



## DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES

*Economic Development Division*

### **m e m o r a n d u m**

**TO:** Mayor Laurel Lunt Prussing

**FROM:** Elizabeth H. Tyler, FAICP, Director, Community Development Services

**DATE:** April 9, 2015

**SUBJECT:** **A RESOLUTION APPROVING AND AUTHORIZING THE  
EXECUTION OF A PROMOTIONAL AND MARKETING  
AGREEMENT FOR PYGMALION TECHNOLOGY CONFERENCE  
(Fein-Bursoni, Inc., FY 2015-2016)**

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### **Introduction**

The Pygmalion Festival has been a major annual musical event in the Urbana-Champaign community for the past decade attracting over 10,000 patrons this past year alone. This coming fall the event organizers wish to add a new technology Conference to be located in downtown Urbana as a component of the overall festival which also includes literature, crafts, and, of course, music. The Pygmalion Tech Conference is intended to highlight the many technological achievements that have been developed in Urbana-Champaign as well as introduce new talented professionals and entrepreneurs to this community.

On Thursday, September 24<sup>th</sup>, 2015 the Tech Conference plans to utilize multiple venues in Downtown Urbana to host speakers and panelists of both national and local esteem. Some speakers and panelists confirmed for the Tech Conference to date include Stephen Wolfram (Wolfram Research), Will Leitch (founder of Deadspin) and Tommy Craggs (Executive Editor of Gawker Media). Seth Fein of Pygmalion Festival and Fein-Bursoni, Inc. has approached the City to request sponsorship and support for this first-year tech conference in Urbana.

### **Discussion**

The City Council is being asked to consider supporting the promotion and marketing of the Pygmalion Tech Conference with a \$5,000 sponsorship. The organizers have also requested that the City again provide the in-kind use of crowd control barriers—a service that is regularly provided to major community events free of charge—as has been done in years past for the annual music festival. The estimated market value of this in-kind service is \$15,000.

The attached draft resolution and agreement (**Exhibit A: Adopting Resolution with attached proposed FY2015-16 UBA/City Sweetcorn Agreement**) would provide up to \$5,000 in City sponsorship of the first annual Pygmalion Tech Conference on a reimbursement basis and up to an additional \$15,000 of in-kind support for the use of festival racking. This proposed sponsorship would aid the organizers' efforts to promote both the conference and the community to a broad audience. Hosting tech conference events at a variety of Downtown Urbana venues would also serve to promote Urbana's core business district to hundreds of visiting professionals (**Exhibit B: Pygmalion Festival Tech Conference Proposal**).

The event organizers have offered to recognize the City of Urbana as a sponsor of the Tech Conference in its materials and promotions in a manner consistent with that of a \$10,000 "Gold Sponsor" in its sponsorship packet (**Exhibit C: Pygmalion Tech Conference Sponsorship Packet**). A locally hosted tech conference will also provide a unique opportunity to market the City of Urbana to a targeted demographic of skilled professionals, young entrepreneurs, and technology innovators from outside the area.

## **Fiscal Impacts**

The proposed Pygmalion Tech Conference agreement under consideration would commit the City to an expenditure of up to \$5,000 in the FY2015-16 budget. Such expenditure would be budgeted from the Downtown TIF Districts #1 and #2 which have projected year-end cash reserves of over \$100,000 and over \$170,000, respectively.

## **Options**

The City Council has the following options with respect to this proposed agreement:

1. The City Council may approve the resolution as presented.
2. The City Council may approve the resolution with changes, understanding that any changes must be agreed to by Fein-Bursoni, Inc.
3. The City Council may deny the resolution.

## **Recommendation**

Staff recommends that the City Council approve the attached resolution.

Prepared By:

Brandon S. Boys  
Economic Development Manager

Exhibits: A – Draft Adopting Resolution with attached proposed FY2015-16 Fein-Burson/City Pygmalion Tech Conference Agreement  
B – Pygmalion Festival Tech Conference Proposal  
C – Pygmalion Tech Conference Sponsorship Packet

*Exhibit A to Memo – DRAFT Adopting Resolution & Attached Proposed Agreement*

**RESOLUTION NO. 2015-04-019R**

**A RESOLUTION APPROVING AND AUTHORIZING THE EXECUTION OF A PROMOTIONAL AND MARKETING AGREEMENT FOR PYGMALION TECHNOLOGY CONFERENCE**

**(Fein-Bursoni, Inc., FY 2015-2016)**

**WHEREAS**, the City of Urbana ("City") has determined that supporting marketing and promotion services provides a benefit to the City; and

**WHEREAS**, Fein-Bursoni, Inc. ("Pygmalion Festival") is well positioned to provide those promotion and marketing services for the City; and

**WHEREAS**, the City deems it beneficial for its residents and its business community to host the first annual special event known as the Pygmalion Technology Conference (hereinafter, the "Tech Conference") within the City's corporate limits; and

**WHEREAS**, the Pygmalion Festival has arranged for, marketed, promoted, staged, and offered successful events in past years; and

**WHEREAS**, the City and the Pygmalion Festival seek to form a mutually beneficial arrangement whereby the Pygmalion Festival undertakes the promotion, marketing, sponsoring, and staging of the Tech Conference.

**NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Urbana, Illinois, as follows:**

Section 1.

A Promotional and Marketing Agreement For Pygmalion Technology Conference by and between the City of Urbana, a Municipal Corporation, and Fein-Bursoni, Inc, a Domestic Corporation, in substantially the form of the copy of said Agreement attached hereto and hereby incorporated by reference, be and the same is hereby authorized and approved.

Section 2.

The Mayor of the City of Urbana, Illinois, be and the same is hereby authorized to execute and deliver and the City Clerk of the City of Urbana, Illinois, be and the same is hereby authorized to attest to said execution of said Agreement as so authorized and approved for and on behalf of the City of Urbana, Illinois.

**PASSED BY THE CITY COUNCIL** this \_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

\_\_\_\_\_  
Phyllis D. Clark, City Clerk

**APPROVED BY THE MAYOR** this \_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

\_\_\_\_\_  
Laurel Lunt Prussing, Mayor

Authorized by City of Urbana Resolution No. \_\_\_\_\_

## **PROMOTIONAL AND MARKETING AGREEMENT FOR PYGMALION TECHNOLOGY CONFERENCE**

This Promotional and Marketing Agreement for the Pygmalion Technology Conference (hereinafter, "Agreement") is entered into this [REDACTED] Day of [REDACTED], 2015 by and between the City of Urbana (hereinafter, the "City") and the Fein-Burson Inc. (hereinafter, the "Organizer") (collectively, the "Parties").

WHEREAS, the City is a home rule unit of local government pursuant to Section 6 of Article VII of the State of Illinois Constitution of 1970; and

WHEREAS, the Organizer is a domestic corporation pursuant to the Business Corporation Act of 1983 (805 ILCS 5); and

WHEREAS, the City deems it beneficial for its business community and its residents to arrange for, market, promote, stage, offer, and conduct a special event within the City's corporate limits known as the Pygmalion Technology Conference (hereinafter, the "Event"); and

WHEREAS, the City and the Organizer seek to form a mutually beneficial arrangement whereby the Organizer undertakes the promotion, marketing, sponsoring, and staging of the Event.

NOW for good, valuable and mutual consideration which each Party acknowledges as having in hand received and for the mutual exchange of the covenants, terms and conditions contained in this Agreement, the Parties agree as follows:

### **A. CITY'S OBLIGATIONS TO THE ORGANIZER:**

**1. Event Funding:** The City shall make available to the Organizer up to but not more than five thousand dollars (\$5,000) which the Organizer shall apply to defray the Organizer's costs of promoting, marketing, and staging the Event (hereinafter, "Event Funding").

**2. Disbursement of Event Funding:** The City shall disburse Event Funding on a reimbursement basis and based on receipts for expenditures made by the Organizer which shall be presented to the City. The City shall provide such reimbursement within fourteen (14) days following the Organizer's presentment to the City of receipts for which the Organizer seeks reimbursement. The Organizer shall present its requests for reimbursement no more frequently than once per month.

**3. In-Kind Services:** In addition to the Event Funding, the City shall provide in-kind services the reasonable value of which shall not exceed fifteen-thousand dollars (\$15,000). The City shall make available to the Organizer up to nine-hundred (900) feet of crowd control barriers for up to three (3) days as in-kind support for the Event.

**4. Payment of Event Funding and In-Kind Services:** The City shall have the sole discretion whether to reimburse the Organizer for any receipt which the Organizer presents to the City for reimbursement but such reimbursement shall not be unreasonably withheld. The City shall

value the in-kind services which it provides to, for, or for the benefit of the Organizer and the Event based on the rates which the City customarily charges for the provision of the same or similar services in connection with special public events held within the City's corporate limits.

**B. THE ORGANIZER'S OBLIGATIONS TO THE CITY:**

**1. Promotional, Marketing and Staging Activities:** The Organizer shall use its reasonable best efforts to develop, promote, market, stage or otherwise arrange for the development, promotion, marketing, and staging of the Event and all aspects related thereto. In the event that the Organizer contracts with a third person to undertake the immediate aforesaid activities, the Organizer shall make a reasonable effort to assure that such person performs the immediate aforesaid obligations in the same or better manner than would be required of the Organizer by reason of this Sub-Paragraph. In the development, promotion, marketing, and staging of the Event, the Organizer and its agent, if any, shall comply with all applicable City ordinances, policies and procedures concerning such public special events. Further, the Organizer shall undertake reasonable measures to assure that all other persons who are or become involved with the promotion, marketing, and staging of the Event comply with all City ordinances, policies and procedures concerning such special public events.

**2. City Sponsorship Recognition:** The Organizer shall identify the City as a sponsor of the Event on any and all promotional and marketing material and information provided to or made available to the public in connection with the Event including any and all posters, signs, banners, mailers, print advertisements, radio and television advertisements, entertainment stage decorations, and any other means by which the Event is promoted, marketed, and staged.

**3. Refund of Event Funding:** In the event that the Organizer elects not to promote, market, and/or stage or arrange for a third person to promote, market or stage on its behalf the Event, the City shall be relieved of any and all responsibility to provide any form of Event Funding or in-kind services as provided in Sub-Paragraphs A.1. and A.3. of this Agreement. If the City has provided any Event Funding and/or in-kind services to the Organizer for the Event prior to the date when the Organizer elects to cancel the Event, the Organizer shall promptly refund any and all such Event Funding along with the reasonable value of any in-kind services provided which in-kind services will be valued as provided in Sub-Paragraph A.3. of this Agreement.

**C. MISCELLANEOUS TERMS:**

**1. Term of Agreement:** This Agreement shall remain in full force and effect from the date first appearing above through June 30, 2016.

**2. Default and Opportunity to Cure:** In the event that either Party believes that the other Party has defaulted on any covenant, term or condition contained in this Agreement, the non-defaulting Party shall provide written notice to the other Party of such default. The aforesaid written notice shall state or describe the nature of the default, whether by act or omission, and the Paragraph and/or Sub-Paragraph, as the case may be, which governs the obligation which is alleged to be in default. Within ten (10) calendar days of the effective date of such notice of default (as provided for in Sub-Paragraph C.5. below), the recipient of such notice shall (i) cure the default and provide documented evidence of the nature and/or manner of such cure; (ii) respond in writing to such notice which writing shall advise that the recipient reasonably believes that it is not in default and which

describes the reasons for such belief; or (iii) provides a written plan of cure in those instances where the cure of the default cannot be completed within the aforesaid ten (10) calendar day period.

**3. Dispute Resolution:** In the event that the Parties cannot resolve any dispute between them, they shall submit to mediation in an effort to resolve any such dispute. The Parties shall agree on the selection of the mediator and that mediator's rules and/or procedures shall govern any such mediation. The Parties shall share equally in the cost of the mediation. In the event that the Parties fail to resolve their dispute through mediation, then either or both Parties shall be free to initiate and maintain an action to construe, interpret and/or enforce this Agreement in the Circuit Court for the Sixth Judicial Circuit, Champaign County, Illinois and the laws of the State of Illinois shall govern the resolution of any such dispute.

**4. Termination:**

a. This Agreement may be terminated by the City immediately and without written notice if the Organizer –

- (i) defaults on this Agreement without reasonable cure as provided for in Sub-Paragraph C.2. and which default/dispute is not resolved through mediation;
- (ii) files a voluntary petition or is the subject of an involuntary petition for bankruptcy protection in a United States Bankruptcy Court;
- (iii) files a notice of intent or other paper with the Secretary of State for the State of Illinois which evidences an intent to liquidate or dissolve;
- (iv) loses its incorporated status as a domestic corporation by reason of any act or omission on the part of the Organizer;
- (v) becomes involuntarily dissolved for any reason by the Secretary of State of the State of Illinois and where the Organizer fails to apply for reinstatement within ten (10) business days of notice of such involuntary dissolution;
- (vi) enters into any arrangement with creditors which could reasonably be deemed, construed, or interpreted as a common law composition of creditors;
- (vii) is placed in receivership by any lawful court order or decree;
- (viii.) acts or fails to act in such a manner as would injure or likely injure the City in any way, or cast the City or any business located within the City in a negative light unless, in the case of a business, such negative light is reasonably supported by evidence (e.g., an announcement that a business has closed or moved from the City when in fact such business has moved or closed); and/or
- (ix) acts or fails to act in a manner which threatens or which may reasonably threaten human life, health or safety or property.

In the event that the City elects to terminate this Agreement for any one or more of the reasons provided in this Sub-Paragraph, the City's obligation to provide Event Funding to the Organizer shall automatically cease and become wholly null and void. In addition to any other remedy which the City may have as a matter of law or right, the City shall be entitled to seek, obtain and recover a refund from the Organizer of any and all Event Funding advanced to or paid to the Organizer.

b. In the event that the City has provided no Event Funding to the Organizer, this Agreement may be terminated by either Party by giving written notice to the other Party of its intent to terminate and such termination shall be deemed effective fourteen (14) days after the effective date of such written notice (as defined by Sub-Paragraph C.5. below). Any Party providing such notice of termination shall offer the other Party an opportunity to meet and discuss such termination prior to the effective date hereunder. In the event of such termination, the Organizer shall refund to the City any and all Event Funds advanced to or paid to the Organizer as of the date of termination.

**5. Notices:** All notices required to be given shall be in writing such notices shall be deemed proper and effective as hereinafter provided:

a. If by First Class U.S. Mail: All such notices shall be sent by registered or certified mail with a return receipt requested. If any such notice is placed in an envelope properly addressed to the intended recipient and bearing proper postage, such notice shall be deemed effective four (4) days from the date of placement with the United States Postal Service.

b. If by facsimile: All such notices shall be deemed effective if transmitted to the intended recipient's facsimile machine and the same shall be deemed effective on the next business day following transmission if the sender's facsimile machine provides a printed recipient that the facsimile was received by the intended recipient's facsimile machine. If no such printed receipt is provided, then the notice shall be deemed effective four (4) days after its transmission.

c. If by overnight courier: All such notices shall be deemed effective if placed in a properly addressed overnight courier envelope properly addressed to the intended recipient with delivery charges to be paid by the sender of such notice, and such notice shall be deemed effective the next business day following delivery of such notice.

d. If by personal delivery: All such notices shall be deemed effective if hand delivered by an employee of the sender to an employee of the intended recipient and such notice shall be deemed effective on the next business day following delivery of such notice.

e. No other form of notice, including e-mail notice, shall be deemed effective whether or not such notice was in fact received by the intended recipient.

Notices shall be delivered to the following locations unless a Party informs the other Party in writing of a different location to where notices should be directed:

TO THE CITY:

Economic Development Manager  
City of Urbana  
400 S. Vine St.  
Urbana, IL 61801

TO THE ORGANIZER:

President  
Fein-Bursoni, Inc.  
819 W Vine St.  
Champaign, IL 61820

**6. Waiver:** The failure of any Party to enforce any covenant, term or condition contained in this Agreement or to take action to enforce the same shall not be deemed to constitute a waiver of that Party's right to enforce or take action to enforce such covenant, term or condition. Notwithstanding the foregoing, if a Party fails to enforce or undertake any action to enforce any covenant, term or condition contained in this Agreement and knows that the other Party has relied on such forbearance to its financial detriment, then such knowledge shall constitute a waiver by the Party which has or had the right to enforce or initiate an action to enforce such covenant, term or condition.

**7. Assignment:** The Organizer shall not have the right to assign or otherwise transfer to any third person the Organizer's obligations provided for in this Agreement without the express written consent of the City. If the City consents to any such assignment, the Organizer shall remain fully responsible for the performance of its obligations as required by this Agreement as if it would be performing such obligations and the third person to whom the Organizer makes such assignment shall be bound to perform the Organizer's obligations as if a party to this Agreement. Notwithstanding any assignment of the Organizer's obligations under this Agreement, whether in whole or in part, which is consented to in writing by the City, the Organizer, not the City, shall be responsible for compensating any such third person for its or their work and/or services. Nothing in this Agreement shall be deemed, construed or interpreted as authorizing the Organizer to bind the City into any agreement with any third person in the absence of the City's express written consent to be bound into any agreement with any such third person.

**8. Binding Effect:** This Agreement shall be binding upon and shall inure to the benefit of the City and the Organizer and their respective successors and assigns.

**9. Human Rights:** The Organizer, in all respects, shall comply with the City's Human Rights Ordinance and, if requested in writing by the City, the Organizer shall provide such hiring information as requested by the City as if requested pursuant to the City's Equal Opportunity in Purchasing Ordinance.

**10. Representations and Warranties:** Each Party represents and warrants that the individual executing this Agreement is duly authorized to do so.

**11. Supersedious:** This Agreement shall supersede and replace any and all agreements respecting the subject matter of this Agreement, whether oral or in writing, entered into by and between the Parties heretofore.

[ END OF AGREEMENT, SIGNATURES FOLLOW. ]

**FOR THE CITY:**

**FOR THE ORGANIZER:**

\_\_\_\_\_  
Laurel Lunt Prussing, Mayor

\_\_\_\_\_  
Seth Fein, President

ATTEST:

ATTEST:

\_\_\_\_\_  
Phyllis D. Clark, City Clerk

\_\_\_\_\_  
Justine Bursoni, Secretary

## EXHIBIT B



### THE PYGMALION FESTIVAL :: TECH CONFERENCE 2015 CITY OF URBANA

#### **ABOUT THE PYGMALION FESTIVAL:**

Over the past ten years, Pygmalion Festival has successfully grown and implemented Music, Literature, and Craft components within the structure of the festival. In 2015, the festival's 11<sup>th</sup> year, we are planning the Pygmalion Tech Conference, which will be the newest component added into the fold. Our mission as an organization is to continue to curate a meaningful cultural event that benefits the Champaign-Urbana community, and continues to reflect the aspects that make this community one-of-a-kind in the realm of technological advancements and innovations. The mission is to continue to curate those portions of the festival, while introducing a new component. The portion of the festival will take place in Downtown Urbana on Thursday, September 24<sup>th</sup>, 2015.

The Pygmalion Festival attracts thousands of patrons each year (upwards of 10,000 in 2014), and as the festival continues to grow, adding a Tech component in this community has incredible potential to change the ever-evolving landscape of not only the tech sector — but Champaign-Urbana on the whole. Without Pygmalion Festival, the acts that perform here would likely not perform in C-U, and we pride ourselves on booking performers that have national and international acclaim within the realm of indie rock, alternative rock, hip hop, folk, punk and more. The festival continues to push the dial forward as the most culturally relevant event in the community each year.

#### **ABOUT THE TECH COMPONENT:**

The Pygmalion Tech Conference seeks to expose some of the best and brightest in the community and populate an interesting and engaging event in Downtown Urbana. As components of Urbana continue to grow each year, with the Pygmalion Tech Conference occurring in Downtown Urbana, it would offer an additional attraction each year to potential businesses, artists, and entrepreneurs to discover what makes Downtown Urbana a valuable place to work and exist.

The Pygmalion Tech Conference envisions utilizing Downtown Urbana as a place to hold panels, parties, speakers, demonstrations, and many other aspects of the inaugural conference. We want to showcase and commemorate what makes the City of Urbana an enriching place to exist in C-U, but increase opportunities for networking amongst entrepreneurs and students, showcase the diversity of Champaign and Urbana, encourage partnerships amongst participating panelists and forward-thinkers, and promote tourism to this area of Urbana.

At this point in time, speakers and panelists confirmed for the Tech Conference include Stephen Wolfram (Wolfram Research), Will Leitch (founder of Deadspin), Tommy Craggs (Executive Editor of Gawker Media), Jessica Hopper (Senior Editor at Pitchfork), Taylor Rooks (Social Engagement and Writer at Big Ten Network), Morgan Oliveira (co-Founder of Hampton Creek) and dozens more. In addition, we have local tech confirmed that will be discussing topics ranging from fiber optic internet to makers to tech startups. In terms of locations we're interested in utilizing during the Tech Con in Downtown Urbana, we have our sights on Cafeteria & Company

(Colab, Flying Machine Coffee, and the newly renovated alley area), the Urbana-Champaign Independent Media Center, the Urbana Free Library, the Iron Post, and more.

EXHIBIT C



*the*  
**PYGMALION  
FESTIVAL**

SEPTEMBER 2015 • URBANA-CHAMPAIGN, ILLINOIS

► **TECH CONFERENCE SPONSORSHIP PACKET**





## ► INTRODUCTION

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The Pygmalion Festival is expanding — again. With music, literary, and vintage craft festival components, technology is the next frontier.

The history of technology in Champaign-Urbana reaches far beyond it's location in the heart of Central Illinois. The development of the first functional web browser was built here. The LED and MRI were built here. The founders of YouTube and PayPal went to school here and developed the skills to re-create the world. Home to the National Center for Supercomputing Applications. Petascale, the fastest computer in the Western Hemisphere. The list goes on and on. Champaign-Urbana continues to be on the cutting-edge of technological advances, and that's something to get excited about.

Champaign-Urbana is home of the University of Illinois at Urbana-Champaign — a leader in engineering, entrepreneurial, and technological education and advancement. The programs, staff and students here are second-to-none, and graduates from the University are prized additions to companies and organizations around the globe — not just in the United States.

With the addition of the Pygmalion Tech Conference — we're curating an event that is unlike any other in the Midwest, and spans much wider than Champaign-Urbana. The possibilities are endless. The potential is limitless.

We're certain of it.

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## ► CHAMPAIGN-URBANA & THE MIDWEST: WE'RE NEXT

"The proximity to Chicago, the presence of a prestigious University, and the availability of Fiber all afford the city significant privilege as an emerging tech hub."

— **Champaign-Urbana as one of Techie's**  
**"Most Promising Tech Hubs to Watch in 2014"**

"Taking the raw ingredients that are here and just energizing them with a little more capital, a lot more know-how and really spending time pulling talent back to the Midwest...when that happens, you're going to see great companies emerge here."

— **Forbes, May 2014**



## ► GROWTH

With the steady growth of the University of Illinois Research Park, the rapid development of the tech sector in Champaign-Urbana makes Pygmalion Tech Conference a perfect addition to that budding component of our community. The Pygmalion Tech Conference will take that ethic and with the involvement of companies and organizations — create an interesting, engaging and cutting-edge experience for festival attendees.



## ► CAPITAL

Partnering with us not only associates your company, brand, or organization with a cutting-edge event that will lead the way within the tech sector of Champaign-Urbana and the Midwest. Your organization will be a part of something contemporary and exceptionally engaging. There's plenty of value there.



## ► WE CAN PLAY

These companies were developed in Champaign-Urbana, with the vast majority of them by graduates of the University of Illinois at Urbana-Champaign.

► 1992

ED BOON

MORTAL  KOMBAT

► 1993

MARC ANDREESSEN

**Mosaic**

► 1996

MIKE KULAS

 **volition**

► 1998

LUKE NOSEK & MAX LEVCHIN

 **PayPal**

► 2004

JEREMY STOPPELMAN

**yelp** 

► 2005

LUKE NOSEK

 **FOUNDERS FUND**

► 2005

JAWED KARIM & STEVE CHEN

**You Tube**

► 2009

STEPHEN WOLFRAM

  
**WolframAlpha**

+ HUNDREDS MORE



## ► NETWORKING

With the sheer number of graduates from these renowned programs at the University of Illinois, the integration of U of I alumni into the fold makes for another engaging dynamic of the conference. Rub elbows with some of the most forward-thinking minds that were developed in Champaign-Urbana.



## ► WE HAVE THE TALENT

Not only does the U of I consistently rank very high in Engineering and Computer Science, the sheer number of students enrolled in these programs alone exceeds the totals of Berkeley, MIT, Stanford and Cal Tech — combined.



## ► RECRUITMENT

Students and faculty that come to the University of Illinois at Urbana-Champaign are the leading minds in the world of technology and entrepreneurship. This campus and the people that populate it are at the forefront of advancements in these fields of study, and we want to partner with companies and organizations that are believers in the continuation of these fields.



## ► ATTRACTION

The University of Illinois at Urbana-Champaign has been one of the highest and most consistently ranked engineering school in the world — and students and faculty come from all over the globe to attend. Your company has the opportunity to dive into that pool of talent and engage with the brightest young minds in the world.



## ► DEMOGRAPHICS

With the Pygmalion Festival's music, lit, and craft portions attracting patrons from Champaign-Urbana and a large portion of the Midwestern United States, the Tech Conference has the capability to attract patrons from all across the US and around the world.

**18-44**

**EDUCATED**

**DIVERSE**

**FORWARD-THINKING**

The Pygmalion Tech Conference will be focused on attracting all types of individuals that are engaged in the tech sector. Whether it is the student population with the prospect of being recruited, employees of participating companies, or innovators demonstrating their creations — the participants will be of a high quality.



## ► TOPICS

At the Pygmalion Tech Conference, we're firm believers that the sky is the limit when it comes to areas of discussion. Although "tech" is simply a very broad term, there are endless options for topics to incorporate into the conference. Some topic areas could include:

- 3D Printing / Maker's Movement
- Agricultural Technology
- Design Thinking, industrial design and user experience
- High Performance Computing, Modeling
- Internet of Things, connected devices, embedded systems
- IT security, trusted computing
- Personalized Health
- Sensors

As a partner, your company can have a hand in shaping what the conference can become.

Ultimately, we know there are endless options, and we're willing to explore. Additional on-site concepts could include:

- Tour of Blue Waters supercomputer
- Cave experience at Beckman Institute
- Flight simulator experience at Frasca Airfield
- Test driving drones
- Create your own 3D prototype



## ► AT THE PYGMALION TECH CONFERENCE, THE SKY IS THE LIMIT



A Title Sponsor at the Pygmalion Tech Conference is the highest level of recognition at The Pygmalion Festival. This provides the greatest impact and visibility possible — and as our top partner, we're interested in engaging with the patrons and exposing them to your organization as true believers in the effectiveness of a tech conference in the Midwestern United States.

- All access partnership throughout The Pygmalion Festival and private events
- Partner to tailor panels, exhibitions and other aspects of the conference
- Highest visibility during pre-event and on-site branding throughout the festival
- Fullest visibility and engagement on Demo Day
- Other branding opportunities to be considered

A Presenting Sponsor of Pygmalion Tech Conference allows your brand to have exposure at a high level throughout Pygmalion Tech Conference. A partnership actively promotes your company as cutting-edge – integrating entertainment, arts, music and multimedia as a part of your company culture.

- All access partnership throughout The Pygmalion Festival
- Planning and promotion for unique activation opportunities throughout the conference
- High visibility during Demo Day, and on-site branding throughout the conference
- Exposure via pre-conference promotion and marketing
- Other branding opportunities to be considered

The Pygmalion Tech Conference offers a variety of custom and focused marketing opportunities. These marketing opportunities are worthwhile and engaging to the patrons of the conference.

- Exposure via pre-conference promotion and marketing
- Inclusion in the Demo Day portion of the conference
- Visibility via on-site branding throughout the conference
- Other branding opportunities to be considered



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PLEASE CONTACT US ANYTIME WITH QUESTIONS  
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► **INFO@THEPYGMALIONFESTIVAL.COM**