

4TH ANNUAL
FASHION/TECH HACKATHON
HELP REDEFINE THE FUTURE OF FASHION

JANUARY 27-29 2017 | KENT STATE UNIVERSITY



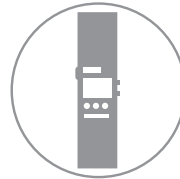
SMART ACCESSORY
SECURITY



EXERCISE WATCH



SMART GLASSES



ACTIVITY TRACKERS



TABLET COMPUTER



SMART SNEAKERS



HEALTHCARE DEVICES



SMART GARMENTS



SMARTPHONE



SMARTWATCH

GET INVOLVED AS A SPONSOR

A partnership of the **TechStyleLAB** and **LaunchNET** at Kent State University, the Fashion/Tech Hackathon gathers students from many majors and curriculums from across the nation, and brings them together with mentors and sponsor companies over a 36-hour period, to unlock creativity and apply breakthrough ideas that result in innovative concepts and products.

From wearable tech to new apps to new ways to use existing technologies, students solve problems by using fashion and technology tools and solutions, and win prizes. Sponsors and mentors have access to possible future employees and innovative, leading-edge products.

Last year's event included 158 student participants representing 16 universities, with a nearly equal split between male and female attendees. 40% were fashion majors, 40% were computer science majors, and 20% were from a variety of other diverse majors. 74% were first-time hackers.

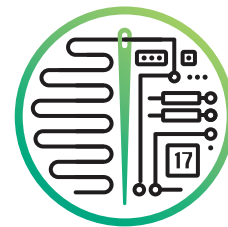
This year, students will compete in four prize categories:

- > **CREATION OF A NEW TECHNOLOGY**
- > **ADVANCEMENT OF AN EXISTING TECHNOLOGY**
- > **USE OF TECHNOLOGY IN CREATING NEW FASHION PRODUCTS**
- > **TECH ADVANCEMENT OF THE RETAIL EXPERIENCE**

BE A PART OF A COLLABORATIVE EXPERIENCE THAT'S INCREDIBLE, FUN AND REWARDING...

...and meet some of the best new creative talent out there. As a sponsor, you'll get to know the next generation of innovators as they work on applications and products that will define new horizons in fashion and technology.

- > **BRING MENTORS** – help students address project issues, build lasting relationships and recruit future employees.
- > **BRING TECH** – Let the students hack your tech and see what happens.
- > **SEND SWAG** – Build great brand recognition for your company.



SPONSOR AT ANY LEVEL AND ENJOY THESE BENEFITS

	PLATINUM \$5,000	GOLD \$3,000	SILVER \$2,000	BRONZE \$1,000
GENERAL				
Introductory keynote	•			
Judge final hacks	•			
Demo at opening ceremonies	•	•		
Named host for special side event	•	•		
Reserved table at hacker space	•	•	•	
Bring company mentors	•	•	•	•
Thank you at opening/closing ceremonies	•	•	•	•
Bring hardware to share	•	•	•	•
MARKETING				
Your swag in our bag	•	•		
Logo on website and information packet	LARGE	MEDIUM	SMALL	SMALL
Logo on shirts	•	•	•	•
RECRUITING				
Resume book after event	•	•		
Distribute recruiting materials in our bags	•	•	•	
Bring recruiting materials	•	•	•	•

SPONSOR A CUSTOM PRIZE

Sponsor one of the above tiers, then purchase your own named prize and select its winners.

SPONSOR A MEAL

Provide a main meal or snack and get sponsor recognition. We'll even handle the catering details for you and bill you for the charges.

Sponsorships and donations by check should be made payable to the "Kent State University Foundation" with TechStyleLAB in the memo line.

Mail to:

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FOLLOW US AT
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The Fashion School