



2021 Houston Tech Rodeo Partner Guidelines

Event Partner Guidelines

We're grateful and excited that you'd like to host an event during the 2021 Houston Tech Rodeo! In order to ensure a cohesive and successful Tech Rodeo, below we have outlined the roles and responsibilities of each partner. Below you will find recommendations on becoming an official Houston Tech Rodeo event, as well as the details on the support Houston Exponential will provide.

Purpose and Objectives

- The Houston Tech Rodeo is a week-long festival of events produced in collaboration with organizations connected to Houston innovation ecosystem.
- The goal of the Houston Tech Rodeo is to galvanize the innovation community, expand its base within Houston, and grow its reach nationally.

Criteria for a Tech Rodeo Event

- **Novel Content:** We're seeking unique formats, diverse voices, novel topics and ways to engage the community. Please refrain from the standard recurring events.
- **Accessibility:** This event is a mechanism of expanding the tech community and bringing new individuals into the fold.
- **Awareness:** This event amplifies the ecosystem here in Houston while attracting a national audience and reach, putting Houston on the map as a leading startup hub.
- **Other recommendations:**
 - Strongly suggested that all events have an interactive aspect for the audience
 - Diversity among speakers/presenters
 - Event Tracks are being developed and currently include:
 - Diversity & Impact
 - Climate / Clean tech
 - Space / aerospace tech
 - Health tech / life science
 - Founder focus
 - Additional tracks will be added as event partners come together around new topics (3+ events)

- Events should not be purely promotional for your organization but rather, value-added in a meaningful way.

Roles and Responsibilities

- What HX Provides
 - **Virtual event platform + main stage**
 - Central platform for registration and for attendees to view all events with powerful native features to ensure a unified and user-friendly experience.
 - **Social media and marketing support:** *(not an exhaustive list)*
 - Features in weekly newsletter: reaches 20,000+ community members
 - Targeted Campaigns on Social Channels:
 1. Use of all HX social platforms and influencers for increased reach and promotion,
 2. Previous campaigns have historically generated over 70,000 impressions on a single channel (LinkedIn)
 - Scheduled cross promotions on HX social channels of all HTR events for amplified reach
 - Project Management to ensure all event deliverables are being developed on schedule and on mission for most optimal reach and impact.
 - Basic PR kit to leverage for copy, media, and promotional ideas.
 - Centralized event registration
 - This provides the best experience for the attendee and lowest barrier to entry
 - Partners will be provided with a list of their event registrants
 - Partners will be provided with the registration list for the whole Houston Tech Rodeo
 - Partners can set a registrant capacity for each session (if applicable)
 - Partners will be able to use their own creative/branding for the events and will have access to Tech Rodeo logos and graphics
 - Virtual networking platform
 - For events on the first day, and the first event of each day, HX will provide a few mins (~ 5min before partner event) introduction to the event and the event partner that is hosting.
 - For other events, HX will provide event partners with a short script to introduce the Houston Tech Rodeo.
- **What Event Partner Provides**
 - Event or experience (end-to-end experience). As an event partner, you charged with the development and execution of your event which includes but is not limited to:
 - Recruiting and prepping event speakers/presenters
 - Event description
 - Dates/time
 - Format
 - Audience engagement

- For *virtual events* and *hybrid events* to appear on our platform, partners will need to be able to send an RTMP video stream to Houston Exponential to be displayed in the central Tech Rodeo platform.
 - For *in-person* and *hybrid events*, partners are responsible for the venue and the safety of the event.
- Partners will create graphics and marketing collateral for their individual events. HX will provide media kit and Tech Rodeo brand guidelines.
- Partners will provide listed deliverables in accordance with the Houston Tech Rodeo Event Partner timeline below.

Houston Tech Rodeo Event Partner Timeline

- **March 31 – Deadline to submit event proposals (These should be well thought out but doesn't need to be 100% confirmed)**
 - Working event description
 - Format
 - Potential speakers
 - Audience engagement plan
 - Preferred dates/times
- **April 23 – Final confirmed event details are due (All details should be finalized and 100% confirmed)**
 - Final event description
 - Confirmed speakers/presenters/bios
 - Event graphics for the Houston Tech Rodeo festival platform
 - Streaming / Pre-recorded details
- **May 7 – Last date for any tweaks to the event**
 - Last minute tweaks or changes
- **May 17 – Houston Tech Rodeo starts!**