

EMERGING TECH CONFERENCE

SPONSOR PROSPECTUS



BUILDING VIRGINIA'S INNOVATIVE FUTURE

Emerging Technology Conference

November 19-20, 2026

Innovation happens when entrepreneurs meet investors. When manufacturers connect with researchers. When educators prepare tomorrow's workforce. ETC exists to make those connections happen.

For two days each fall, leaders and practitioners from across Virginia and beyond gather in Roanoke to exchange ideas, discover new technologies, form partnerships, and strengthen one of the country's most collaborative ecosystems.

WHY ETC?

Our mission is to create meaningful connections that accelerate innovation, strengthen our economy, and prepare the next generation of innovators.

Southwest Virginia sits at the crossroads of industries like advanced manufacturing, biotechnology, agriculture, and cybersecurity. ETC was created to bring these communities together.



CONFERENCE HIGHLIGHTS

ETC is returning to The Hotel Roanoke & Conference Center, a historic hotel in the Gainsboro neighborhood of Roanoke, Virginia.

Over two days, attendees engage in national keynote presentations, networking receptions, and industry exhibits, along with investor programming, executive roundtables, and hands-on workshops.



Questions? Give us a shout!

Suzanne Gardner

Director of Development & Partnerships

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By sponsoring the Emerging Technology Conference, you'll have the opportunity to interact with leaders, builders, and rising talent from a range of industries and help shape the future of technology in the region.

As we head into our third year, we invite you to grab a sponsorship spot and become an integral part of this growing event!

FIVE CONFERENCE TRACKS



AI & Data Systems

- Artificial Intelligence & Machine Learning
- Automation & Digital Transformation
- Cybersecurity
- Intelligent Infrastructure & Data Platforms



Industry 4.0

- Advanced Materials & Additive Manufacturing
- Robotics & Smart Factories
- Digital Engineering



Health & Bio Innovation

- Medical Technology & Devices
- Digital Health & Clinical Innovation
- Healthcare Entrepreneurship



Energy, Ag & Infrastructure

- Energy & Utilities
- Agriculture
- Infrastructure & Transportation
- Climate Technology



Venture & Ecosystem

- Entrepreneurship & Venture Capital
- Commercialization
- Technology Transfer
- Workforce & Economic Development

ATTENDEE DEMOGRAPHICS

Based on 2024-2025 attendance data, here's the room we expect to fill for this year's RBTC Emerging Technology Conference.

500+

Attendees in 2025. On track for 700 attendees in 2026.

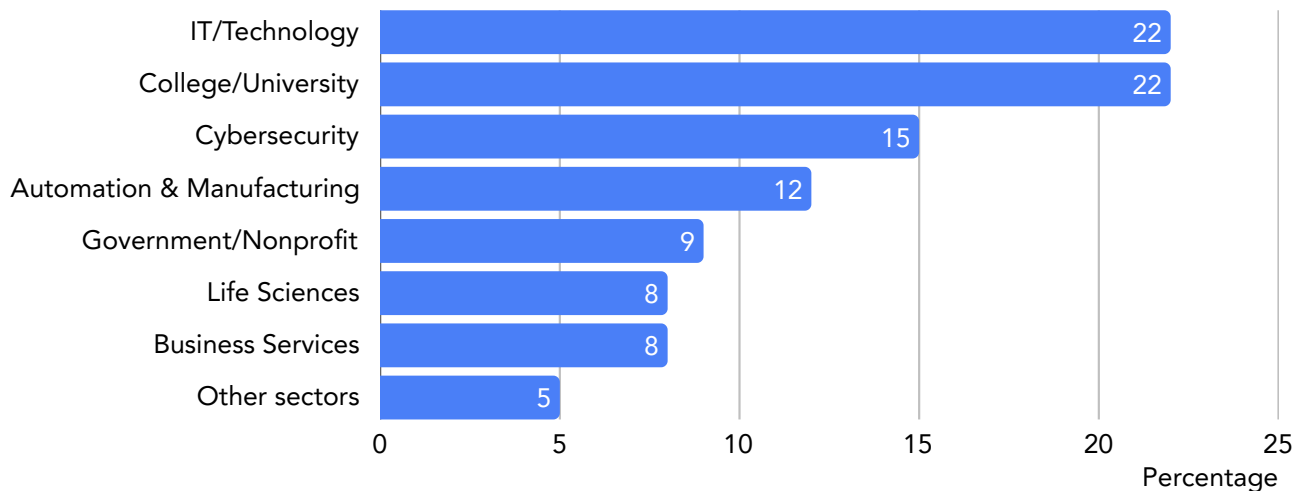
24%

in Decision-Maker Roles

250+

Organizations Engaged

Sector Mix



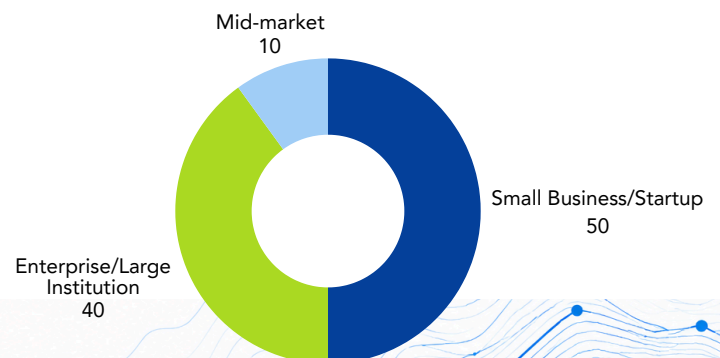
Scaling Without Diluting

Attendance more than doubled from 2024 to 2025. Leadership density and the breadth of the room held steady.

+109%

Attendee growth 2024-2025

Org Size



3 in 4

Organizations sent just one attendee in both 2024 and 2025



WHO ATTENDS ETC?

ETC brings together a network of professionals, businesses, and organizations to share insights on the future of technology.

Startup Founders

Investors

Industry Leaders

Researchers

University Staff & Faculty

Economic Developers

Students & Job Seekers

Engineers

Entrepreneurs



WHAT'S NEXT FOR VIRGINIA'S TECH SECTOR?

The Emerging Technology Conference is intentionally designed around conversation, collaboration, and discovery.

Organizations invest in ETC for different reasons.

Some are introducing new products. Others are recruiting talent.

Rather than putting every organization into the same sponsorship package, ETC combines simple partnership levels with flexible opportunities that allow organizations to create an investment strategy aligned with their goals.

INNOVATION LEADERSHIP NETWORKING EVENT

PRE-CONFERENCE: NOVEMBER 18

From technology demonstrations and industry exhibits to networking receptions and curated business introductions, the program is built for connection. Before the conference officially begins, ETC convenes an exclusive gathering of innovators shaping the future of Virginia.

BY INVITATION ONLY

Guests include keynote speakers, CEOs, investors, elected officials, university leaders, entrepreneurs, and major conference partners.

Rather than presentations, the Summit focuses on meaningful conversations, strategic introductions, and relationship building.



The evening includes:

- Executive reception
- Private dinner
- Fireside conversation
- Curated networking
- Speaker meet-and-greet

Want to join the Innovation Leadership Summit? Reach out!

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SPONSORSHIP MENU

ETC is an annual investment in the people, ideas, companies, and collaborations shaping the future of innovation in Virginia. We'll help build a partnership that reflects your objectives. Each level includes increasing recognition, complimentary registrations, exhibit opportunities, VIP invitations, and early access to exclusive partnership opportunities.

	Presenting Partner \$20,000	Diamond Partner \$15,000	Platinum Partner \$10,000	Gold Partner \$7,500	Silver Partner \$5,000	Supporting Partner \$2,500	Community Partner \$1,000
# TICKETS INCLUDED	10	8	6	5	3	2	1
LOGO IN EVENT APP & WEBSITE	✓	✓	✓	✓	✓	✓	✓
LOGO ON EVENT SIGNAGE	✓ most placements	✓	✓	✓	✓	✓	—
VIP DINNER	✓	✓	✓	✓	✓	—	—
EXHIBIT SPACE	✓	✓	✓	✓	—	—	—
SPONSOR SPOTLIGHT POST	✓	✓	✓	—	—	—	—
STAGE TIME	✓ keynote session	✓ breakout session	—	—	—	—	—
EXECUTIVE ROUNDTABLE	✓ 2 seats	—	—	—	—	—	—

SPECIALTY SPONSORSHIPS

Enhance your visibility throughout the attendee experience. In addition to partnership levels, organizations may support specific experiences aligned with their goals.



PROGRAM & SPEAKER SPONSORSHIPS

For brands that want visibility tied to content and thought leadership

OPENING KEYNOTE PARTNER	\$7,500
CONFERENCE TRACK PARTNER	\$5,000
FEATURED SPEAKER PARTNER	\$3,500
EXECUTIVE ROUNDTABLE	\$3,500
INNOVATION WORKSHOP	\$2,500

BRAND VISIBILITY ADD-ONS

The everyday touchpoints

WIFI SPONSOR	\$5,000
LANYARD SPONSOR	\$4,000
CHARGING STATION SPONSOR	\$3,500

SPECIALTY SPONSORSHIPS

SIGNATURE EXPERIENCES

Marquee moments and named event opportunities

INNOVATION LEADERSHIP SUMMIT ON 11/18/26	\$7,500
OPENING RECEPTION	\$7,500
INVESTOR BREAKFAST	\$5,000
STARTUP SHOWCASE	\$5,000



HOSPITALITY & NETWORKING

High dwell-time, high-goodwill placements

NETWORKING LOUNGE	\$5,000
LUNCH	\$3,500
COFFEE EXPERIENCE	\$2,500
BREAKFAST	\$2,500

LET'S BUILD VIRGINIA'S FUTURE TOGETHER

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