |                                    |                                     |
| MARKETING   |                                |                                       |                                    |                                     |
| Recognition in all marketing promotions, website and event signage                                      | Logo                           | Logo                                  | Logo                               |                                     |
| Promotion MTC's social media platforms  | X                              | X                                     | X                                  |                                     |





# 2<sup>nd</sup> Annual Maryland Business Showcase

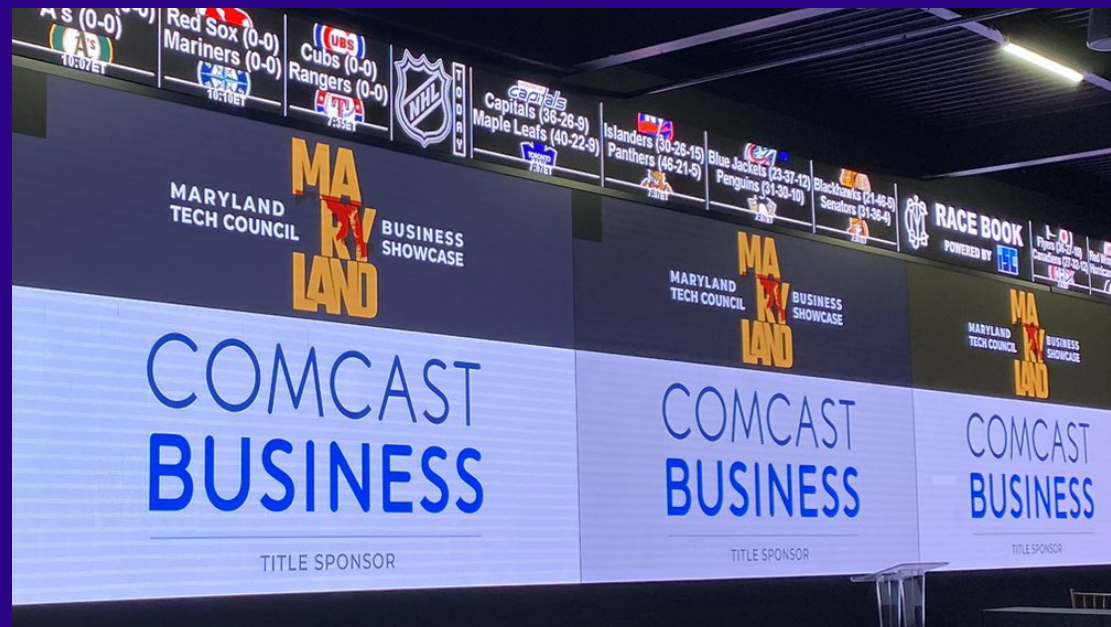
March 27, 2025

The Maryland Business Showcase returns for its 2nd year! Join us Thursday, March 27, 2025 at the Maryland Jockey Club. This exhibitor-focused networking event offers a unique platform for businesses to connect, collaborate, and drive growth. The showcase is enhanced with a cocktail reception. Enjoy food, drinks, and stimulating conversations as you build relationships that fuel future collaborations. Don't miss this opportunity to connect, explore innovations, and propel your business forward.

**MEMBER EXHIBITOR: \$500.00**  
**NON-MEMBER EXHIBITOR: \$750.00**  
 • Two (2) complimentary full event registration

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

| SPONSORSHIP BENEFITS   | SOLD!<br>TITLE SPONSOR<br>\$5,000.00 | COCKTAIL RECEPTION SPONSOR<br>\$3,000.00 | SUPPORTING SPONSOR<br>\$1,500.00 |
|--|--------------------------------------|--|----------------------------------|
| Complimentary registrations  | 6                                    | 4  | 2                                |
| PROMOTING BRANDING AND VISIBILITY                                  |                                      |  |                                  |
| Opportunity to have table to showcase company                      | X                                    | X  | X                                |
| Opportunity to have logo on special location                       | Jumbotron TV                         | Napkins                                  |                                  |
| Prominent signage  | X                                    | Cocktail Reception                       |                                  |
| MARKETING  |                                      |  |                                  |
| Recognition in all marketing promotions, website and event signage | Prominent Location                   | Logo                                     | Logo                             |
| List of program attendees (who opt-in), excluding emails           | X                                    | X  | X                                |
| Promotion on MTC's social media platforms                          | X                                    | X  | X                                |





# MTC Regional Chapters

MTC BRC • MTC CRC • MTC PGCRC

To better serve our members, MTC established three chapters offering regionalized programming and support for the life sciences and technology communities. These chapters are located in Prince George's County, Greater Baltimore, and the Chesapeake Region. Each chapter is dedicated to advancing MTC's mission: to support member companies locally as they save lives, secure our nation, and enhance quality of life through innovation.

MTC chapters are designed to harness the power of community within your area. By leveraging our statewide impact, we provide a local presence in your region. Chapter sponsorships offer access to a wide range of networking and educational events, as well as opportunities to connect with other industry professionals in your area.

INDIVIDUAL SPONSORSHIPS ARE AVAILABLE FOR ANY OF THE LISTED EVENTS

**Baltimore Regional Chapter**

Fall 2024  
**Pitch and Pour**

Spring 2025  
**Pitch and Pour**

June 2025  
**3<sup>rd</sup> Anniversary Celebration**

**Chesapeake Regional Chapter**

January 2025  
**2<sup>nd</sup> Anniversary Celebration**

March 2025  
**ChesaPitch**

June 2025  
**BBQ on the Bay**

**Prince George's County Regional Chapter**

Fall 2024  
**Panel Networking Event**

Spring 2025  
**Panel Networking Event**

June 2025  
**Networking Happy Hour**





**Secure Your  
Sponsorship**

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