



## Event Application – What to Expect

**Official applications will open May 1, 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)
- 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.

## New for 2026 – Centralized Registration!

After years of popular demand, Tech Week is moving to a centralized registration system to create a more seamless experience for attendees and event hosts!

Using the information provided in your application, the Tech Week team will create a registration page in [Luma](#) on your behalf. For this reason, it is important that all event details submitted in your application are accurate and complete. This is the information that will be used to build your registration page. Upon approval, you will be granted host access to your Luma page, where you can view registrants, manage attendance, update event details, send email communications to your guests, and so much more. Our team will also provide you with tutorials and tips & tricks for using Luma, so you feel confident managing your page.

## A Note On Pricing

One of Tech Week's core goals is to ensure our programming is as accessible as possible to attendees and participants of all backgrounds. All Tech Week events are expected to be free of charge. If your event requires a paid ticket, please note this in the Notes section at the bottom of this application and our team will follow up with you directly regarding next steps for the registration process.

## **A Note On Your Event Title & Description**

Your event title and description are your first impression, and often your only shot at convincing someone to show up. A little extra thought here goes a long way.

### **Your Title**

Keep it specific enough to be compelling, but broad enough not to turn people away before they've even read the description. "AI in Healthcare: What's Actually Working" will draw a more engaged crowd than "AI Panel:" but "A Deep Dive Into the Ethical Implications of Predictive Diagnostic Algorithms in Rural Healthcare Systems" might scare people off before they get to the good part. Aim for clear and interesting over clever or overly technical.

Before you finalize your title, check the events already listed on the Tech Week website to make sure your title isn't a duplicate or too similar to something already on the calendar. Unique titles help your event stand out and make it easier for attendees to find exactly what they're looking for.

### **Your Description**

Lead with what attendees will walk away with, not just what the event is about. "Learn how to build an AI workflow in under an hour" is more compelling than "A workshop on AI workflows." Tell people what they'll learn, do, or experience, and make it sound like something worth showing up for. Including your guest speakers in the description will attract more attendees, as well.

### **A Note On AI-Generated Copy**

Using AI to help draft your title or description is a wonderful use-case and very helpful when planning, but take a few minutes to read it back as a human before you submit. AI-written descriptions can sound polished but generic, and generic doesn't fill seats. Make sure it accurately reflects your event, sounds like something a real person wrote, and has a little personality. The best event descriptions feel like they were written by someone who's genuinely excited about what they're putting together, because they were!