



TECHFEST LOU

AUGUST 16-17, 2017

Pendennis Club, Louisville, Kentucky

QUICK FAQs

What is TechFest?

TechFest is a biannual 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 host 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 coders, CIOs, CTOs, designers, IT managers, and makers by bringing national and regional speakers and vendors to cover a variety of topics such as:

IT – claims management, government reporting tools, tracking solutions for wellness & aging.

Healthcare – claims management, mobile scheduling, ACA tracking, medical devices, healthcare IT.

The Internet of Things – big data, robotics, the cloud, and more.

Advanced Manufacturing – 3d printing, smart materials, advanced production, software solutions for overseeing process management, ERP, advanced circuitry.

Cybersecurity- hacking, malware, exploits, skimmers, plus new standards and policies in key industries.

TechFest will provide value to CIOs, CTOs, CISOs, VIPs, CEO, entrepreneurs, professionals, programmers, data analysts, designers, agilists, makers, government officials, and more.

Facts

Date

August 16-17, 2017

Location

The Pendennis Club, www.pendennisclub.org

218 W Muhammad Ali Blvd, Louisville, KY 40202

Summary

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

Format

Conference with keynote breakout sessions, trade show with exhibitors, social networking time, workshops, and awards luncheon plus opening breakfasts, lunches, and a first night cocktail reception.

Audience

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

Attendance

Up To 200 over the two days of conference sessions

Tickets

Entire Conference = \$174 Single day = \$99



Contacts

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

Sue McPherson, TechFest Treasurer -- sue.mcpherson@zirmed.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, hand-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. TechFest will have four mini-tracks: Healthcare, Advanced Manufacturing, Internet of Things and Cybersecurity.
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 200

- **Mini-Trade Show Both Days**
- **Prominent Keynotes Each Day**
- **Regional Leaders in Each Track**
- **Two-Concurrent Tracks on Day 1**



**Technology Association
of Louisville Kentucky**

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 in DC.

- One of 53 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

Dawn Marie Yankeelov

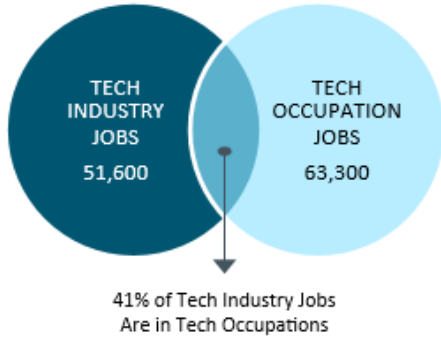
Executive Director and CEO, Technology Association of Louisville Kentucky (TALK)

Phone: (502) 292-2351/ Email: dawny@talklou.com

Website: www.talklou.com

Event Website: www.techfestlou.com

KENTUCKY STATE OF TECHNOLOGY IN KENTUCKY

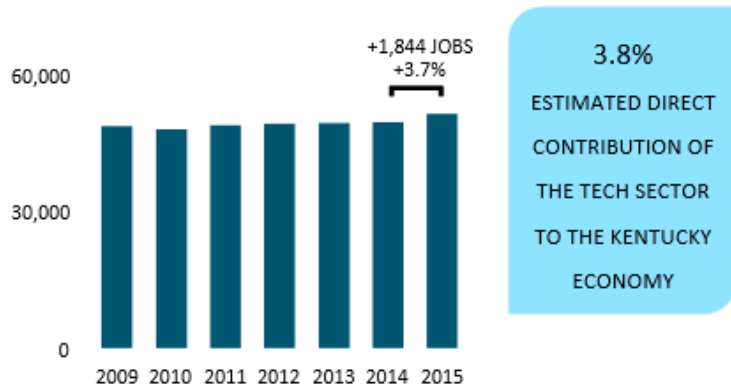


TECH INDUSTRY EMPLOYMENT	51,557
TECH BUSINESS ESTABLISHMENTS	5,419
TECH INDUSTRY PAYROLL	\$3.4 B
AVERAGE WAGE IN TECH INDUSTRY	\$66,565
% OF PRIVATE SECTOR WORKERS IN TECH	3.3%
STATE RANKINGS: TECH EMPLOYMENT	29 th
STATE RANKINGS: AVERAGE TECH WAGE	48 th

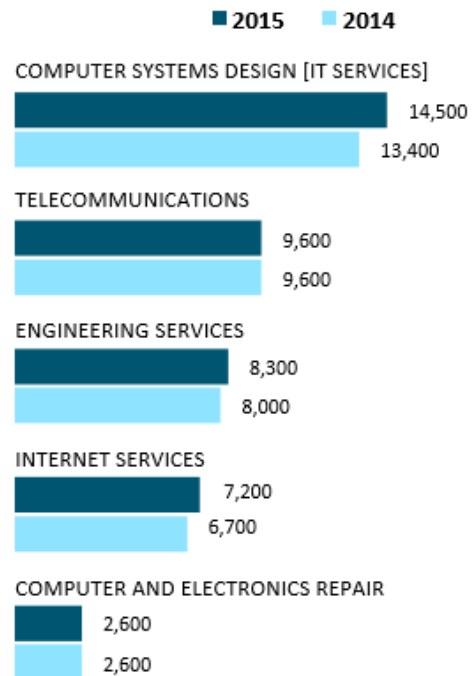
Primary Sources: EMSI | U.S. Bureau of Labor Statistics | U.S. Bureau of Economic Analysis

All data are estimates for the 2015 time period, except where specified as 2014 or earlier

TECH INDUSTRY EMPLOYMENT TRENDS



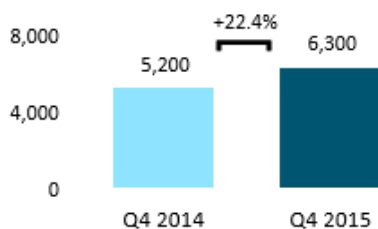
LEADING TECH INDUSTRY SECTORS (BY EMPLOYMENT)



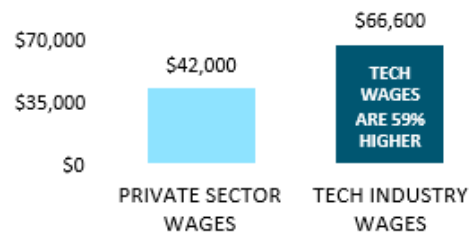
LEADING OCCUPATIONAL JOB CATEGORIES

Category	2015	YoY % Change
Software Developers, Applications	5,900	6.0%
Computer User Support Specialists	5,500	4.5%
Industrial Engineers	4,100	3.5%
Computer Systems Analysts	3,600	7.6%
Network and Computer Systems Administrators	3,500	3.7%

POSTINGS FOR TECH OCCUPATIONS JOB OPENINGS (NET)



TECH INDUSTRY WAGES (AVERAGE WAGES)

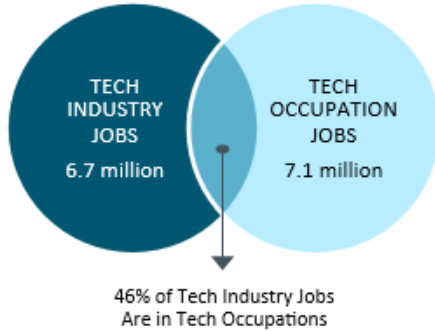


Source: Burning Glass Technologies Labor Insights



UNITED STATES

STATE OF TECHNOLOGY IN THE U.S.

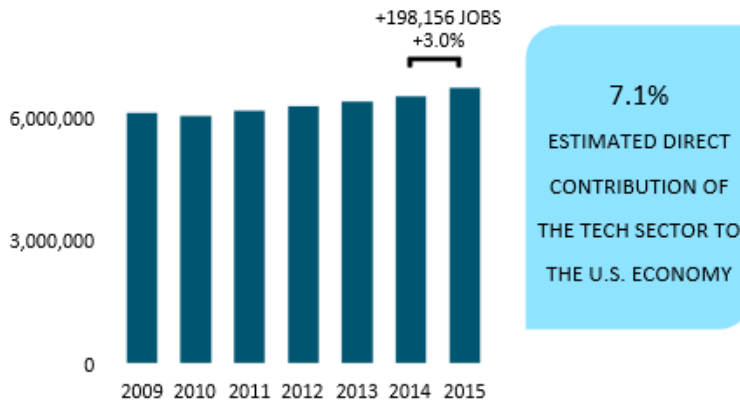


TECH INDUSTRY EMPLOYMENT	6,720,860
TECH BUSINESS ESTABLISHMENTS	473,460
TECH INDUSTRY PAYROLL	\$708 B
AVERAGE WAGE IN TECH INDUSTRY	\$105,351
AVERAGE PRIVATE SECTOR WAGE	\$51,654
% OF U.S. PRIVATE SECTOR WORKERS EMPLOYED BY TECH INDUSTRY FIRMS	5.7%

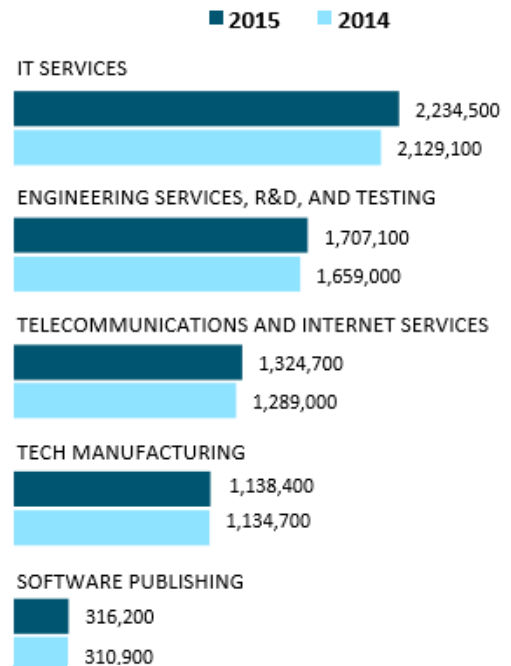
Primary Sources: EMSI | U.S. Bureau of Labor Statistics | U.S. Bureau of Economic Analysis

All data are estimates for the 2015 time period, except where specified as 2014 or earlier

TECH INDUSTRY EMPLOYMENT TRENDS



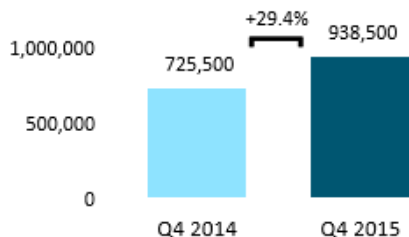
LEADING TECH INDUSTRY SECTORS (BY EMPLOYMENT)



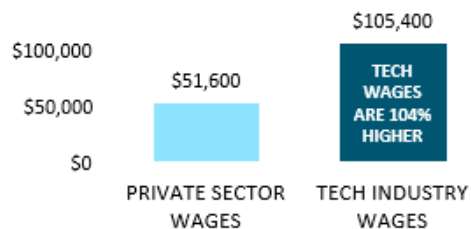
LEADING OCCUPATIONAL JOB CATEGORIES

Category	2015	YoY % Change
Software Developers, Applications	724,660	4.2%
Computer User Support Specialists	584,633	3.4%
Computer Systems Analysts	555,465	4.0%
Software Developers, Systems Software	403,108	3.9%
Network and Computer Systems Administrators	375,273	2.4%

POSTINGS FOR TECH OCCUPATIONS JOB OPENINGS (NET)



TECH INDUSTRY WAGES (AVERAGE WAGES)



Source: Burning Glass Technologies Labor Insights



TICKET PRICES

Day 1 = \$99 Day 2 = \$99 Day 1 & 2 = \$174



SPONSORSHIP PACKAGES

Level	TechFest	Keynote	Track	Workshop	Demo Area
Available	1	2	4	4	5
Cost	\$50,000	\$25,000	\$5,000	\$5,000	\$1,500
Passes	12	6	2	2	2
Prominence	X				
Backdrop	X	X			X
Print	X	X			
Program	X	X			
Photo Ops	X	X			
Stage	X	X	X	X	
Media	X	X	X	X	
Online	X	X	X	X	X
Seating	X	X	X	X	X

Level	Breakfast	Lunch	Cocktails	Exhibitors
Available	2	1	1	15
Cost	\$2,500	\$2,500	\$3,500	\$900
Passes	2	2	2	2 Exhibition
Stage	X	X	X	
Bands			X	
Booth				X
Online	X	X	X	X
Seating	X	X	X	X

TechFest Title Sponsor (\$50,000, 1 available) – Day 1 and Day 2

- \$50,000
- Opening Remarks for TechFest (5 minutes)
- Most prominent in monthly ad in Business First & 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 chamber (GLI) or state government officials in workforce development or economic development.

Keynote Sponsors (\$25,000, 2 available) – Day 1

- \$25,000
- Listed prominently in monthly ad in Business First & 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 chamber (GLI) or state government officials in workforce development or economic development.

Track Sponsors (\$5,000, 4 available) – Day 1

- \$5,000
- 4 Track Sessions, Day One
- Current Tracks:
 - The Internet of Things
 - Healthcare (IT, medical devices, and life sciences)
 - CyberSecurity
 - Manufacturing
- 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 do a 3-minute opener on company services or products.
- Scheduled meetings with local chamber (GLI) or state government officials in workforce development or economic development.
- Listed in Official Event Program with description, not to exceed 75 words.

Cocktail Hour Sponsor (\$3,500, 1 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 cocktail areas.
- May do a 5-minute announcement during the opening remarks of the cocktail hour, or show video not to exceed 5 minutes.
- Listed in official event program
- Opportunity to give out promotional material or items.
- Scheduled meetings with local chamber (GLI) or state government officials in workforce development or economic development.

Breakfast or Lunch Sponsor (\$2,500, 3 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 chamber (GLI) or state government officials in workforce development or economic development.

Demo Room Sponsor (\$1500, 5 available) – Day 2

- \$1,500
- Two-All Access Passes to TechFest
- Sponsor table near the event entrance for your marketing collateral display that morning.
- Recognition from the podium during meeting introduction for the morning activities
- Logo placement on the TechFestLou website
- Listed in Official Event Program
- Scheduled meetings with local chamber (GLI) or state government officials in workforce development or economic development

Workshop Sponsor (\$5,000, 4 available) – Day 2 only

- \$5,000
- Two-All Access Passes to TechFest
- Recognition from the podium during meeting introduction for your morning's activities.
- Logo placement on the TechFestLou website.
- Listed in Official Event Program
- Logo to be prominent in session track signage
- Opportunity to give out promotional material or items to participants in each session in track, and do a 3-minute opener on company services or products
- Scheduled meetings with local chamber (GLI) 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 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 chamber (GLI) or state government officials in workforce development or economic development, if desired.



PRESENTATION

About TechFest

TechFest will be held in August 16-17, 2017 in Louisville, KY at the Pendennis Club.

Day 1

Will feature two keynotes speakers, in addition to many educational sessions and topics in the key tracks of healthcare, cybersecurity, internet of things, advanced manufacturing, and a mini trade show.

The evening of day one will feature sponsored cocktail reception for networking.

Day 2

Will offer a special panel debate and discuss session on connected & self-driving cars, plus interactive mini trade show, and our awards luncheon.

PRESENTATION RULES

Deadline

Proposals must be submitted by July 15, 2017.

Abstracts accepted for:

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.

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.

Agenda

The conference organizers will set the day and time for each presentation.

TALK will notify all selected speakers by July 20, 2017.

Demos/Tradeshow (Days 1&2)

If you have something to show off that must be experienced to be believed, that people can wander in and out of as wish, this is the approach to talk.

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 to 2 hours)
- Half-day Workshop (2-3 hours)
- Full-day Workshop (6 hours)

Session Track

- Healthcare Track
- Advanced Manufacturing Track
- Internet of Things Track
- Cybersecurity Track

Special Requirements

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

Name

Title

Company

Address

City, State, Zip

Phone Number

E-mail Address

Team

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

Questions, concerns or comments should be sent to:

Contact TechFest Treasurer Sue McPherson, Director of Engineering/Operations at Zirmed. Regarding requests for multiple payment sponsorship plans or other sponsor questions, call her at: (502) 657-5419, or send email to sue.mcpherson@zirmed.com.

Talk's Executive Director and CEO, Dawn Yankeelov – dawny@talklou.com or call at (502) 292-2351