



## Host Application – What to Expect

**Official applications will open Spring 2026 and close August 1, 2026.** Below is the information needed to complete the application.

### Event Planner Contact Details

- Event Primary Contact Name
- Event Primary Contact Email
- Event Primary Contact Phone

### Event Details

- Event Title
- Event Excerpt (max 65 characters)
- Event Description
- Event Date & Time
- Event Host(s) (Company)
- Event Location (Venue)
- Location Address
- Special Parking Instructions (if needed)
- Event Type: Festival, Panel/Q&A, Pitch Competition, Networking/Happy Hour, Workshop/Training, Keynote, Exhibit/Demo
- Event Audience: K-12 Students, College/Trade Students, Professionals, Business Leaders/Executives, General Public
- Event Topics (there will be several category options, up to five)
- Event Featured Image (the photo that will be displayed on your event page)
- Registration Link
- Event Sponsors (optional)

## Additional Info

- Estimated Attendee Count
- Estimated Budget
- Tech Week is part of our region's [10-year strategy](#) to become a leading tech hub in the Midwest. The strategy is aligned around three key pillars: talent, ecosystem and growth. How does your event relate to any of these three key themes?
  - **Talent:** Increasing the region's tech talent pipeline is essential to our region's long-term economic growth. Events can focus on the development, education, reskilling and attraction of tech-related talent. Additionally, engaging diverse populations within our tech industry is critical.
  - **Ecosystem:** Innovation requires a cohesive ecosystem in which entrepreneurs, startups and corporations are empowered to pursue radical new ideas, test their theories, commercialize their products and scale their companies. Events can strengthen the cohesion between incubators, accelerators, entrepreneurs, startups and corporations with the goal of driving innovation within our community.
  - **Growth/Innovation:** Our business community has the opportunity to lead future technological innovation in Greater Grand Rapids and cultivate a larger digital transformation throughout our entire community. Events can assist area companies in identifying and adopting technologies that improve the competitiveness and resiliency of the business.