



**MIAMI & HAVANA**

MAR 21 – 23 / YEAR 4

**DETROIT**

JUNE 5 – 9 / YEAR 4

**CHICAGO**

JUNE 19 – 23 / YEAR 7

**TORONTO**

JULY 24 – 28 / YEAR 2

**KANSAS CITY**

SEPT 11 – 15 / YEAR 3

**NEW YORK**

OCT 15 – 20 / YEAR 5

**DALLAS**

OCT 30 – NOV 3 / YEAR 2

**LOS ANGELES**

NOV 13 – 17 / YEAR 5

**techweek:**<sup>®</sup>  
**2017 Marketing Guide**

# Learn about Techweek and how to get involved

Dear Friends of Techweek,

The purpose of this guide is to help you understand:

## **Our mission**

Techweek exists to spread wealth creation to a diversity of places and people through supporting the emergence of substantial and sustainable businesses, which we call Hero Companies. We believe that technology entrepreneurship is going to be the most important driver of job growth, innovation, and economic development in the next 50 years.

## **What we do**

Techweek is a media festival platform featuring a suite of products, thoughtfully created to solve specific pain points companies face during their journey growing from ideas to Hero Companies.

## **How to partner with Techweek**

This guide outlines each product and how it can help your business achieve it's objectives while supporting the Techweek mission. Reach out to our elite product team to learn more.

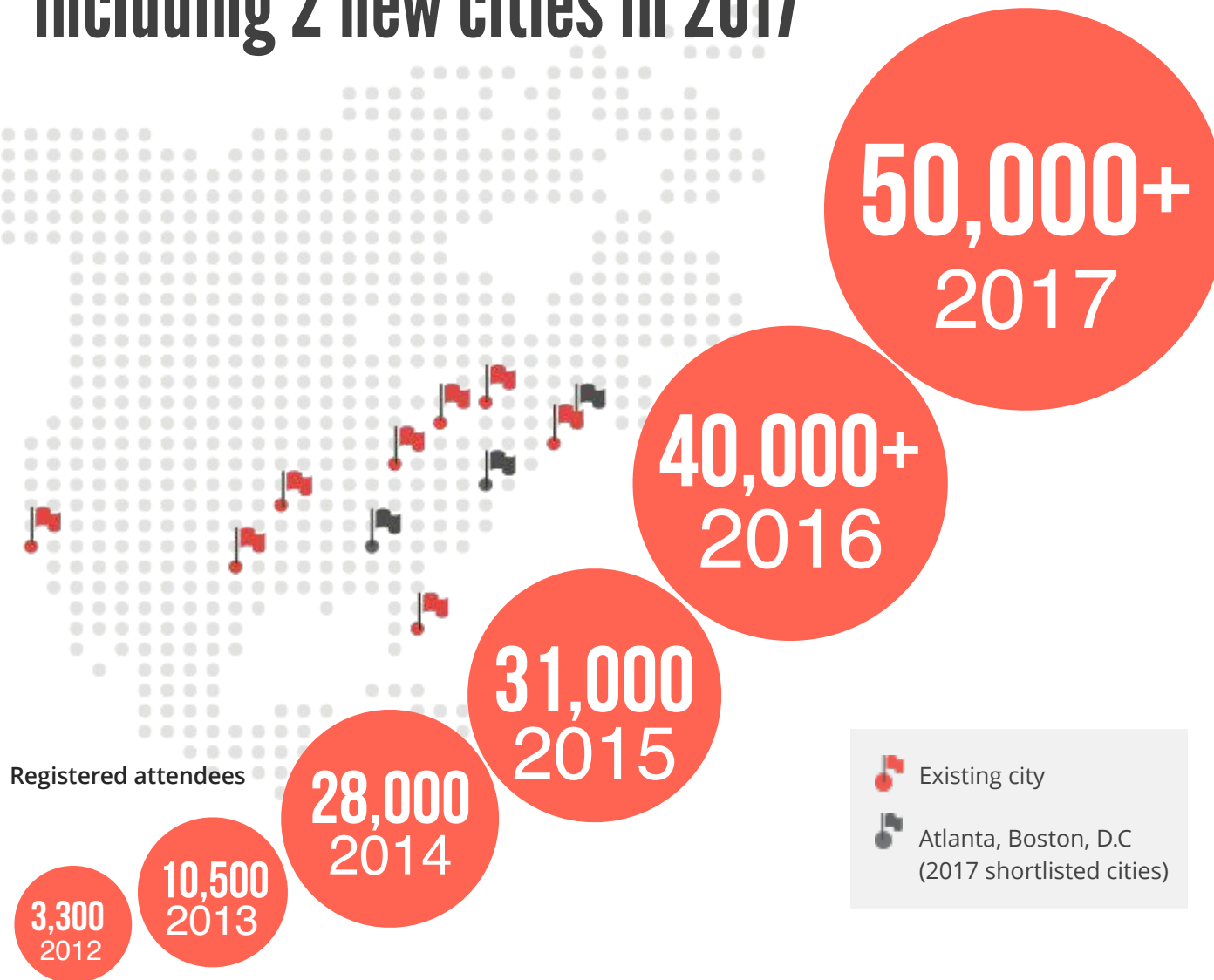


Amanda Signorelli,  
CEO of Techweek

[amanda.s@techweek.com](mailto:amanda.s@techweek.com)



# Techweek is growing to 10 cities, including 2 new cities in 2017



## MARKET TIMELINE

2011	Chicago
2012	Chicago
2013	Chicago <b>New York</b> <b>Los Angeles</b>
2014	Chicago New York Los Angeles <b>Detroit</b> <b>Miami</b>
2015	Chicago New York Los Angeles Detroit Miami <b>Kansas City</b> <b>*Havana, Cuba*</b>
2016	Chicago New York Los Angeles Detroit Miami Kansas City <b>Toronto</b> <b>Dallas</b>
2017	<b>Announcing</b> <b>2 new cities!</b>

Note: 2016 total attendance are projections based on actuals and projected attendance for Dallas, Los Angeles, and Miami 2016



# Our mission is to spread wealth creation to diverse places & people



## Mission for social good

Techweek seeks to spread wealth creation by supporting entrepreneurship. We believe that technology entrepreneurship is emerging as the most important driver of job growth, innovation, and economic development for the next 50 years.



## Spreading wealth creation outside the Valley

We believe it is important to help people outside of traditional tech hubs. We have heard repeatedly - from business leaders, city officials and entrepreneurs - that developing tech ecosystems is a priority but reaching critical scale is hard.

**Techweek therefore believes that the most effective way to develop robust tech ecosystems is supporting the emergence of Hero Companies**



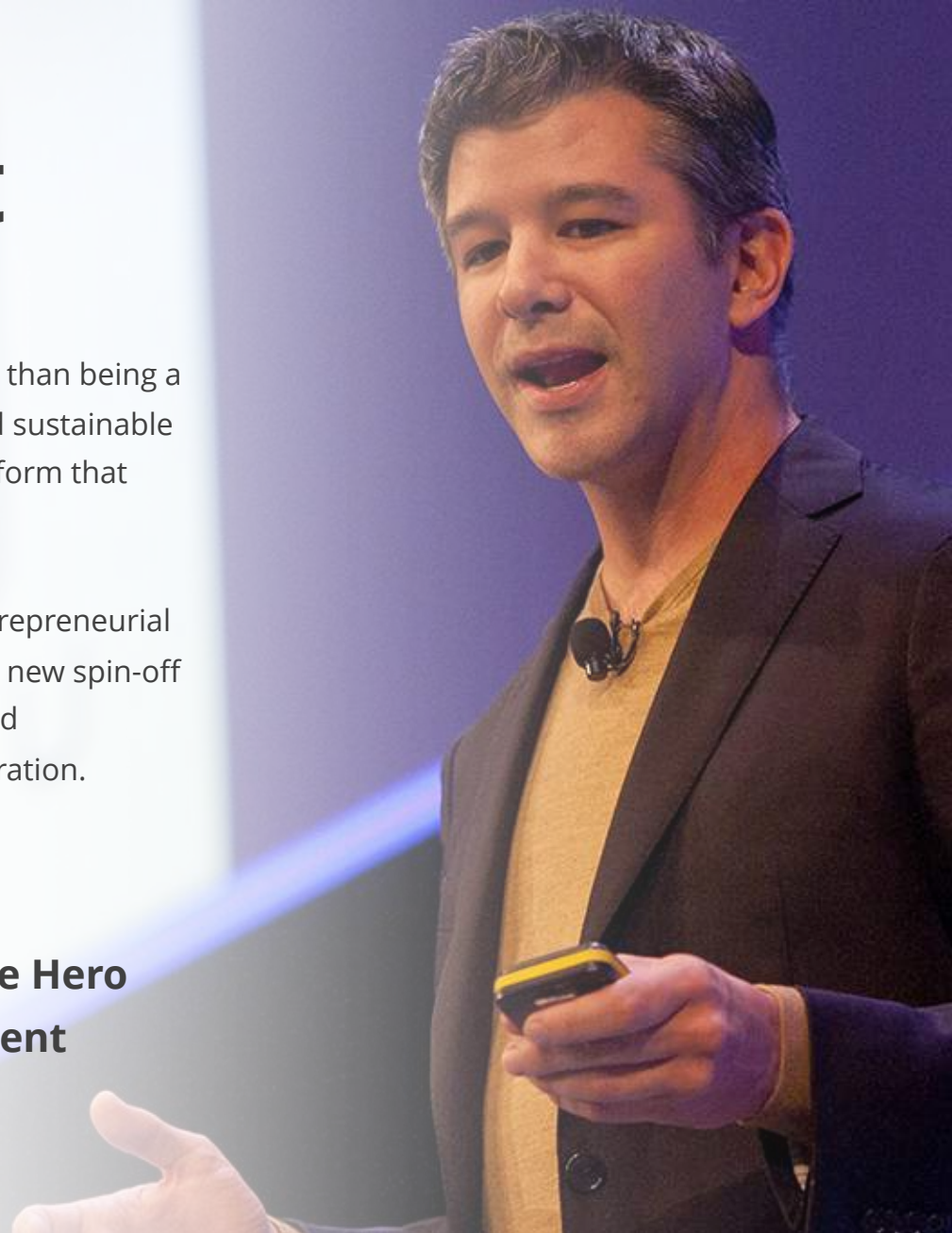
# We believe Hero Companies drive economic development

## Hero Company theory

Techweek sees a surprising causal reversal – rather than being a metric of success, the emergence of substantial and sustainable businesses, “Hero Companies”, are actually the platform that itself helps produce robust tech ecosystems.

Hero Companies act as the incubators of future entrepreneurial talent, increasing economic activity, and stimulating new spin-off companies. The resulting co-location of spin-offs and entrepreneurial talent results in economic agglomeration.

To learn more about our mission and the Hero Company theory of economic development check out [techweek.com/mission](http://techweek.com/mission)



# Our goal is to engage 100 cities, and in 10 years in each, foster a \$1B Hero Company

## # Measurably improve the world

You can't change the world, if you don't dream big.

With that aspiration, we've set up bold goals:

**100 Cities:** Engage 100 cities

**10 Years:** And in 10 years in each

**\$1 Billion:** Foster a \$1B Hero Company

**techweek:**  
**100** CITIES **10** YEARS **1** BILLION

To ensure we can achieve this goal, Techweek is transitioning to a Public Benefit Corp to give our team the freedom to focus on achieving these socially beneficial outcomes.



# 1,500+ companies and organizations have supported our mission





# 200+ media partners and outlets have amplified our story and mission



Note: Techweek is featured across global, national, and regional outlets



# Techweek's evolved product suite addresses the needs of Hero Companies

## 2017 Product Suite

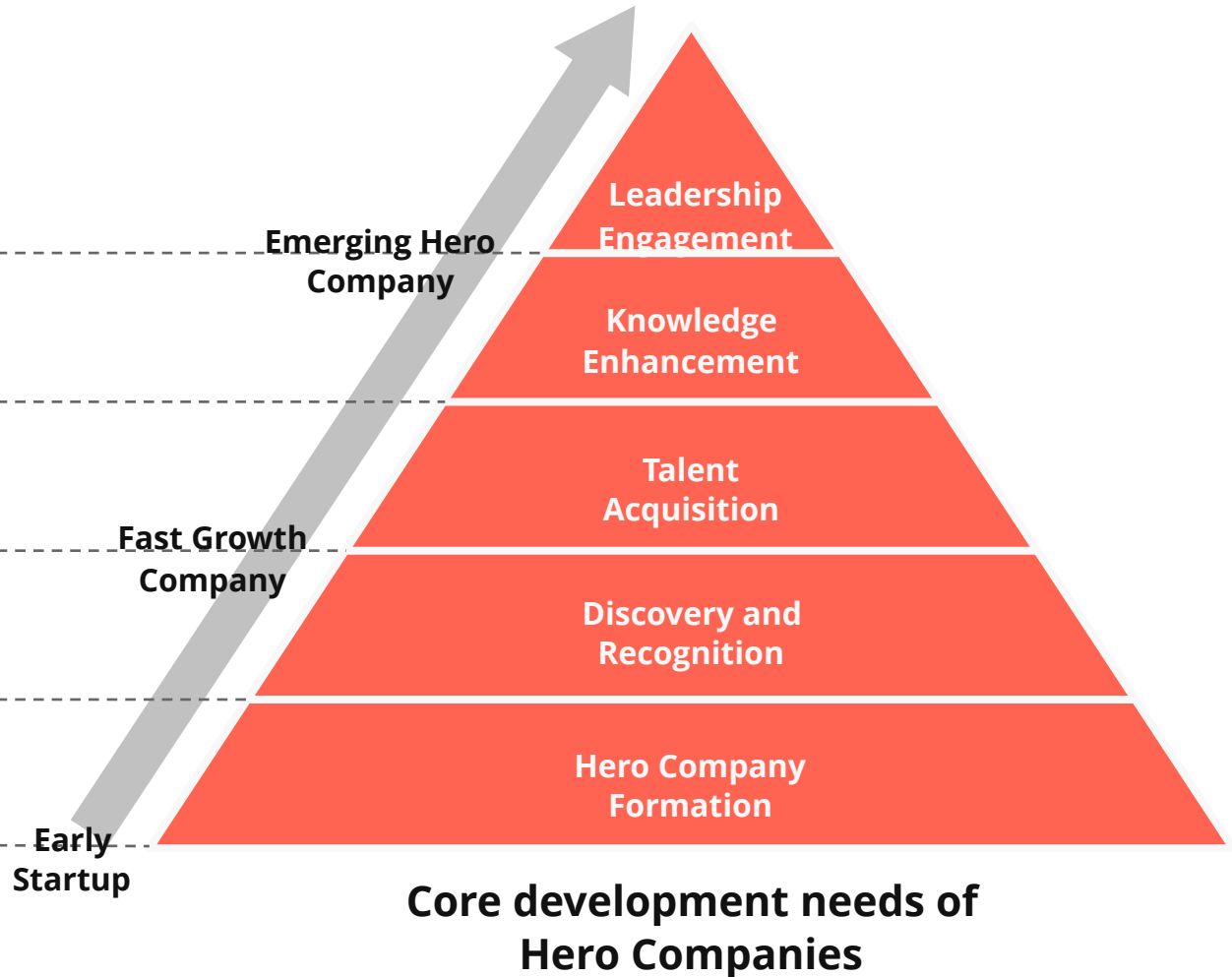
 Founders House

 Growth Summit

 Hiring Fest

 Awards

 Launch Competition



Note: Techweek believes Hero Companies have different needs specific to different stages of growth, visualized in the pyramid above. Read more on our mission at [techweek.com/mission](https://techweek.com/mission)

# Founders House is a curated environment for founders, investors & C-level execs



## Product summary

- **Purpose:** Founders House is a space for founders and CEOs to engage in discussions & make meaningful connections
- **Format:** An evening event featuring exclusive roundtable discussions, culminating in an aspirational networking event
- **Audience:** 100-150+ founders, investors, C-level execs
- **By the #'s:**
  - 1 hour roundtable sessions (multiple)
  - 3 hour networking reception



## Learn More

- **Contact:** Chris Bordeaux, [chris.b@techweek.com](mailto:chris.b@techweek.com)

## Previous partners:



# Growth Summit is a content series spotlighting Hero Companies



## Product summary

- **Purpose:** Growth Summit spreads knowledge by sharing content addressing “what’s growing” & “how to grow”
- **Format:** Speakers & panels on local infrastructure, best growth practices, & personal stories from Hero Companies
- **Audience:** Execs, young professionals, & tech evangelists
- **By the #'s:**
  - 1 to 2 days of speaker content per market
  - 30 to 50 speakers per market in 2016



## Learn More

- **Contact:** Jeff Jones, [jeff.j@techweek.com](mailto:jeff.j@techweek.com)

## Previous partners:



GE Digital

Deloitte.

Quicken Loans



HUSCH  
BLACKWELL



Allstate  
You're in good hands.



AT&T





# Hiring Fest is a weeklong event series to help companies attract top talent



## Product summary

- **Purpose:** Hiring Fest supports early stage startups to emerging Hero Companies meet & acquire top talent
- **Format:** A series of in-office events (knowledge events, happy hours, office tours) culminates in a Hiring Fair
- **Audience:** 500-900+ of job-seekers per city
- **By the #'s:**
  - 500+ total companies involved across all markets
  - Applicant experience range across sales, dev, marketing, etc.



## Learn More

- **Contact:** Brad Schnitzer, [brad.s@techweek.com](mailto:brad.s@techweek.com)

## Previous partners:



FRESHBOOKS  
cloud accounting

Add FreshBooks  
to Your Toolkit

Join 10 million people using FreshBooks  
to painlessly send invoices, capture  
expenses and track your time.

TryFreshBook



# “The Techies” Awards is our gala event recognizing entrepreneurs in each region



## Product summary

- **Purpose:** Awards shine a national spotlight to help startups establish the credibility to raise capital and acquire talent
- **Format:** An aspirational evening gathering of prominent tech leaders and emerging growth companies
- **Audience:** Award winners, their guests, & sponsors will attend
- **Award Categories:** Entrepreneur of the Year, Best Place to Work, 30 under 30, Growth VC of the Year, Angel of the Year, Best New Startup and additional categories



## Learn More

- **Contact:** Tyler Coppock, [tyler.c@techweek.com](mailto:tyler.c@techweek.com)

## Previous partners:



# Launch is a pitch competition to support early business formation

## Product summary

- **Purpose:** Launch provides early startups access to mentors, professional evaluation, and global recognition
- **Format:** A regional competition with judges consisting of 1 local investor, 1 Silicon Valley investor, and 1 local CEO
- **Audience:** Launch semifinalists, investors, tech leaders, & press
- **By the #'s:**
  - Two hour evening pitch competition per market
  - 10 finalists on stage (100+ submissions reviewed per market)

## Learn More

- **Contact:** Billy Puckett, [billy.p@techweek.com](mailto:billy.p@techweek.com)

## Previous partners:





# Learn more by reaching out to our product team!



## Founders House

*An invitation-only event for founders & CEOs*

Chris Bordeaux

[chris.b@techweek.com](mailto:chris.b@techweek.com)



## Growth Summit

*A content series featuring Hero Companies*

Jeff Jones

[jeff.j@techweek.com](mailto:jeff.j@techweek.com)



## Hiring Fest

*A weeklong event series for talent acquisition*

Brad Schnitzer

[brad.s@techweek.com](mailto:brad.s@techweek.com)



## "The Techies" Awards

*A gala event recognizing regional winners*

Tyler Coppock

[tyler.c@techweek.com](mailto:tyler.c@techweek.com)



## Launch

*A pitch competition for early-stage startups*

Billy Puckett

[billy.p@techweek.com](mailto:billy.p@techweek.com)

