



WTIA Business Development Programs

The WTIA offers a full range of services to help you find customers, build your brand and find prospective partners and employees. From advertising to sponsorship, we want to help your business grow through connections to our over 1,000 company members.

Event Sponsorship. Smart companies know brands are built, and prospective customers are found, through involvement and support of local industry associations. Sponsoring WTIA events gives your company broad visibility, valuable connections and prospective customers with more than 1,000 member companies employing 100,000 individuals in Washington state. Sponsoring the WTIA is a great way to get the word out when your company is:

- ◆ Introducing new products or services
- ◆ Adding a new office or relocating to the Northwest
- ◆ Searching for more sales and business development opportunities

Make Connections at Events. The WTIA offers many opportunities to connect with peers and leaders in the industry through a wide variety of events. WTIA offers education and events for every business stage from start-up through growth. From our annual events, evening programs, breakfast series, networking events, executive seminars, special interest groups, and education sessions focused on relevant business issues. You will have the opportunity to hear from experts, exchange ideas with peers, connect with technology leaders & innovators and learn more about the technology industry. WTIA events allow you to stay up on current trends, connect with potential customers and collaborators, and find new talent that can take your business to the next level.

WTIA Member2Member Program. Looking to reach Washington's technology industry with your product or service? Want to receive special pricing on offerings available only to WTIA members? Then participate in the WTIA Member2Member (M2M) program - a unique opportunity to promote a special product or service available only to other WTIA members.

With M2M you'll be able to save money on a variety of business products & services including employee screening, IT support services, printing, recruiting and much more. Whether you're looking to save money on purchases or generate new sales by offering a member discount, participating in the WTIA's Member2Member Program is a win-win opportunity.

Web & e-Newsletter Advertising Opportunities. Get your message out to the WTIA community through our advertising sponsorship. Whether you have a product or service to sell or are looking to find employees, advertising with the WTIA can stretch your marketing dollar a little further. We have 3 sponsorship opportunities:

- ◆ WTIA e-Newsletter Sponsorships – monthly email sent to a list of approximately 13,000 subscribers.
- ◆ WTIA Event Bulletin Advertising & Event Listing Sponsorships – weekly emails sent to a list of approximately 13,000 subscribers
- ◆ WTIA Web Advertising Sponsorships – Display Ad on WTIA website

To learn more about these opportunities, email Jessica Cookson, Business Development Manager at sponsorship@washingtontechnology.org.