a2TECH360

2019 Post-Event Overview

ANN ARBOR SPARK

a2TECH360

2019 Results Overview

36K
Website Visits

6,000+
Total Registrations

1M+
Social Media Views

92K
Campaign Emails

15
Events

42K
Video Views

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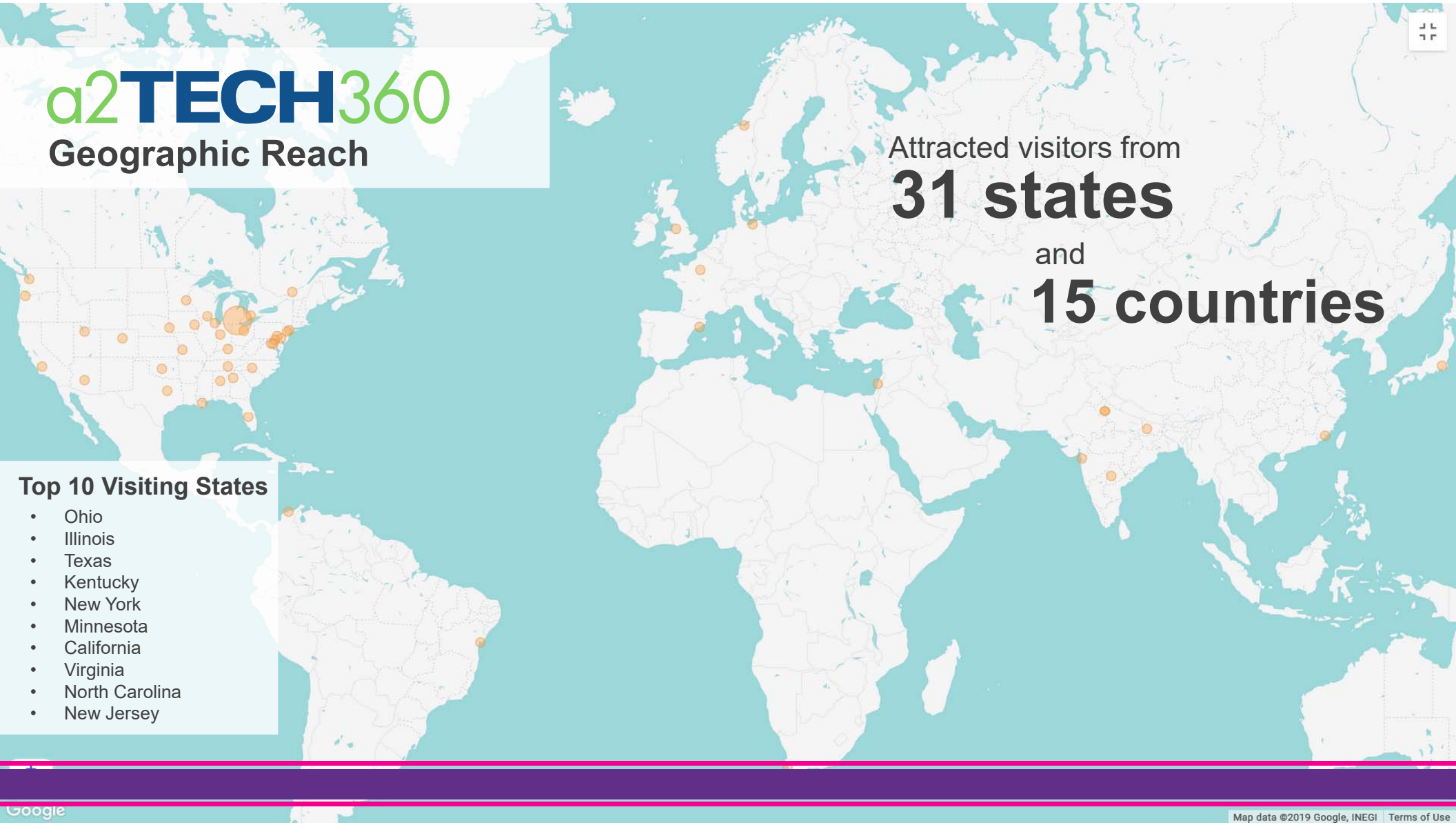
Geographic Reach



Top 10 Visiting States

- Ohio
- Illinois
- Texas
- Kentucky
- New York
- Minnesota
- California
- Virginia
- North Carolina
- New Jersey

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Year over Year Registration Comparison

A² TECH TREK

	Registrations	Checked-in
2018	4,162	2,132
2019	3,929	2,404

TECH talk

	Total Registrations	Checked-in
2018	1,886	806
2019	1,186	634

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Marketing Campaigns

- **SPARK social channels** - LinkedIn, FB, & Twitter (18k followers)
- **Sponsored posts** – WXYZ (24k reach), A4 (x)
- **Newsletters & Emails** - SPARK (27k), MEDC (800k), WXYZ (24k), LOCALiQ (90k)
- **a2tech360 website** - Google Ads & SEO
- **AAATA** - Bus & display ads
- **Display campaigns** – SPARK (1.8M), A4/CoD (192k), LOCALiQ (1M),
- **Geofencing** – 156k
- **Ann Arbor Observer** - (60k)
- **All About Ann Arbor** - Display ads, content & social media
- **Radio** – Lucy Ann Lance interview & WEMU, radio spots on MI Radio (Ann Arbor), WTKA onsite during Tech Trek
- **Billboard** on I-94
- **Sidewalk footprints** throughout downtown Ann Arbor
- **Window Painting** by Brush Monkeys

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Social Media Highlights

Lisa McLaughlin @lmclaug · Jun 7
Shoutout to all my fellow founders and tech ecosystem builders reppin downtown today, we've come so far in a few short years #A2Tech360 #madeina2 #belovedcommunity

18

MoritzvG @MoritzvG · Jun 7
THIS is a cool location for a Tech Talk by @A2TechEvents #a2tech360 #MichiganTheater in #AnnArbor – at Michigan Theater

2 3

A2SchoolsSuper @A2SchoolsSuper · Jun 7
A great #A2TechTrek event - thank you @AnnArborSPARK @menloinnovation & all who make this possible! @A2schools @pihisamurai

A2Schools Strategic Partnerships @A2Partnerships
Come check us out @menloinnovation during #A2TechTrek. We have robots! @SkylineHighA2 @pihisamurai @A2CHS @A2SchoolsSuper

8

A2SchoolsSuper @A2SchoolsSuper · Jun 7
Excited today for #AnnArbor #A2TechTrek - here w/ @nancyjshore as exciting TechTalks begin soon @MichiganTheatre - Don't miss Trek downtown this afternoon - we have Ss & robots at Menlo - a great #A2 day! @A2schools @menloprez @AnnArborSPARK @PaulKrutko @rcupit30 @mrs_marchi

6 23

kai p. stabell @KStabell · Jun 7
Not only #academia - amazing to learn more about the work of @JSTOR and @ITHAKA_org during the brilliant #A2techtrek

3 4

Jenna Bacolor @A2RecDirect · Jun 7
Thanks @menloinnovation for hosting 4 @A2schools robotics and #PLTW teams! @A2Abbot @A2CHS @pihisamurai @SkylineHighA2 #A2TechTrek @A2Partnerships

A2Schools Strategic Partnerships

Gabby Ring @grang613 · Jun 7
Had a great time at #A2TechTrek this afternoon! Learned a lot about all new innovations, products, and companies working to make the world a more efficient and productive place

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New Website Launched

a2TECH360

Schedule of Events

June 2 – 10, 2019

A series of tech-related events connecting key community actors who enrich the Ann Arbor region —innovators, researchers, investors, businesses, academic institutions, non-profits, job seekers, and the general public.

June 2

June 3

June 3 – 4

June 4

June 5

June 6

June 6

June 6

June 6

June 7

June 7

June 7

June 7

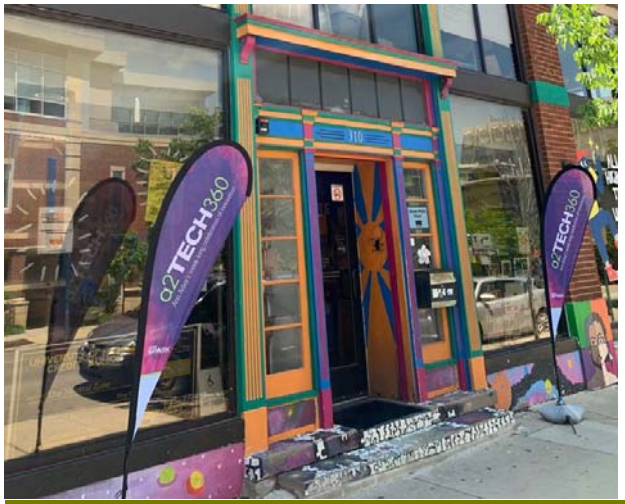
June 8 – 9

June 10

Student Demo Day

Sunday, June 2 | Neutral Zone

In partnership with Ann Arbor Public Schools, the Neutral Zone hosted Student Demo Day, an interactive exhibit featuring original products developed by area high school students who participated in the Michigan Invention Convention powered by the Henry Ford.



21 Student Participants
99 Registered Attendees

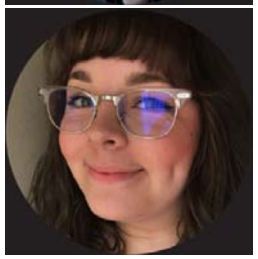
As a result of this event, SPARK is assisting two teams apply for patents.

SPARK East Open House & Live Design Challenge

Monday, June 3 | SPARK East Innovation Center

What's old is new again at the Ann Arbor SPARK East Innovation Center in Ypsilanti. To show off the updated space, we're hosting a Open House & Live Design Challenge. Brought to you with support from our friends at DO (something).

Nehemiah Harmsen
Freelance Graphic Designer
Ypsilanti, Michigan



Emmalene Meyers
EMU Graphic Design Student
Ypsilanti, Michigan

202 Registered Attendees

We already have new events requesting the SPARK East space

STUDENT DEMO DAY | SPARK EAST INNOVATION CENTER OPEN HOUSE & LIVE DESIGN CHALLENGE | INTERMITTEN | WOMEN IN TECH | 2029 What the Future Holds | MOBILITY SUMMIT | TECH ON THE EDGE | WXW SUMMER SHEBANG | ANN ARBOR | TECH TALK | LIVE @ TECH TREK | MOBILITY ROW | TECH TREK | {HACK:A2} HACKATHON | FASTTRACK AWARDS

Non-SPARK Events

Intermitten

Tuesday, June 4 | The Ark

Returning to Ann Arbor is the beloved Intermitten, a conference and networking experience about empowering entrepreneurial communities through inclusion, capital, and connection. Hosted at The Ark.

Women in Tech

Tuesday, June 4 | FordLabs

Ann Arbor-based tech company Daysmart Software is holding its first Women in IT Leadership Conference, partnering with FordLabs to host the event.

2029: What the Future Holds

Wednesday, June 5 | Jeffries Hall, University of Michigan Law School

Global thought leaders discuss trends and revolutionary products in healthcare, IoT, AR/VR, mobility, and other driving industries with a foothold in the region. Co-presented by Ann Arbor SPARK and the University of Michigan Office of Tech Transfer at the U-M Law School.

Ravi Pendse
University of Michigan

Jerry Davis
University of Michigan

Moritz von Grotthuss
Bareways GmbH

Charlie Whelan
Frost & Sullivan

Michael Trudeau
Intel

152 Registered Attendees

Mobility Summit

Thursday, June 6 | Graduate Ann Arbor & The American Center for Mobility

Ann Arbor Mobility Summit aims to grow the mobility ecosystem by fostering participation and encouraging collaboration.

158 Registered Attendees

STUDENT DEMO DAY | SPARK | INTERMITTEN | WOMEN IN TECH | 2029 What the Future Holds | MOBILITY SUMMIT | TECH ON THE EDGE | WXW SUMMER SHEBANG | ANN ARBOR | TECH TALK | LIVE @ TECH TREK | MOBILITY ROW | TECH TREK | {HACK:A2} HACKATHON | FASTTRACK AWARDS

Non-SPARK Events

Tech on the Edge

Thursday, June 6 | MI-HQ

MI-HQ is celebrating emerging tech in the life sciences field at its premiere event Tech on the Edge.

WXW Summer Shebang

Thursday, June 6 | The Circ Bar

The Women's Exchange of Washtenaw is scheduling its annual WXW Summer Shebang to coincide with a2Tech360 and hosted at The Circ Bar.

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Non-SPARK Event

TensorFlow 2.0 Intro

Thursday, June 6 | Weiser Hall

This tutorial is targeted at folks new to TensorFlow, and/or Deep Learning. Our goal is to help attendees get started efficiently and effectively, so they can continue learning.

Tech Talk

Friday, June 7 | Michigan Theater

Under the bright lights at the historic Michigan Theater, Tech Talk returns with another great lineup of TED-style talks from leading innovators.

1,186 Registered Attendees

Featured 14 speakers from all over the Ann Arbor tech community

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Non-SPARK Event

Live @ Tech Trek

Friday, June 7 | Washington & Division

The great people from Bank of Ann Arbor once again provided an amazing soundtrack for the day as Live @ Tech Trek returned to Mobility Row.

Mobility Row

Friday, June 7 | Washington St. between 5th and Division

Mobility Row is an outdoor exhibit featuring connected and autonomous vehicles, drones, technology, and other assets being developed by the region's leading mobility companies.

Featured 28 mobility companies showing off tons of new tech

Tech Trek

Friday, June 7 | Downtown Ann Arbor

Leading technology companies open their doors to the public and showcase their latest innovations. Whether you're a job seeker, student, professional, or someone curious about the Ann Arbor tech community — everyone is welcome to attend.

3,929 Registered Attendees

Featured over 100 companies this year – More than ever before!

STUDENT DEMO DAY | SPARK | INTERMITTEN | WOMEN IN TECH | 2029 What the Future Holds | MOBILITY SUMMIT | TECH ON THE EDGE | WXW SUMMER SHEBANG | ANN ARBOR | TECH TALK | LIVE @ TECH TREK | MOBILITY ROW | TECH TREK | {HACK:A2} HACKATHON | FASTTRACK AWARDS

HACK:A2

Saturday, June 8 – Sunday, June 9 | NETSCOUT

Ready to take on big challenges with innovative solutions, the inaugural HackA2 will challenge teams of local developers to solve a problem facing our community. Ann Arbor SPARK co-hosted the hackathon with Nexient, ITHAKA, Tech-Inclusive, and NETSCOUT who is hosting the hackathon.

129 Registered Attendees

The event sold out quickly and also generated a wait list!

STUDENT DEMO DAY | SPARK OPEN HOUSE & LIVE DESIGN CHALLENGE | INTERMITTEN | WOMEN IN TECH | 2029 What the Future Holds | MOBILITY SUMMIT | TECH ON THE EDGE | WXW SUMMER SHEBANG | ANN ARBOR | TECH TALK | LIVE @ TECH TREK | MOBILITY ROW | TECH TREK | {HACK:A2} HACKATHON | FASTTRACK AWARDS

FastTrack Awards

Monday, June 10 | University of Michigan Golf Course Clubhouse

FastTrack Awards recognize public and private companies headquartered in Washtenaw County for consistently high business growth. New for this year, we will also recognize the Entrepreneur Boot Camp and Tech Trek People's Choice award winners.

147 Registered Attendees