

Product of the Year Sponsorship Benefits

Your Support Matters

The NH Tech Alliance is a nonprofit organization that relies primarily on our membership and sponsorship revenues to support our mission. By sponsoring Tech Alliance initiatives and activities, you are providing critical support to the Alliance that is invested right back into our programming, outreach, and advocacy. Thank you for your important investment in NH's vibrant Tech ecosystem.



Product of the Year

Product of the Year is a prestigious, annual award that showcases New Hampshire's most innovative products developed within the past year. POY provides a platform for entrepreneurs to receive free advice, product promotion and podium time in front of hundreds of tech leaders. [Learn More.](#)



**PRODUCT
OF THE YEAR**

Recognizing Success

At POY, the audience is actively engaged and helps select the winner. After the presentations, audience members cast their votes for top product. The audience vote counts towards 50% of the final tabulation, with the initial judges' votes comprising the remaining 50%.



SpotOn Virtual Smart Fence by OnPoint Systems is the proud winner of the Product of the Year (POY) for 2019!

[Learn more](#) about SpotOn Virtual Smart Fence!

Recognizing Success

The winner is announced live at the conclusion of the event and will have their company name etched into the prestigious Product of the Year crystal trophy. The trophy and the finalist's winning product will be displayed at the Manchester-Boston Regional Airport.



Sponsorship Benefits

This event is put on by the NH Tech Alliance and the POY Committee as one of the annual Signature Events of the Alliance. As you'll see on the next page, there are standard benefit tiers ranging from Premier (\$10k) through Bronze (\$1k) that provide the same level of benefits for each of the Signature Events.



Thank you to our Premier Sponsor!
#POY2019

Each of the benefit tiers are designed to maximize visibility of your organization as a supporter of the tech ecosystem here in NH.

Sponsor a Signature Event:

<https://nhtechalliance.org/sponsorship-request/>

Sponsorship Benefits

Benefit Tier Levels	Bronze	Silver	Gold	Platinum	Premier
2020 Sponsorship	\$1,000	\$2,500	\$3,500	\$5,000	\$10,000
Names listed on social media posts	Yes	Yes	Yes	Yes	Yes
Tickets for event	4	6	8	10	12
Inclusion on sponsor poster at event	Name only	Name only	Logo	Logo	Logo – premium placement
Inclusion on video screens at event	Name only	Name only	Logo	Logo	Logo – premium placement
Inclusion in event program at event	Name only	Name only	Logo	Logo and company description	Logo and company description
Inclusion in media releases	N/A	Yes	Yes	Yes	Yes
Logo on Alliance website event page	N/A	N/A	Yes	Yes	Yes
Logo on Alliance event registration page	N/A	N/A	Yes	Yes	Yes
Alliance Tech Insider Newsletter	Name only	Name only	Name only	Logo	Logo
Inclusion in eblasts	N/A	N/A	Name only	Name only	Logo
Displays at event registration	N/A	N/A	N/A	Logo on display at registration	Display materials at registration
Podium opportunity at the event	N/A	N/A	N/A	N/A	Yes
*Exclusive opportunity for one company/firm in each business sector	N/A	N/A	N/A	N/A	Yes

*Tech Ecosystem Partners (TEPs) have first right of refusal on exclusive sponsorship opportunities per business sector.



Event Program Ad Pages

Get seen by hundreds of event attendees by submitting an ad in the POY program book.

Full Page Ads (5w" X 8h") = \$500

Half Page Ads (5w" X 3.875"h) = \$250

Quarter Page Ads (5w" X 1.875h" or 2.375w" X 3.875h") = \$125

Please submit ads in PDF format and email to info@nhtechalliance.org.



**Sample Ad*

Today's businesses rely on technology to keep them running smoothly and gain a competitive advantage. Alexander Technology Group connects **IT professionals** with forward-thinking companies.



www.alexandertg.com
603.570.3800

A BANKW Staffing company
Bedford, NH | Portsmouth, NH | Woburn, MA

Looking to congratulate the 2020

nominees? Consider placing an ad in the program to recognize their achievements.



To learn more or sign up as a sponsor
Contact: info@nhtechalliance.org

