TECHFEST LOUISVILLE

AUGUST 24-25, 2023

Downtown, Louisville, Kentucky

TALK
Technology Association
of Louisville Kentucky

QUICK FAQS

What is TechFest?

TechFest is a biennial summit designed to bring together technology professionals for learning and networking. Attendees will have opportunities to explore economic development avenues for their businesses, connect with regional and national IT leaders, and learn about emerging technology.

Who hosts TechFest?

TechFest is hosted by the Technology Association of Louisville Kentucky (TALK). TALK is Kentucky's tech council and a member of the Technology Councils of North America (TECNA) and CompTIA, the largest US IT Industry Association.

What happens at TechFest?

TechFest educates, connects, and entertains the audience of CIOs, CTOs, CISOs, VIPs, CEOs, entrepreneurs, professionals, programmers, data analysts, designers, IT managers, makers, government officials, and more by bringing national and regional speakers and vendors together to cover topics in five tracks:

5G & Network Infrastructure.

Healthcare IT.

Cybersecurity.

Blockchain.

AI & Emerging Tech

Facts

Date
August 24-25, 2023

Location
Downtown Louisville, Kentucky

Summary
TechFest is a biennial event designed to educate, connect, and entertain the audience of CIOs, CTOs, CEOs, entrepreneurs, coders, designers, VIP leaders, educators, and other IT professionals.

Format
Conference with virtual and hybrid keynote sessions, trade show with exhibitors, plus inside and outside social networking time.

Audience
TechFest will provide value to CIOs, CTOs, CEOs, mid and entry level IT professionals, executives, entrepreneurs, security professionals, programmers, data analysts, graphic designers, makers, government officials, and more.

Attendance
Up To 250 people over the two days of conference sessions. Connect. Learn. Grow in Knowledge.

TECHFEST
LOUISVILLE

@techfestlou
www.techfestlou.com

Tickets

Entire Conference = $198.00. Discounts available for group purchases.

Contacts

Dawn Yankeelov, CEO/TALK – dawny@talklou.com, Office: 502-292-2351

Bryan Eugene, TechFest Co-Chair – Bryan.Eugene@charter.com

Websites

www.techfestlou.com and www.talklou.com

Benefits

1. **The opportunity to meet and network with expert speakers from within our region, nationally and internationally, to further career paths, to implement or innovate technology for commercial and industrial settings.**

2. **The opportunity to participate in forum discussions, hands-on training, and interactive sessions, including demos and trade show.**

3. **The ability to share your issues, ideas, and action steps regarding your career, your company, and your community with others vested in technology solutions and facing similar challenges, missions, and objectives in their spheres of influence.**

4. **A chance to unwind with others that understand how technology profoundly influences the work environment.**

5. **The ability to jump between different tracks of thinking to stimulate new paradigms for your internal teams.**

6. **The space to envision and experience outreach channels for economic expansion within your company ranks after interacting at TechFest.**

7. **The mindshare to delve further into the advocacy needed in Washington, DC regarding technology issues, including security, privacy, and public telecom infrastructure.**

Audience

- Business Managers
- CIOs
- CTOs
- Computer Forensic Specialists
- Educators
- Executives
- Information Security Officers
- IT Directors
- Lawyers
- Network Administrators
- Programmers
- Project Managers
- Entrepreneurs
- Security Systems Administrators
- System Administrators
- Web Developers
- Anyone Interested in technology!

Anticipated Attendance

For the summit: Up to 250

- Mini-Trade Show Both Days
- Prominent Virtual and Live Keynotes Each Day
- Regional Leaders in Each Track
- Industry Networking

TICKET PRICES

Special Pricing -- $99 both days

SPONSORSHIP PACKAGES

Level	TechFest	Keynote	Track
Available	1	2	5
Cost	$25,000	$10,000	$5,000
Passes	12	6	2
Backdrop	X	X	
Print	X	X	
Program	X	X	
Photo Ops	X	X	
Stage	X	X	X
Media	X	X	X
Online	X	X	X
Seating	X	X	X

Level	Lunch	Cocktail Hr.	Exhibitors
Available	2	1	15
Cost	$2,500	$3,500	$900
Passes	2	2	2 Exhibition
Booth			X
Online	X	X	X
Seating	X	X	X

TechFest Title Sponsor ($25,000, 1 available) – Day 1 and Day 2

- **$25,000**
- **Opening Remarks for TechFest (5 minutes).**
- **Most prominent in all advertising & Official Event Program.**
- **Logo placement on background banner, which serves as backdrop in all press photo opportunities.**
- **Press release tagline on your company for TechFest communications.**
- **Logo placement on the TechFestLou website.**
- **Package of 12 All-Access Passes, and TechFestLou website.**
- **Ability to place banners in trade show area.**
- **Ability to place banners in breakfast buffet areas.**
- **Photo opportunities with keynotes, if desired.**
- **Scheduled meetings with the local or state government officials in workforce development or economic development.**

Keynote Sponsors ($10,000, 2 available) – Day 1

- **$10,000**
- **Listed prominently in all advertising & Official Event Program.**
- **Opening Remarks for (5 minutes) before Second-Day Keynote.**
- **Logo placement on Background banner, which serves as backdrop in all press photo opportunities.**
- **Press release tagline on your company for TechFest communications.**
- **Logo placement on the TechFestLou website.**
- **Package of 6 All-Access Passes, and discounting for those additionally desired.**
- **Ability to place banners in trade show area and buffet areas.**
- **Photo opportunities with keynotes if desired.**
- **Scheduled meetings with local or state government officials in workforce development or economic development.**

Track Sponsors ($5,000, 5 available) – Day 1

- **$5,000**
- **5 Track Sessions, Day One**
- **Current Tracks:**
  - **5G & Broadband**
  - **Healthcare IT**
  - **Cybersecurity**
  - **AI/Emerging Tech**
  - **Blockchain/Crypto**
- **Logo placement on the TechFestLou website.**
- **Package of Two All-Access Passes for TechFestLou website.**
- **Logo to be prominent in session track signage.**
- **Ability to place banners in trade show area.**
- **Ability to place banners in breakfast buffet areas.**
- **Opportunity to give out promotional material or items to participants in each session in track, and present a 3-minute opener on company services or products.**
- **Scheduled meetings with local or state government officials in workforce development or economic development.**
- **Listed in Official Event Program with description, not to exceed 75 words.**

Lunch Sponsors ($2,500, 2 available) – Day 1 and Day 2

- **$2,500**
- **Two-All Access Passes to TechFest.**
- **Sponsor table near the meal entrance for your marketing collateral display.**
- **Recognition from the podium during introductions for meal.**
- **Your company logo included in on-screen presentation (where available)**
- **Logo placement on the TechFestLou website.**
- **Listed in Official Event Program.**
- **Ability to place banners in trade show area.**
- **Opportunity to provide raffle drawing prizes.**
- **Scheduled meetings with local or state government officials in workforce development or economic development.**

Trade Show Exhibitor ($900, 15 available) – Day 1 & 2

Mini-Trade Show Display Area

- **$900.00 per booth**
- **Booth space in the trade show gallery to exhibit company products and services. Interactive exhibits are encouraged.**
- **Listed in Official Event Program.**

Maximum Trade-Show Displays

- **$900.00 per booth**
- **Up to 15 (participants to provide 10" by 10" booth or they will be provided with a 6' long table for display and two chairs).**
- **Special services, such as high-speed internet access beyond basic service, streaming of video, or specialty extension cords, microphones or otherwise must be requested at least two weeks in advance of the actual date.**
- **Opportunity to give out promotional material or items to participants.**
- **Scheduled meetings with local or state government officials in workforce development or economic development, if desired.**

Cocktail Hour Sponsor ($3,500, 2 available) – Day 1

- **$3,500**
- **Logo placement on the TALK website, and the TechFestLou website.**
- **Two-All Access Passes to TechFest.**
- **Ability to place banners in trade show area.**
- **Ability to place banners in dinner area.**
- **May do a 5-minute announcement during the opening remarks of the cocktail hour or show a video, not to exceed 5 minutes.**
- **Listed in official event program.**
- **Opportunity to give out promotional material or items.**
- **Scheduled meetings with local officials in workforce development or economic development.**

PRESENTATION RULES

Deadline

Proposals must be submitted by May 15, 2023.

Content

The conference seeks to educate and inspire its tech professionals' audience with content around technology topics. TALK may offer hotel accommodations or a portion of travel costs for out-of-town speakers, given circumstances and needs.

Exhibit space is available for all promotional activity. Selections will be made based upon topics, track, and expertise. Content handouts and powerpoints will be published post-event online, via password-access, for all attendees.

Agenda

The conference organizers will set the day and time for each presentation. Presentations cannot be promotional in nature. Product presentations are not accepted.

Abstracts accepted for:

Presentations (Day 1)

Team or individual sessions accepted will run 50 minutes, allowing for a more in-depth presentation and Q&A. Sessions will be assigned based on track selection, and availability at the time of submission.

Panels (Day 1)

Panel discussions will be considered. They may be organized and submitted as a group by a panel coordinator.

Speaker Benefits

TALK may offer travel expenses (hotel accommodations and a portion of travel costs) to its out-of-town speakers.

All speakers will receive a complimentary all access pass to the conference.

The above benefits do not extend to support staff or colleagues who may accompany the speaker.

Speakers will be featured in the conference program and on the www.techfestlou.com.

SESSION PROPOSAL

Session Title

Session Abstract

In 75 words or less, provide your abstract. If you are selected to present, the description submitted below will be used in promotional brochures and on the conference website. Please Note: we may change and/or reduce your title/description for program clarity. Please attach your bio and a headshot to your submission.

Session type

- **Educational Session (50 minutes)**
- **Panel Discussions (50 minutes)**

Session Track

- **5G & Broadband**
- **Blockchain/Crypto**
- **Healthcare IT**
- **AI/Emerging Tech**
- **Cybersecurity**

Special Requirements

If your proposal requires special equipment, a safety waiver, or has any other needs, please let us know.

Be sure to include the following information with your submission:

Name

Title

Company

Address

City, State, Zip

Phone Number

E-mail Address

Team

If you will present with a co-presenter, list the additional contact info.

Submit your session proposal online:

www.techfestlou.com or contact Dawn Marie Yankeelov, **dawny@talklou.com**, **(502) 292-2351**

OUR MISSION

Our mission: Workforce and economic development

Goal: To create opportunities for job growth, job training, STEAM curriculum, plus public policy and advocacy around technology subjects at the state and federal level.

- **One of 65+ tech councils in North America, including Canada.**
- **Member of TECNA (Tech Councils of America and CompTIA)**
- **Independent, non-profit educational organization**
- **Registered 501C3.**
- **Established officially April 22, 2014. First official meetup February 2013.**
- **In short: Create and identify jobs. Train people.**

Contact

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Website: www.talklou.com

Event Website: www.techfestlou.com